

“NEW FRONTIER DATA” CONFIRM WHAT WE ALREADY KNEW. THE CANNABIS INDUSTRY NO DIFFERENT FROM ANY OTHER WITH REGARDS TO SEXUAL HARRASSMENT AND PORTRAYAL OF WOMEN

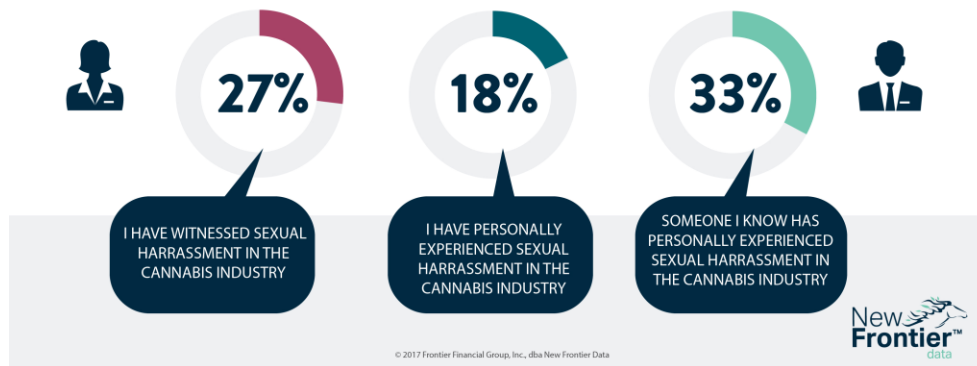
Before we give you the NFD information it is worth mentioning that the majority of the mainstream cannabis press is beginning to address the issue and images of women are less demeaning that they were 18 months ago. But there is still a long way to go until the industry rids itself of the “sex sells” ethos.

We’d also like to mention two more stories that illustrate that cannabis is locked in the same mindset as any other sector you could choose to pick.

Why for example has Jessica McElfresh become the target of the San Diego DA’s office. We’re pretty sure that there are plenty of men out there who could be arraigned on the same or similar charges. We see her as the [Hester Prynne](#) of the cannabis world.



And as for the goings on at [Electrum Partners](#). We’d suggest, as much as people like to think it isn’t, it probably is a microcosm of what’s happening in cannabis. The norm rather than the exception
Here are some numbers from NFD and it isn’t good reading.



- According to a New Frontier Data / Women Grow diversity survey of **1,741** volunteer respondents, roughly **1 among 4 (27%)** said that they have witnessed sexual harassment in the cannabis industry.
- Not quite **1 among 5 (18%)** said that they had personally experienced sexual harassment in the cannabis industry.
- **1 in 3 (33%)** said that someone they know has personally been subjected to sexual harassment in the cannabis industry.