



CANY VISION 2025

January 2025



PRINCIPLES

- 1 Transparency
- 2 Integrity
- 3 Inclusivity





CANY TODAY

Represents entire supply chain

- Retail members: 50%
 - Supply side members: 30%
 - Ancillary members: 20%
-

CANY has 5 committees

- 1 POLICY
- 2 MEMBERSHIP
- 3 MARKETING/TOURISM
- 4 RETAIL
- 5 CULTIVATION & PROCESSING



CANY ROUNDTABLE

An advisory board



The CANY Roundtable will harness the collective wisdom and expertise of industry leaders and representatives to drive positive change, promote growth, and address the unique challenges faced by New York Cannabis companies.

DIVERSE REPRESENTATION ON THE ROUNDTABLE



Compliance



Accounting



Security



Testing



Marketing



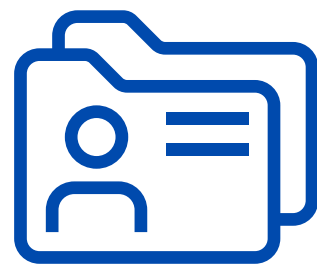
Sustainability



IT



Insurance



HR



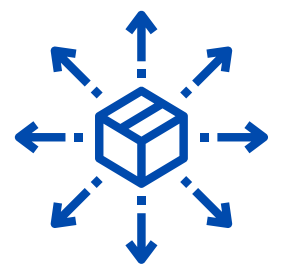
Retail



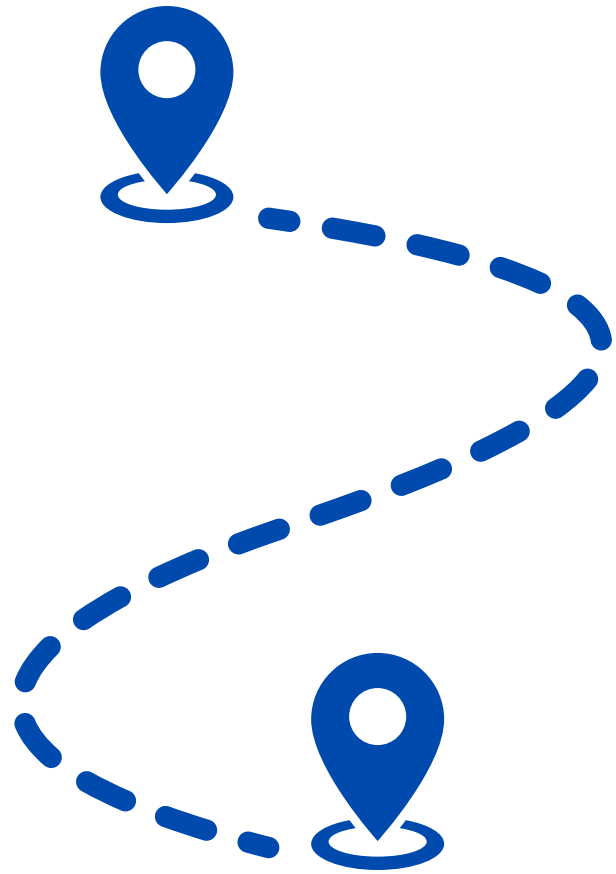
e-Commerce



Packaging &
Labelling



Distribution



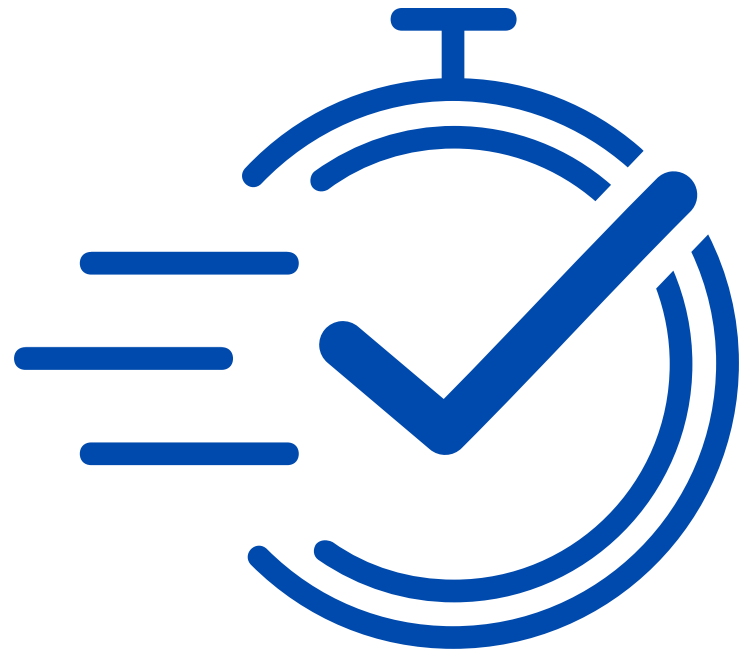
CLEAR OBJECTIVES & GOALS FOR THE ROUNDTABLE

Establish clear objectives and goals for the advisory council as identified by member surveys that identify industry needs and regulatory concerns.



EXPERTISE & SPECIALIZATION OF THE ROUNDTABLE

Leverage the expertise and specialization of roundtable members by assigning specific topics or areas of focus to individuals or subcommittees based on their knowledge and experience.



TIMELY ACTION & RESPONSIVENESS TO THE ROUNDTABLE

Ensure that the roundtable's recommendations and insights are promptly addressed and acted upon, demonstrating a commitment to responsiveness and follow-through on their suggestions.

ROUNDTABLE IN ACTION

- 1 Shaping the voice of CANY with direct connectivity to CANY policy committee
 - 2 Rapid action by Board on policy and other initiatives
 - 3 Access to CANY membership as a leading stakeholder
-







COMMITTEE STRUCTURE

January 2025



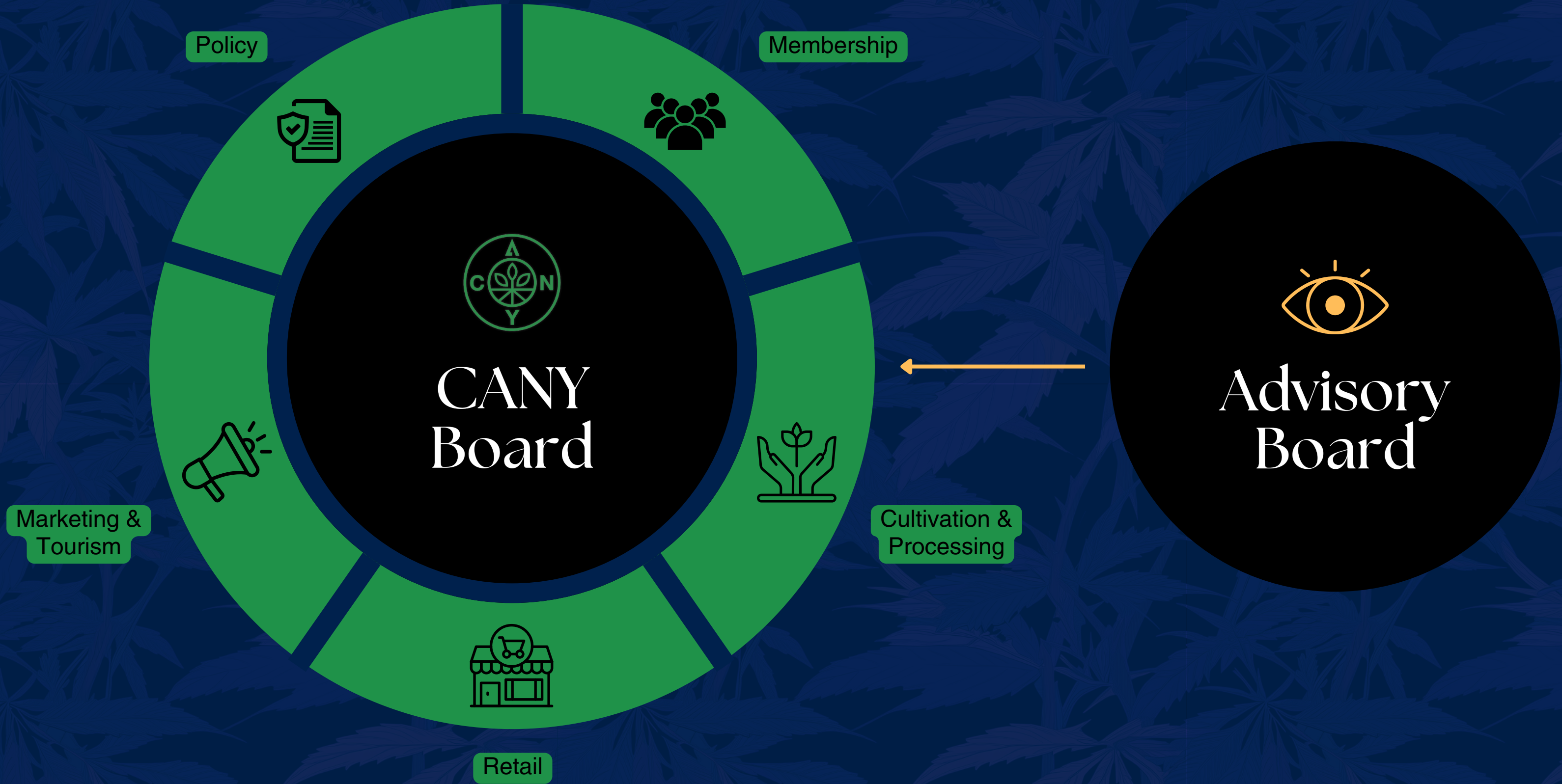
CANY TODAY

CANY and the role it plays has changed.

-  Legalization has happened
-  Members are busy building businesses

WE MUST EVOLVE.

Revitalizing CANY Committees





MEMBERSHIP COMMITTEE

1

Primary Role



Add value to CANY membership by creating partnerships with businesses and organizations that include discounts and other resources for CANY members.

2

Additional Roles



Works with CANY board and other committees to foster a positive, connected environment for existing CANY members



Develops opportunities for outreach to new members, including participation in events and developing outreach materials



MARKETING & TOURISM COMMITTEE

1 **Primary Role**



Develops marketing and tourism opportunities to promote the New York State cannabis industry globally, including as a top destination for cannatourism.

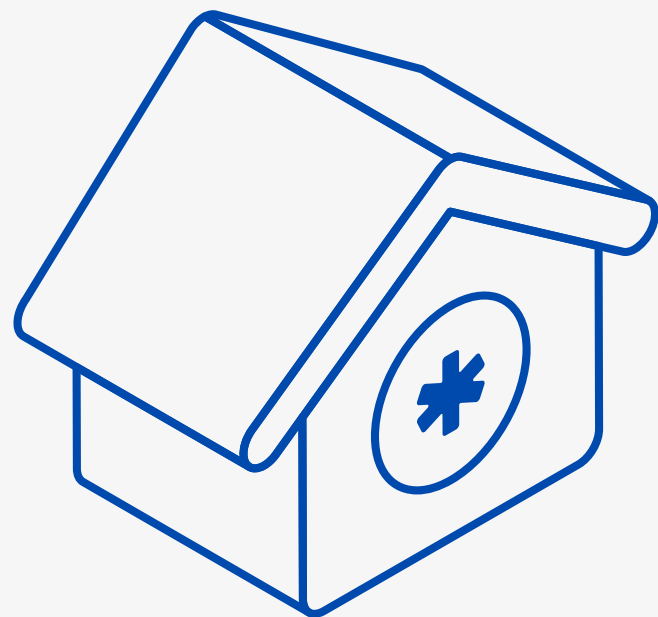
2 **Additional Roles**



Works with CANY board and members to develop messaging and advertising positioning the New York State cannabis industry



Works with members and stakeholders to develop tourism opportunities, including Cannabis farm trails and eateries.



RETAIL COMMITTEE

1 **Primary Role**



Support the retail sector by providing educational opportunities and shaping regulatory discussions.

2 **Additional Roles**



Works with CANY board, and the policy and supply committees, to develop policy agenda that supports retailers



Works with CANY membership committee to develop resources that add value to CANY membership



CULTIVATION & PROCESSING COMMITTEE

1 **Primary Role**



Support the supply side of the market by providing educational opportunities and shaping regulatory discussions.

2 **Additional Roles**



Works with CANY board, and the policy and supply committees, to develop policy agenda that supports supply side operators



Works with CANY membership committee to develop resources that add value to CANY membership
