Design Considerations for Legal Cannabis: The 11 P’s

Beau Kilmer, PhD

Co-Director, RAND Drug Policy Research Center
Interim Director, RAND’s San Francisco Bay Area Office
Senior Policy Researcher, RAND Corporation
Professor, Pardee RAND Graduate School
Also based on interactions with policy makers

- Washington State Liquor Control Board
- Uruguay’s Junta Nacional de Drogas
- State of Vermont
- Canada’s Legalization Task Force
1. Production
2. Profit Motive
3. Promotion

We Measure New Experiences by the gram.

916 SE Hawthorne Blvd.

Farma+ Cannabis | Accessories

For use only by adults twenty-one years of age and older. Keep out of reach of children. Do not operate a vehicle or machinery under the influence of this drug.
4. Prevention

DUI doesn't just mean booze.
5. Policing & Enforcement
6. Penalties
## 7. Potency

### Indica

<table>
<thead>
<tr>
<th>Product</th>
<th>THC</th>
<th>CBD</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>BHO Shatter Sunset</td>
<td>68.6%</td>
<td>0.7%</td>
<td>+$20</td>
</tr>
<tr>
<td>BHO Wine Berry</td>
<td>72.8%</td>
<td></td>
<td>+$24</td>
</tr>
<tr>
<td>CO2 Oil Grape Kush</td>
<td>37.3%</td>
<td>31.1%</td>
<td>+$15</td>
</tr>
<tr>
<td>Crumble Sour Grapes</td>
<td>72.0%</td>
<td>0.4%</td>
<td>+$21</td>
</tr>
<tr>
<td>Dabber RSO Training Day</td>
<td>65.8%</td>
<td></td>
<td>+$30</td>
</tr>
</tbody>
</table>
In Washington flower dominates, then extracts

Source: Smart et al., 2017
9. Public Use
## 10. Price

<table>
<thead>
<tr>
<th>Day</th>
<th>Offer</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>BOGO</td>
<td>BUY ONE, GET ONE 50% OFF</td>
</tr>
<tr>
<td>Thursday</td>
<td>$50</td>
<td>500 MG TERPENES</td>
</tr>
<tr>
<td>Friday</td>
<td>25% OFF</td>
<td>COLORADO CANNABIS COMPANY CBD PRODUCTS</td>
</tr>
<tr>
<td>Sunday</td>
<td>$89</td>
<td>SELECT OZ</td>
</tr>
</tbody>
</table>
Options to elevate price

- Require minimum pricing
- Reduce competition
- Impose regulations
- Levy taxes
11. Permanency
Concluding thoughts

• Public health effects of legalization will also depend on use of other substances

• Reasonable people can disagree about cannabis

• The “11 P’s” are a good place to start for those debating, designing, or evaluating legalization
Drug Policy Research Center
References


