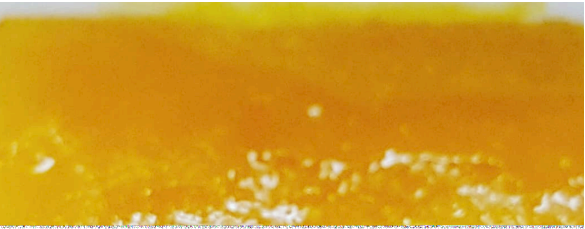


Association of Kootenay
Boundary Local
Government Convention

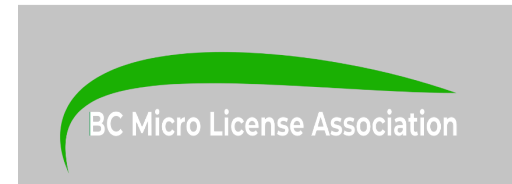
Small Business Development in the Cannabis Sector

Tracey Harvey, PhD student
April 28th, 2019



Images by JimsCannabis, 2018,
<https://www.instagram.com/jimscannabis/>
Reprinted with permission.

Acknowledgement and Thanks



Social Sciences and Humanities
Research Council of Canada

Conseil de recherches en
sciences humaines du Canada



PhD Project Framework



- Using theories from *Transitioning Economies* and *Stakeholder Participation*
- To identify Risks, Strategies and Opportunities

Two assumptions:

1. Cannabis industry is substantial in rural B.C.
2. Transitioning is a rural issue in B.C.

Two key problems:

1. Prohibition is all we know, so how do we plan for the future?
2. Rural B.C. cannabis stakeholders were not considered during senior policy formulation

Research Question



“How can the Kootenay region effectively transition to the new rural cannabis economy?”



A rural B.C. farmer at his outdoor medically licensed cannabis garden, by B. Taylor, 2018. Reprinted with permission.



“From the harvest Fall 2018”, by JimsCannabis, 2018, <https://www.instagram.com/jimscannabis/>. Reprinted with permission.

Transitioning economies



Typified in the B.C. hinterlands since the 1980s

Known originally as “instant towns”, “single industry towns”, “company towns”, and “resource based towns” (Halseth & Sullivan, 2003)

Previously dependent on a ‘staples’ economy (Innis, 1933)



"Forest clearcut near Port Renfrew, British Columbia", by TJ Watt, 2018,

<https://thenarwhal.ca/25-years-after-clearcut-and-how-decades-the-war-in-the-woods-never-ended-and-its-heating-back-up/> Reprinted with permission.

Stakeholder Participation



Inclusive stakeholder participation is critical (Freeman, 2004; Arnstein, 1969)

Exemplified by the 1990s “War in the Woods”

“...opposed to the industrial-scale forestry being practiced and the complete lack of consultation...”

(Pierce, 2018, p. 5)



“In 1993 protesters blocked an access road, preventing MacMillan Bloedel from continuing its Clayoquot Sound logging operations. Police arrived to read a court injunction, demanding the road be cleared. The order was summarily ignored by protesters. Photos: Ademoor” (Pierce, 2018, p. 8)

Opportunities



“Amnesia Haze cola” by JimsCannabis, 2018,
<https://www.instagram.com/jimscannabis/>.
Reprinted with permission.

“Ice cream pho live resin” by JimsCannabis, 2018,
<https://www.instagram.com/jimscannabis/>.
Reprinted with permission.

Cluster Development



“Knowledge, relationships, motivation - that distant rivals cannot match” (Porter, 1998, p.2)

- Extend laterally among interlinked industries as well as downstream within sectors
- Involve entities more than just related industries: community supporting organizations, NGOs, academic institutions, government

Supported by entrepreneurial & small business development for flexible specialization

**Ensure dollars turn over as many times as possible
within a region**

References



- Ansell, C., & Gash, A. (2007). Collaborative governance in theory and practice. *Journal of Public Administration Research and Theory*, 18(4), 543-571. <https://doi.org/10.1093/jopart/mum032>.
- Arnstein, S. (1969). A ladder of citizen participation. *Journal of the American Planning Association*, 35(4), 216-224.
- Bryson, J. M. (2004). What to do when stakeholders matter. *Public Management Review*, 6(1), 21-53. <https://doi.org/10.1080/14719030410001675722>.
- Freeman, E. R. (2004). The stakeholder approach revisited. *Zeitschrift Für Wirtschafts- Und Unternehmensethik*, 5(3), 228-241.
- Halseth, G., & Sullivan, L. (2003). From Kitimat to Tumbler Ridge: A crucial lesson not learned in resource-town planning. *Western Geography*, 13/14, 132-160.
- Innis, H. (1933). *Problems of staple production in Canada*. Toronto: Ryerson Press.
- JimsCannabis. (2018). *Amnesia Haze cola* [Image file]. Retrieved from <https://www.instagram.com/jimscannabis/>
- JimsCannabis. (2018). *Black Rock Tungsten outdoor organic* [[Image file]. Retrieved from <https://www.instagram.com/jimscannabis/>
- JimsCannabis. (2018). *Blue Sapphire Shatter* [Image file]. Retrieved from <https://www.instagram.com/jimscannabis/>
- JimsCannabis. (2018). *Fall flowers from the garden* [Image file]. Retrieved from <https://www.instagram.com/jimscannabis/>



References Cont'd



JimsCannabis. (2018). *From the harvest Fall 2018* [Image file]. Retrieved from <https://www.instagram.com/jimscannabis/>

JimsCannabis. (2018). *Ice cream pho live resin* [Image file]. Retrieved from <https://www.instagram.com/jimscannabis/>

JimsCannabis. (2018). *Outdoor organic loves lady bugs* [Image file]. Retrieved from <https://www.instagram.com/jimscannabis/>

Markey, S., Halseth, G., & Manson, D. (2012). *Investing in place: Economic renewal in northern British Columbia*. Vancouver: UBC Press.

Pierce, D. (2018). *25 Years after the War in the Woods: Why B.C.'s forests are still in crisis*. Retrieved from <https://thenarwhal.ca/25-years-after-clayoquot-sound-blockades-the-war-in-the-woods-never-ended-and-its-heating-back-up/>

Porter, M. (1998). Clusters and the new economics of competition. *Harvard Business Review*, (November-December).

Taylor, B. (2018). *A rural B.C. farmer at his outdoor medically licensed cannabis garden*. Reprinted with permission.

Watt, T.J. (2018). *Forest clearcut near Port Renfrew, British Columbia*. Retrieved from <https://thenarwhal.ca/25-years-after-clayoquot-sound-blockades-the-war-in-the-woods-never-ended-and-its-heating-back-up>





Questions?



Email:
tharve01@uoguelph.ca



<http://ruralbclegalizationstudy.wordpress.com/>

“Black Rock Tungsten outdoor organic”,
by JimsCannabis, 2018.
Reprinted with permission.