

IMPERIAL TOBACCO CANADA WANTS LEGISLATION TO TREAT TOBACCO & CANNABIS EQUALLY

A very interesting report in, Straight.com , and we suggest reading the full article as we presume similar arguments will be presented to the courts in the USA if and when cannabis goes national.

They write

Imperial Tobacco Canada is speaking out against the way Bill C-45 regulates the branding of cannabis products—by boldly comparing tobacco to weed.

The corporation is seeking the attention of lawmakers in Ottawa with an advertisement it ran in the Hill Times on Monday, one that accuses the government of taking a “contradictory” approach to its intention of keeping harmful substances out of the hands of children.

As the government proceeds with the Cannabis Act, it might be that the cigarette-manufacturing company—responsible for brands like Du Maurier, John Players, and Peter Jackson—is afraid it will lose revenue when legal cannabis becomes an option for consumers, especially because the number of smokers in Canada has fallen each year since 1965. At that time, roughly half of Canadians used tobacco, but by 2015, that number had dropped to 13 percent.

The ad highlights a measure of Bill S-5, or the Tobacco and Vaping Products Act, and compares it to related measures in the Cannabis Act. It was first introduced in the Senate in November 2016 and was passed there in June. It is currently awaiting a second reading in the House of Commons.

In addition to creating legislation around vaping products, the bill also introduces provisions to permit the implementation of plain-packaging requirements on tobacco products.

That measure has raised the ire of tobacco manufacturers across the country, who are already required by the government to display health warnings for consumers on 75 percent of a cigarette package’s surface area.

(Canada became the first country to mandate such warnings in 2001. The amount of space dedicated to them was raised from 50 percent to 75 percent in 2012.)

“But Bill C-45 permits branding on marijuana packaging,” the ad reads, “since the legal industry needs branding to differentiate their products from those of the black market.”

Full Article At: <https://www.straight.com/cannabis/985821/imperial-tobacco-wants-government-treat-cigarettes-and-cannabis-equally>