



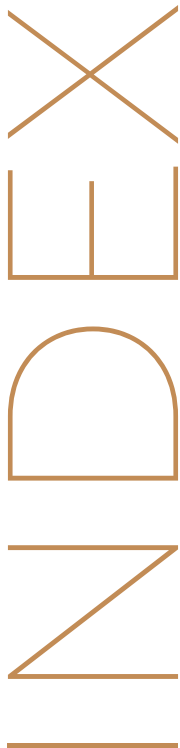
Policy Priorities



CALIFORNIA CANNABIS INDUSTRY ASSOCIATION

2025

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INTRODUCTION

The California Cannabis Industry Association (CCIA) is pleased to present its 2025 Policy Priorities, which reflects our dedication to a sustainable, equitable, and prosperous future for California's cannabis industry. We aim to advocate for policies that enhance public health, safety, and economic opportunity while ensuring industry growth.

Founded in 2013, CCIA has been a strong advocate for a responsible cannabis market, working with policymakers and stakeholders to create balanced policies. While progress has been made, challenges such as overregulation, excessive taxes, and unregulated competition continue to impact the market. CCIA is committed to addressing these issues and promoting a more accessible and stable marketplace.

This program serves as a key resource for policymakers and a strategic guide for CCIA's legislative advocates and partners. It reflects input from our diverse membership and is supported by our legislative team and Board of Directors.

We value our partnerships with the governor's office, state agencies, and the legislature, and together, we are committed to fostering a compliant and innovative cannabis industry that benefits all Californians. As we enter the 2025 legislative year, we remain focused on driving meaningful policy reforms for a resilient cannabis future.

POLICY PRIORITY FRAMEWORK

The California Cannabis Industry Association (CCIA) is committed to advancing a strategic and tiered policy framework that ensures the growth and sustainability of the state's legal cannabis market.

By prioritizing urgent legislative actions, fostering collaboration through active stakeholder engagement, and maintaining oversight on emerging issues, CCIA's approach is designed to protect consumers, promote regulatory accountability, and support the economic health of the cannabis sector.

These priorities are organized into three tiers to effectively allocate resources and advocacy efforts.

01

Tier 1

CCIA should focus on leading priority issues where it has significant expertise and resources, taking proactive actions to shape policy and drive initiatives, including public affairs efforts and the development of strategic issue management plans.

02

Tier 2

CCIA engages actively through coalitions and collaborations, taking a leadership role as needed but relying on partnerships to address emerging issues.

03

Tier 3

CCIA should monitor issues with, engaging as resources allow and increasing involvement only if the issue escalates in importance or urgency.

POLICY PRIORITY MATRIX

Issue	Legislative vs. Regulatory	Relevant 2025 Legislation (if applicable)
TIER ONE ISSUES <i>CCIA uniquely positioned to lead, significant staff resources</i>		
Prevent Cannabis Tax Increase	Legislative	AB 564 (Haney-D)
Integrate Hemp-Derived Cannabinoids into Cannabis Supply Chain	Legislative	AB 8 (Aguiar-Curry-D) SB 378 (Wiener-D)
TIER TWO ISSUES <i>Active Engagement, CCIA leads as appropriate and engages through coalitions</i>		
Engage on DCC Oversight & Structure Issues Related to Agency Re-Org	Legislative, Regulatory	N/A
Manage Cannabis Industry Debt	Regulatory	SB 479 (Arreguin-D)
TIER THREE ISSUES <i>Monitor, engage as resources allow/if developments increase urgency of issue</i>		
Address Barriers to Growth	Legislative	AB 762 (Irwin-D) AB 1209 (Rodriguez-D)
Implement 2023-2024 Legislation	Regulatory	SB 622 (2023; Allen-D)

Our mission is to promote the innovation, growth and sustainability of a responsible and inclusive cannabis industry.

POLICY PRIORITY GOALS

TIER 1

CCIA UNIQUELY POSITIONED TO LEAD

Prevent Cannabis Tax Increases

- Pursue tax reform solutions to prevent a cannabis tax increase set to take effect on July 1, 2025, while addressing systemic issues in the current tax structure.
- Work proactively with the administration, legislature, and key stakeholders to implement reforms that stabilize the legal cannabis market, prevent potential increases in the state excise tax, and ensure robust consumer access and safety.

Integrate Hemp-Derived Cannabinoids into Cannabis Supply Chain

- Ensure a pathway to integrate hemp-derived cannabinoids into the regulated cannabis supply chain, including authorization to incorporate specified hemp cannabinoids into cannabis products.
- Support the establishment of a clear, enforceable policy framework for the manufacture, distribution, and sale of hemp-derived cannabinoid products in California under the oversight of the Department of Cannabis Control (DCC).
- Ensure the framework prioritizes consumer health and safety, maintains tax parity with the legal cannabis industry, and promotes economic opportunities for California businesses.

TIER 2

ACTIVE ENGAGEMENT

Engage on DCC Oversight & Structure Issues Related to Agency Re-Org

- Support efforts to increase oversight and transparency within the Department of Cannabis Control (DCC) to ensure California's regulatory framework supports the growth and sustainability of the legal cannabis industry.
- Establish mechanisms for performance evaluation and stakeholder engagement to address systemic issues and strengthen the DCC's effectiveness.

Manage Cannabis Industry Debt

- Collaborate with coalition partners to address the growing debt burden across the cannabis supply chain.
- Address the estimated \$732 million in delinquent taxes and penalties, including debt owed by non-operational establishments.
- Support the development of effective debt management and collection solutions to stabilize the industry and ensure fair competition.

TIER 3

MONITOR, ENGAGE AS ALLOWS

Address Barriers to Growth

- Support enforcement approaches that distinguish between unlicensed actors and compliant businesses to protect the legal market from unfair competition and redundant penalties.
- Improve coordination between state and local agencies to eliminate duplicative inspections, lower compliance costs, and reduce delays that hinder business expansion.
- Encourage more local jurisdictions to permit regulated cannabis activity by reducing administrative barriers and incentivizing economic development.

Implement 2023-2024 Legislation

- Collaborate with the Department of Cannabis Control (DCC) to ensure the successful implementation of 2023 legislative measures.
- Continue efforts to advance the goals outlined in Proposition 64 and foster a safe and equitable cannabis market in California.

2025 LEGISLATIVE BILLS

BILL	TITLE	ISSUE PRIORITY MAPPING	POSITION
AB 564 (Haney-D)	Cannabis: excise tax: rate increase repeal.	Tier 1	Support
AB 8 (Aguiar-Curry-D)	Cannabis: cannabinoids: industrial hemp.	Tier 1	Support
SB 378 (Wiener-D)	Online marketplace: illicit cannabis: reporting and liability.	Tier 2	Possible Support
SB 479 (Arreguin-D)	Cannabis: Payment of goods and services.	Tier 2	Support
AB 762 (Irwin-D)	Disposable, battery-embedded vapor inhalation device: prohibition.	Tier 3	Concerns
AB 1209 (Rodriguez-D)	Workers' compensation: cannabis industry.	Tier 3	Concerns
AB 1027 (Sharp-Collins-D)	Cannabis: licensed testing laboratories.	N/A	Support
AB 1332 (Ahrens-D)	Medical cannabis: shipments.	N/A	Support
AB 1209 (Rodriguez-D)	Workers' compensation: cannabis industry.	N/A	Concerns
AB 998 (Hadwick-R)	Household hazardous waste: vape pens.	N/A	Watch
AB 632 (Hart-D)	Local ordinances: administrative fines or penalties.	N/A	Watch



CALIFORNIA CANNABIS INDUSTRY ASSOCIATION

*Thank you for your continued partnership
in advancing a sustainable and thriving
cannabis industry in California.*

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