

WHAT ARE THE BARRIERS TO SUCCESS?



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Despite the impressive number of women founders/owners in this study, very few survey respondents believe the cannabis industry is equitable.

Financial challenges, rampant disrespect and harassment, and even absence of support from other women are just a few of the many barriers to success reported by study participants.

Many of the issues facing the women in cannabis are not unique to our industry, yet our respondents see less opportunity to grow and develop their careers within the space when compared with traditional industries. Additionally, nearly two-thirds of participants have experienced shame from people in their lives simply for working in cannabis highlighting the stigmas that still exist around the plant.

This section discusses the countless challenges facing the women in cannabis, offering an honest and oftentimes heart-wrenching glimpse into the darkness that exists in our space. We hope the information presented will be a catalyst for change within the industry and open readers' eyes to how we can do better.

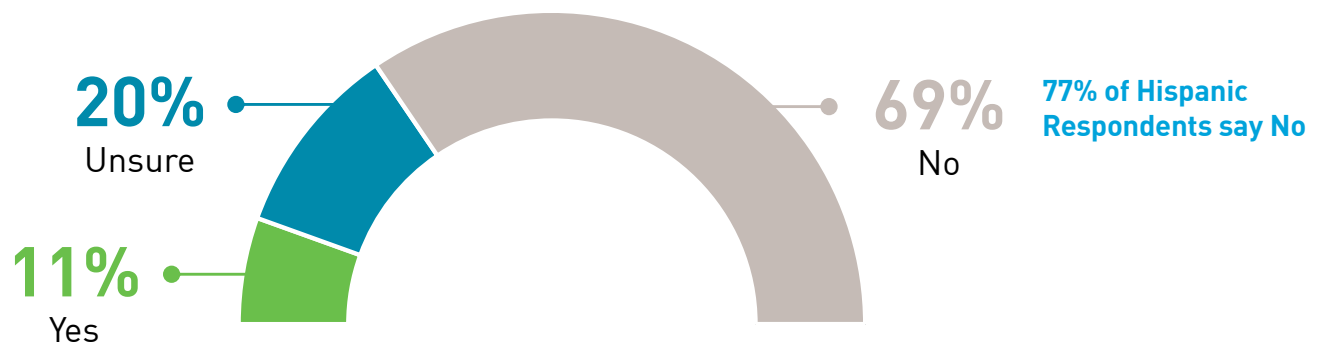


WHAT ARE THE OBSTACLES?

Women face significant and widespread barriers to working and succeeding in the cannabis space.

Women's advancement in the cannabis industry is slow because they often do not have equal opportunities or access to the same resources as men do.

Just 11% of women agree that the industry is equitable for women.





IN MY WORDS...

I have had many men hired above me, perform poorly, and leave, while I continue to be passed up for upward growth despite a successful record of work.

I have watched women in the workplace hold other women down for their own advancement.

And above all I am devastated to watch the industry in my state (recently legalized for adult use) grow and grow only for the benefit of wealthy white men with no regard for people affected by the criminalization of the plant they now use for profit.

There are little to no efforts that I have seen to intentionally hire/support POC or those affected by prohibition, and the voices out there advocating for change in this regard feel far removed from the active companies in the industry.

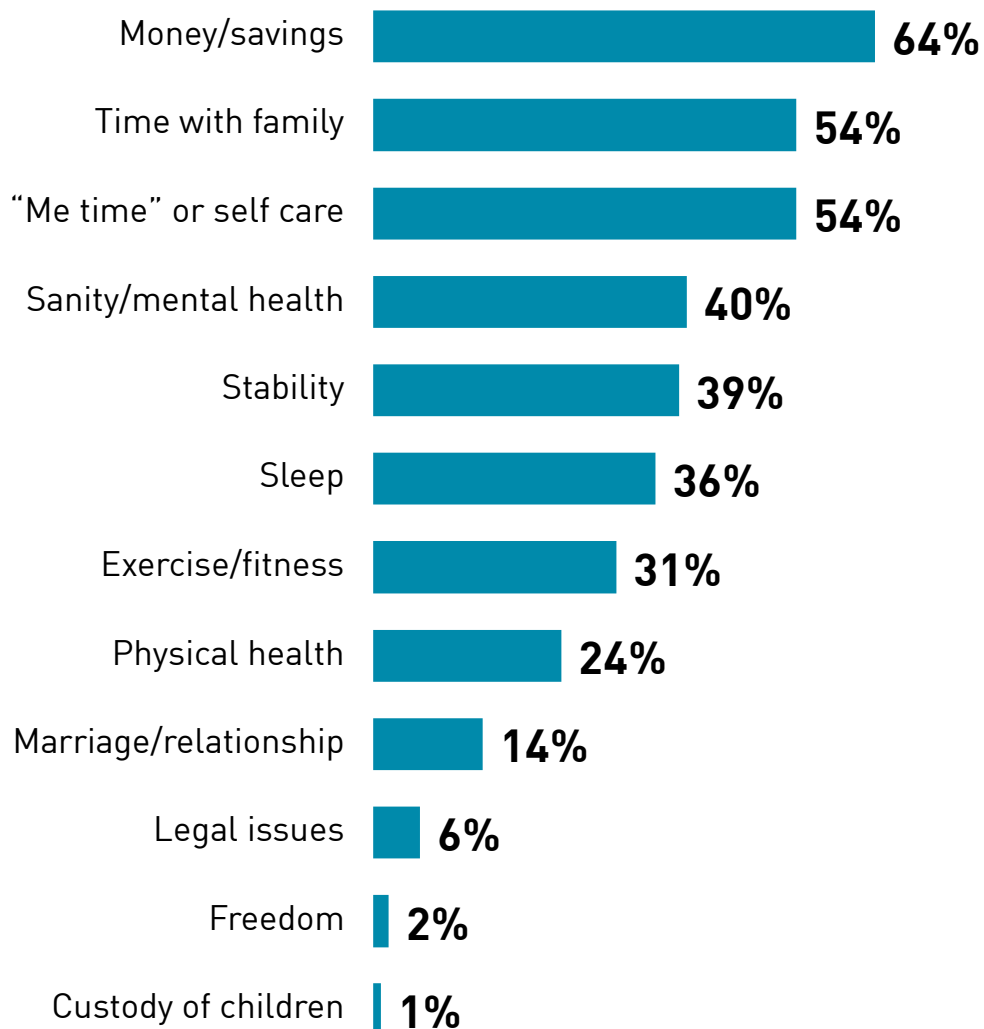
MANAGER, MA



BARRIERS TO ENTRY

The women in cannabis make overwhelming sacrifices to work in the industry and face systemic barriers to success, including sexism, harassment, bullying, lack of support, lack of opportunity, lack of benefits, lack of respect, difficulty obtaining funding and resources, low pay, shame, stigma and more.

Many women have made immense financial and emotional sacrifices for their careers in cannabis. From their personal sacrifices and mistreatment from others to systemic issues, women face multiple challenges.





MY DEFINITION OF SUCCESS...

My success is personally defined by the risks and sacrifices made to achieve profitability, sustainability, and longevity in a highly tumultuous and competitive cannabis marketplace.

Organically bootstrapping an organization from an original \$10,000 loan to over \$1M in sales is one metric of success. Another would be rates of employee satisfaction, turnover, and customer retention. Key performance indicators spanning over 5+ years in business in the cannabis industry allow me to confidently feel successful.

CEO, CA

Success for me is finding a level of achievement that makes me feel as if the sacrifices I've made in life, to get to that point, was worth it.

My second form of success is happiness. Happiness in a career holds great weight. We have all worked in an environment that we dreaded going back into the next day. Excluding that negative environment from your life and finding a positive one makes life much more enjoyable. My goal was to reach both of those things, happiness and advancement with my sacrifices, and I did!

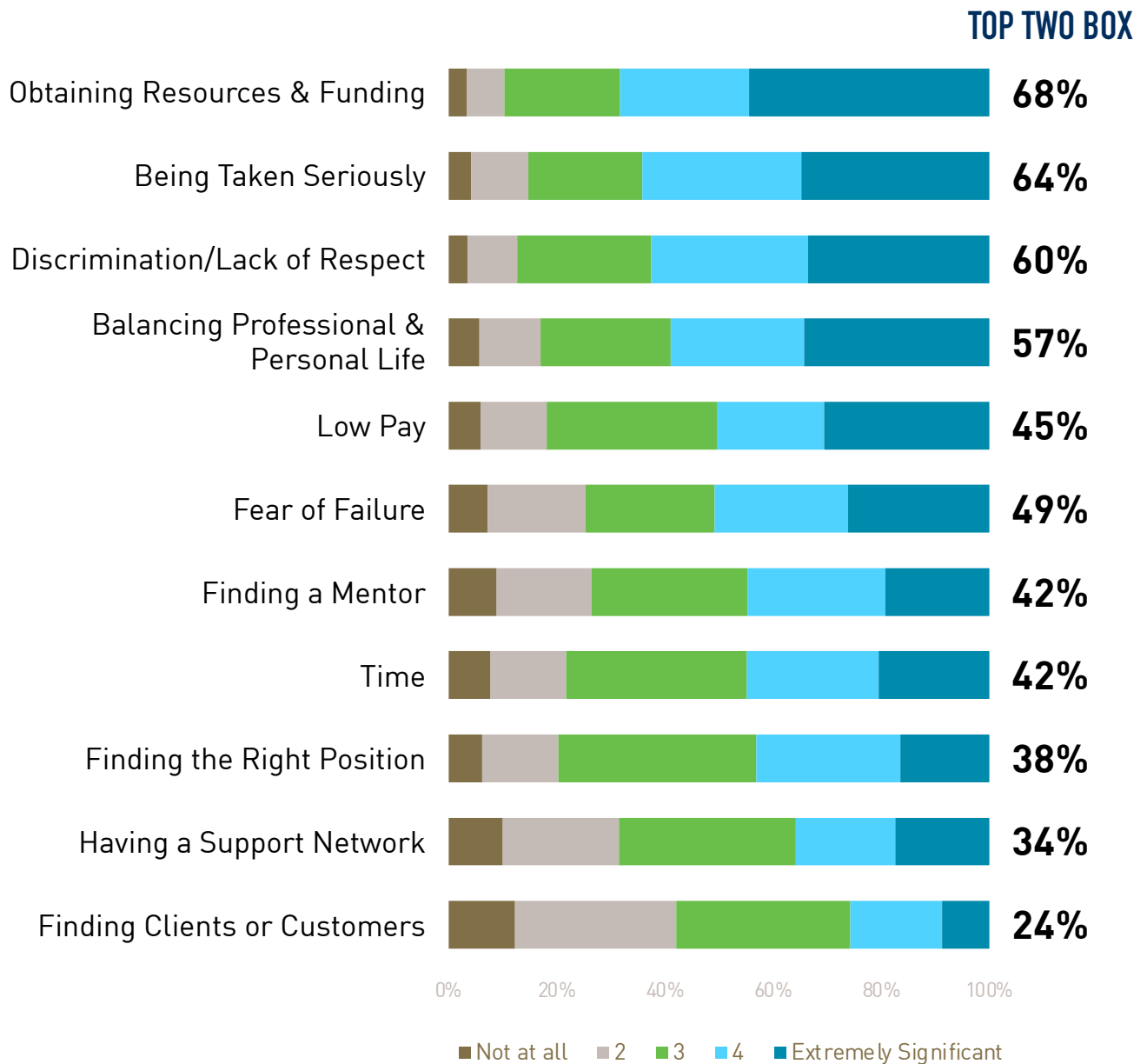
SENIOR ANALYTICAL CHEMIST, OK

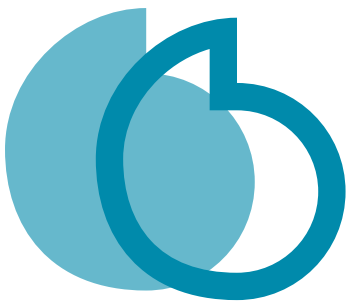


BARRIERS FROM MULTIPLE DIRECTIONS

We asked women to rate the significance of the following barriers to entry (on a 5-point scale) for ALL women in the cannabis industry.

With so many barriers & obstacles, it's difficult for women in the industry to focus their energy on building success.





IN MY WORDS...

I started in the grey market in California.

I have developed several big-name products and have worked hard for my status.

I was making \$35,000 a year and was asked to take a pay cut because they were 'doing poorly.'

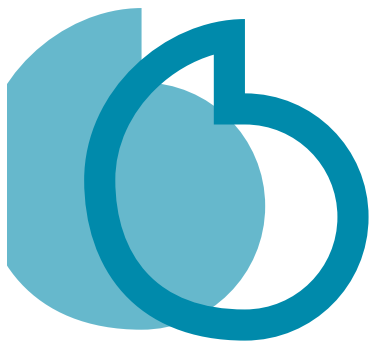
I found out they were paying my male assistant, who had a GED, compared to my post graduate work, \$20,000/year more than me, plus bonuses.

*When I mentioned this in regard to them wanting to cut me to \$28,000, **they said that I was getting married and that my husband should be supporting me and that I would get pregnant and run off soon.***

I left soon after.

PRODUCT DEVELOPMENT CHEMIST, OR





IN MY WORDS...

I believe in my power to manifest; however, I am experiencing setbacks in being able to scale my business.

I've had to be very resourceful because financing options for growth are limited especially for women-owned businesses in cannabis.

Yes, there are many investors that are looking at the cannabis industry, but it is a "good ol' boys club."

CEO, NM

In 2018, I joined up with a large company in the cannabis industry.

The owner and his brother-in-law staffed the company with almost exclusively 'bros' and a few 'social girls' that were ex-models and self-proclaimed sleeping with them.

Male executives would take a trip to Thailand annually while the women were given a \$50 gift card for a nail salon.

This created a system of absentee upper management with unqualified and defensive women.

It turns into a 'cheerleaders vs. nerds' scenario quite quickly.

PRODUCT DEVELOPMENT CHEMIST, OR

MY DEFINITION OF SUCCESS...

I'll be successful when myself, other women, and all individuals of color make equivalent income to equal white male counterparts and receive the same level of recognition for equal work.

I also consider a work/life balance to be successful, which can vary from person to person.

DIRECTOR OF R&D, FL



LACK OF AVAILABLE BENEFITS

As the cannabis industry continues to emerge from the underground, it is anticipated that businesses will be able to offer employees competitive benefits.

However, many benefits that would offer women financial security and family support are largely yet to be seen. Employees who work for a larger employer are much more likely to be offered traditional benefits.

HEALTH BENEFITS	RECEIVED as an employee	OFFERED as a business owner
Health Insurance	60%	25%
Paid Sick Leave	58%	36%
Dental Insurance	52%	18%
Disability Insurance	18%	8%
Health Savings Account	16%	4%
Paid Maternity	24%	14%

Note: This data was collected prior to the arrival of COVID-19.

Q55. Which of the following benefits are available to you by your employer in the cannabis industry? Check all that apply.
Q56. As a business owner with employees, which of the following benefits do you offer? Check all that apply.

Women-owned businesses, however, are most likely to offer free or low-cost benefits.

This may speak to the fact that women-owned businesses are significantly less likely to obtain funding or have the resources to provide more expensive, but much-needed options, such as health insurance or sick leave.

FREE & LOW-COST BENEFITS	RECEIVED	OFFERED
Direct Deposit	64%	39%
Flexible Schedule	52%	67%
Employee Discount	48%	45%
Remote Work	42%	46%

LIFE BENEFITS	RECEIVED	OFFERED
Life Insurance	26%	9%
401K	25%	10%
Disability Insurance	18%	8%
Child Care	0.2%	3%

Q55. Which of the following benefits are available to you by your employer in the cannabis industry? Check all that apply.
 Q56. As a business owner with employees, which of the following benefits do you offer? Check all that apply.





MY DEFINITION OF SUCCESS...

I am in an industry I enjoy, working with people I genuinely like, and having fun. I am also making a fair wage, with benefits and a retirement program.

OPERATIONS MANAGER, WA

Finding a positive culture in a company that understands work-life balance for women. Most companies in the cannabis industry cannot afford maternity leave and typical benefits that families need. Women need access to fair health plans.

ACCOUNT EXECUTIVE, WA

Break-even financials with growth in sales volume and employment roles.

Success for me would be being able to pay myself, cover all costs, and employ people at the highest rate of pay and benefits in our region and industry.

CEO, IL

I have work that I am passionate about, love and enjoy and that I am successfully executing.

Working with people that are conscious, aware and working towards the betterment of themselves, society and the world.

Working with a company that is sustainable and cares about people and the planet, pays a good salary and provides great benefits.

Success is also a LOT of freedom to work for myself and at my pace (no micro-managers please!) and time off to care for myself, my family and our world.

Excellent salary of a minimum of \$100K a year, plus great benefits, ability to work remotely!!!!

MEMBERSHIP DIRECTOR, WA



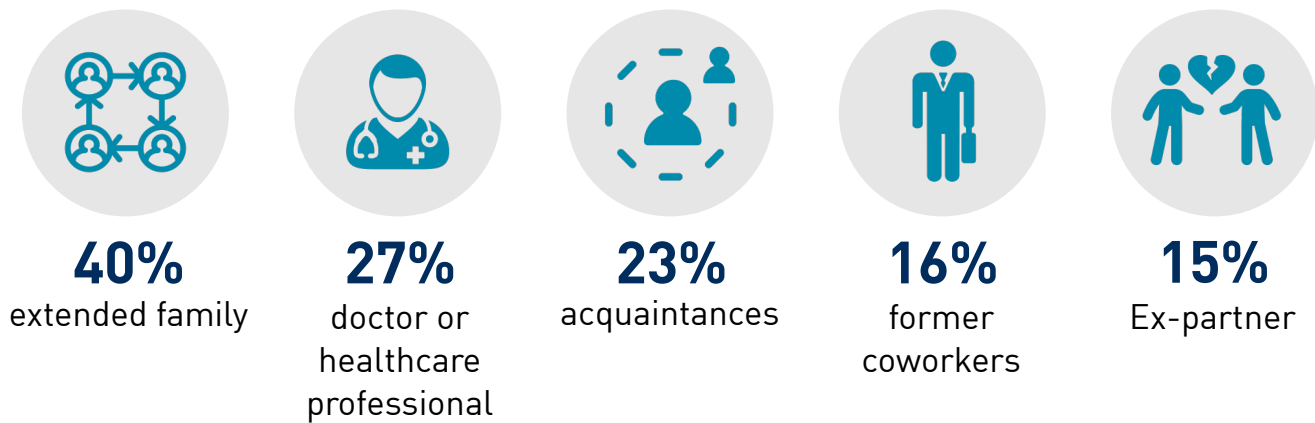
SHAME & STIGMA

Being shamed by others for their cannabis use is common for women in the industry.

Even though cannabis use is becoming more mainstream, the majority have been shamed by others for their cannabis use, particularly by their extended family, doctors, and healthcare professionals. Unsurprisingly, this has led most women to feel the need to hide their cannabis use, at least some of the time.

66%

have been shamed for cannabis use by...



This shame and stigma is unique to the cannabis industry and likely a significant reason why these Industry Insiders are dedicated to helping destigmatize and help others out of the “green closet,” as well as professionalize the industry.

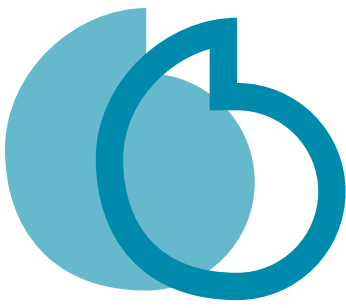
Black (60%) respondents are more likely than their white (50%) or Hispanic (51%) counterparts to say they never feel the need to hide their cannabis use.

The shaming does not end with cannabis use. 64% reported being shamed for WORKING in the cannabis industry.

Q63. If you've ever been shamed about your cannabis use, who shamed you?

Q37. If you've ever felt shamed by others for working in the cannabis industry, who shamed you?

Q51. Have you ever felt the need to hide the fact that you work in the cannabis industry?



IN MY WORDS...

I grew up in the Midwest so most of my life cannabis use has been illegal and something to be ashamed of and hidden. I have been outed by people I thought were friends and almost lost jobs because of my cannabis use. But that didn't stop me.

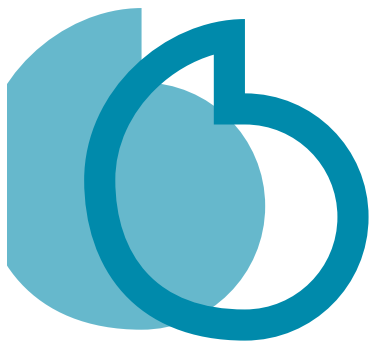
My cannabis use was just something I always had to hide.

Then in 2015 I got in a car wreck, and everything changed. I started using cannabis as medicine. I joined Tokeativity and became an active member of the community. I became a budtender, and I no longer hid my cannabis use.

I'm an advocate and will tell any and everyone about the benefits of cannabis and how it has helped me.

BUDTENDER, OR





IN MY WORDS...

Being a working mom of 3, cannabis is essential to my sanity.

There are a lot of stigmas around mothers who consume cannabis. I want to break them. I started a podcast to normalize the use and connect mothers who consume.

I used to feel shame for my cannabis use because of what others thought.

Since I stopped caring quite as much of what others think, I've embraced my cannabis use and creativity to make my goals happen.

OWNER/FOUNDER, WA

MY DEFINITION OF SUCCESS...

Making an impact by destigmatizing the notion that moms who smoke pot are bad moms and making a living for myself in the cannabis industry.

OWNER/FOUNDER, WA

Ongoing truth-speaking and education surrounding the value of the whole cannabis plant.

FOUNDER, WA



SEXISM & LACK OF OPPORTUNITY

Most women felt they had unequal opportunities and treatment as compared to their male counterparts in the cannabis industry.



73%

Feel the need to work harder than male counterparts to get the same level of respect.



67%

Feel they are taken less seriously because they are a woman.

Hispanic (82%) respondents more likely to agree



55%

Have had questions redirected to male colleagues in meetings.

Hispanic (63%) respondents more likely to agree



50%

Of all business owners feel they have lost opportunities as a woman.



43%

Have felt the need to bring a male colleague to an important meeting to be taken seriously.

Black (27%) respondents more likely to agree



25%

Are paid the same salary as male coworkers in similar roles.



IN MY WORDS...

A major setback has been that most business meetings turn into men asking me on dates.

And that's the end of the working relationship. It happens time and time again.

And pay is way too low for women in this industry – especially when they are expected to be “model/whatever the job title” lol.

We are used for looks, for the appearance of inclusivity, and yet pay is pathetic.

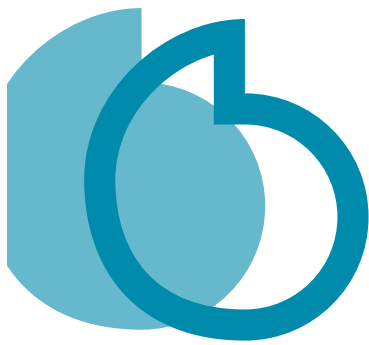
BUSINESS OWNER, CA

I started a 502 tier 3 company with my then husband, who strongly disapproved of this path for me.

Three industry men have told me that if my husband wanted me not to work, and to stay home, that I should listen to him.

BUSINESS OWNER, WA





IN MY WORDS...

Trying to get into the industry outside of a budtender position was difficult and, in the end, required having a mutual connection to the right people and company to even have a chance. Even after winning a High Times Cup for my concentrate didn't fully solidify my skills as an extractor.

I work for an amazing company and have experienced great support there but outside of my company there isn't any for women like myself. Everyone is still always shocked to find the highest testing concentrates and only THCA diamonds in the state are made by a girl and I would like to change that.

Gaining any form of respect as a girl is difficult and in general my thoughts and opinions outside of our company are disregarded.

All credit for any of my successes by the outside industry is attributed to the males that work in my company though they are quick to correct that talk.

GM & HEAD OF EXTRACTION, AK

MY DEFINITION OF SUCCESS...

Being taken seriously by my male dominated leaders, and being promoted over someone who has less experience, just because of their connection to those higher ups.

*I am currently middle management, helping executives make decisions or trying to warn them of the decisions they are making, based on my experience. **But because I don't hold any of the power, they only listen when it benefits them, not when it's the right thing to do.***

PACKAGING SPECIALIST, CA



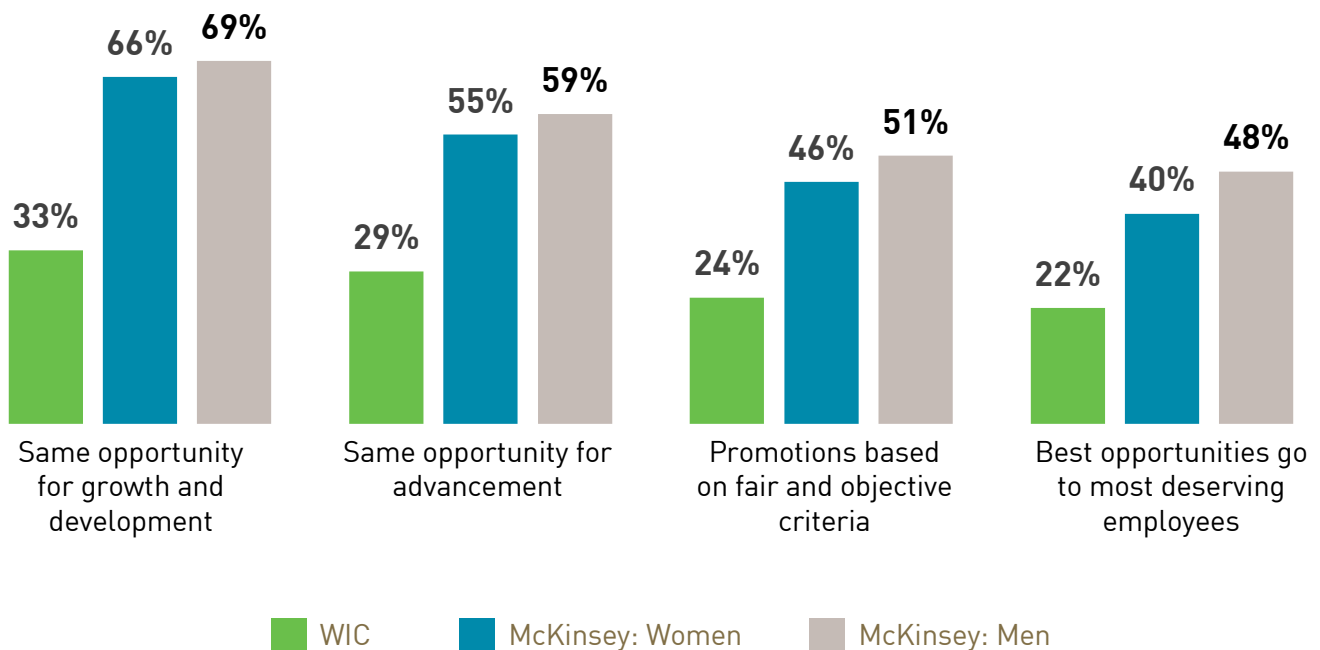
HOW DOES THE CANNABIS INDUSTRY COMPARE?

Our results show that the cannabis industry falls far behind others when it comes to opportunity, growth & development.

We were interested to see how the cannabis industry stacks up to more established industries with respect to opportunities for women. To do that, we mirrored a few of our equity questions with those from the [2019 Women in the Workplace Study by McKinsey](#).

Only a third of our Cannabis Industry Insiders feel they have the same opportunity for growth and development as their male counterparts – compared to TWICE as many women working in traditional industries.

Fewer than a third believe they have the same opportunity for advancement, and less than one in four feel promotions are fair or the best opportunities go to those most deserving. This is also consistent across all racial subgroups.





IN MY WORDS...

As a Black Woman in the Cannabis Industry, we are fewer in number.

The opportunities are still more for my White SisterGoddesses than any People Of Color, especially women.

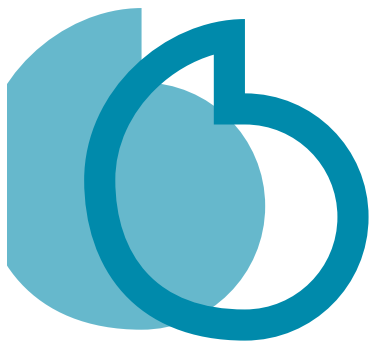
Overall, this industry still has more of my white brothers than women.

Does that mean there are no opportunities for women or that there are fewer women applying for opportunities in the industry, and when women apply, are those opportunities equal to what men obtain?

That I don't know.

BUSINESS OWNER, WA





IN MY WORDS...

Over the last three years I've had to overcome the "bro" mentality and brotherhood relationships that exist.

Many times, during meetings my male coworkers are spoken to instead of me, despite my having the technical background.

I've been spoken down to or been given back-handed compliments like "how much I know about growing weed".

I've lost a few large projects to subpar competitors simply because they "came up in the industry" at the same time. Meaning they would rather buy from someone like them (typically white 30-something male) regardless of cost or product quality.

I absolutely must work harder and be more knowledgeable than my male counterparts in order to win solely on merit.

Men don't buy from me because they think I'm hot (which is true for one of my competitors), and they don't buy from me because they think I'm a bro like them (true for one of my coworkers), therefore I only have the chance to win on professionalism, pricing, products and responsiveness.

DIRECTOR OF SALES, CA

MY DEFINITION OF SUCCESS...

My biggest success has been overcoming a male-dominated sector of the cannabis industry; cultivation.

I have found a way to successfully communicate and do business with an all-male customer base while remaining professional and keeping boundaries intact.

Despite a successful sales record and praise from outside the executive team, my male counterparts are paid a higher salary, and the only promotions and new hires in the last year (exclusive of admin) have been male.

There is a “boys club” mentality which I find toxic and unhealthy for my wellbeing, therefore I’m moving on to a company who has offered me a seat at the table, and a division of my own to run (male ally company, also in the cannabis industry).

DIRECTOR OF SALES, CA



MICROAGGRESSIONS & NAME CALLING

Most women working in cannabis have experienced both hostile and benevolent sexism.

Whereas benevolent sexism reflects positive evaluations of women who conform to traditional gender roles, hostile sexism reflects negative evaluations of women who violate traditional gender roles.

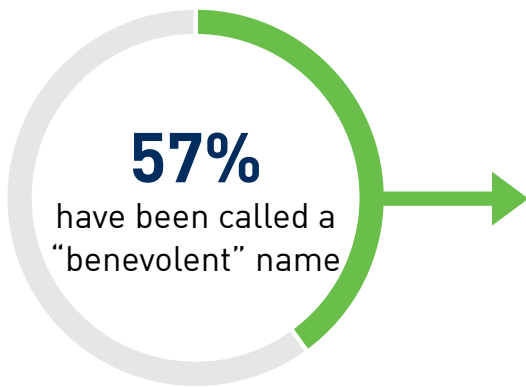


41%
aggressive

39%
bossy

34%
assertive

33%
bitchy

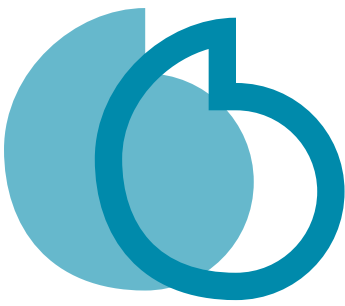


40%
too nice

37%
emotional

Black (16%) respondents are less likely to be called emotional

While this name calling may be seen as a subtle, everyday slight, this form of prejudice is harmful to the treatment and advancement of women in the workplace.



I'm usually told these while the person describing me is acting exactly how they are accusing me.

I work with men, so I get all these, and I don't care because I'm the boss with the brain. Lol.

I can't wait for the day someone says I'm too bossy or bitchy. Then I'll know I have grown exponentially!

I'VE ALSO BEEN CALLED...

Crazy **Cute** **Intense** **Passive**
Too talkative **Defensive** **Dramatic**
Aggressive **Feisty** **Stubborn**
Difficult **Whoreish** **Intimidating**
Sassy **Impatient** **Radical**
Frenetic **Intolerant** **Too direct**

*This is a fun topic in my circle of Cannamoms...
From CEO to lowest on the totem pole, we have
been called things that would probably make
most women break into tears.*

*We have been assaulted, slandered, the works.
Fucktwat is one of my favorites.*



SEXUAL HARASSMENT

The cannabis industry is plagued with sexual harassment with a disturbing amount of survey respondents dealing with a wide range of abuse.

We asked women whether they have experienced sexual harassment during their career, either while working in cannabis or in another industry.

To be clear about the nature of harassment, we used the following definitions:

- Making conditions of employment or advancement dependent on sexual favors, either explicitly or implicitly
- Requests for sexual favors
- Verbal harassment of a sexual nature, including jokes referring to sexual acts or sexual orientation
- Unwanted touching or physical contact
- Unwelcome sexual advances
- Discussing sexual relations/stories/fantasies at work, school, or in other inappropriate places
- Feeling pressured to engage with someone sexually
- Exposing oneself or performing sexual acts on oneself
- Unwanted sexually explicit photos, emails, or text messages



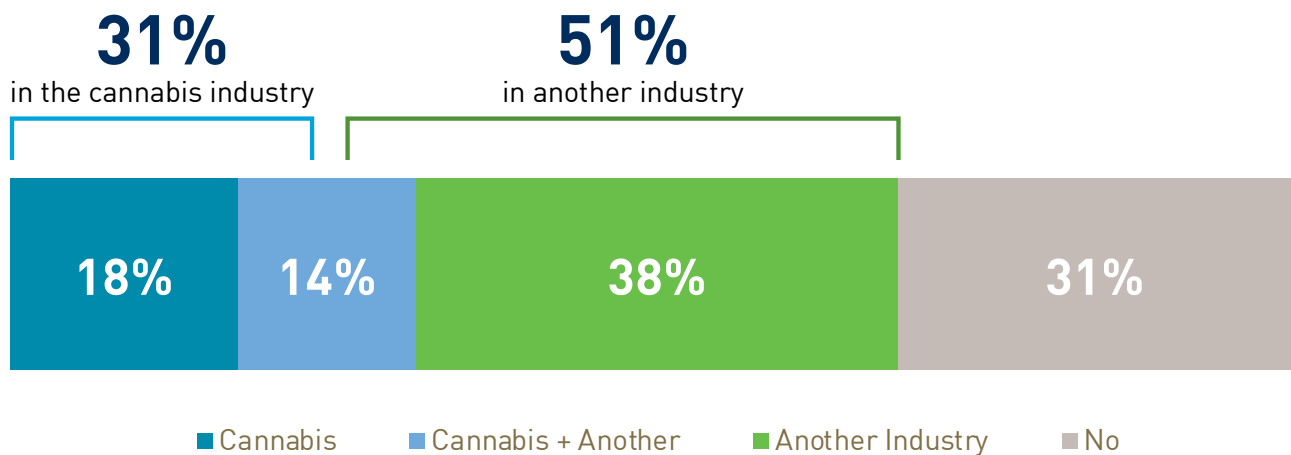
I was requested to attend a conference in Las Vegas. I was tasked to represent the company through networking opportunities...

*This story includes the moment when **I found myself sitting in a corner trying to source body paint and pasties for the after party.***

VP OF OPERATIONS, AZ



Nearly 70% of women surveyed reported being sexually harassed at some time during their career. **31% women have experienced sexual harassment while working in the cannabis industry** and 51% while working in a different industry.



Black women are significantly less likely to have experience harassment in another industry versus their colleagues. Just 9% report being sexually harassed while working in the cannabis industry.

	YES, IN CANNABIS	YES, IN OTHER	NO
White	33%	53%	29%
Black	9%	36%	61%
Hispanic	39%	56%	24%
Asian	28%	49%	36%





IN MY WORDS...

*Since entering the cannabis sector that lacks the thin professional layer of protection that the [my previous industry] offered, **I can probably count on a single hand the number of work-related interactions that HAVE NOT had a sexual undertone of some sort.***

Often there are times when the temptation to use it to your advantage presents itself, but lowering your standards or allowing comments to slide in order to close a deal is tough to navigate but never a good idea.

I have specific stories to share that are hilarious, obnoxious and just plain awful.

FARMER/HR/HEAD OF SALES, CO

The sexual harassment part is a very real issue. I've faced it head on.

I'd love to share my experience with others, especially to help others avoid the trap of guilt and fear.

That's what many of these white-collar sexual predators rely on.

CSO, CA

In almost all places I've worked in the industry, a woman's success is directly tied to whether or not she accepts flirtations from supervisors.

If you do not, your hours can get cut or you are treated poorly.

Women who actively flirt with their bosses receive promotions and are given more slack.

I've seen this at 100% of places I have worked.

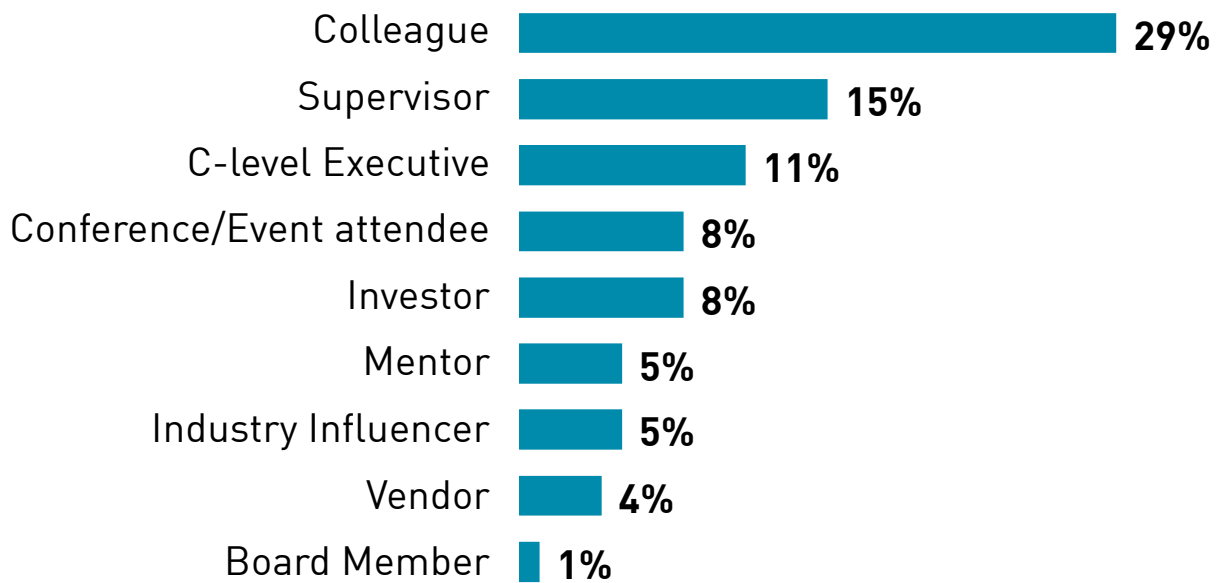
MANAGER, OR



RAMPANT ABUSE

Colleagues, supervisors and executives were the most frequent perpetrators of sexual harassment.

It is important to note that these incidents of sexual harassment are not isolated incidents. Many women have experienced repeated abuse from multiple perpetrators.



I have literally experienced it from all of the above except board members.

BUSINESS OWNER, CA

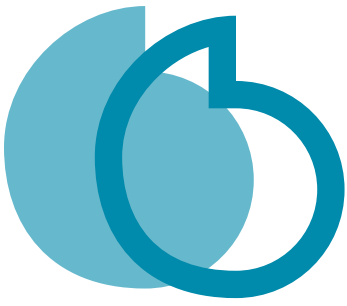
It is ubiquitous.

MANAGER, CO

Walked out and never went back...you picked serving a guy who threatened your female employees to the point where they had to make a police report...it was very eye-opening.

CEO, WA





IN MY WORDS...

When I first entered the legal cannabis industry, it was 2015, and I was so honored to have gotten my foot in the door of a brand-new industry!

*I worked there for 3 years. **I was under such manipulative abuse and subjected to constant sexual harassment by the owner but was left to think I could never leave and be given this chance again!***

When two other coworkers took a stand before me, I decided to come forward as well. I was fired for standing up! It took 7 of us to go to the state to complain!

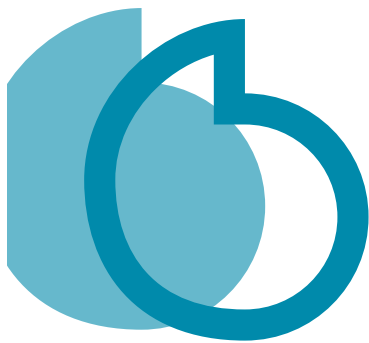
I now have the pleasure of managing a dispensary for a women-owned company. We support other women and LGBTQ community.

It wasn't until I came forward with my story, that I learned there are so many other women out there in this same situation! They must know to stand up and walk away.

There is no room for that male dominance in this industry. The female plant is what flourishes in cannabis, so let's shine all around!

DISPENSARY STORE MANAGER, OR





IN MY WORDS...

I was the first woman hired onto my cultivation team, second week in I was sexually assaulted.

It was downplayed and I was told to call it harassment.

Two years later I went on leave to get some help and was unable to return because of my C-PTSD from this incident and life experiences prior to this job.

The amount of horror stories I have for this industry is pretty hefty.

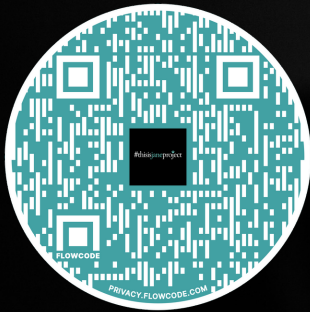
This industry desperately needs help, it needs far more feminine energy and influence as well as all minorities fully deserving the same shot that all of the rich white men got to have first.

The respect for the plant is gone, at least from what I have seen and experienced.

I'd love to help this industry improve so I can one day return to it and not be afraid and to ensure the safety and security of other women and minorities in this industry (we cannot forget the other marginalized groups!)

PROPAGATION TECHNICIAN, MA

#thisisjaneproject



Join the
Conversation!

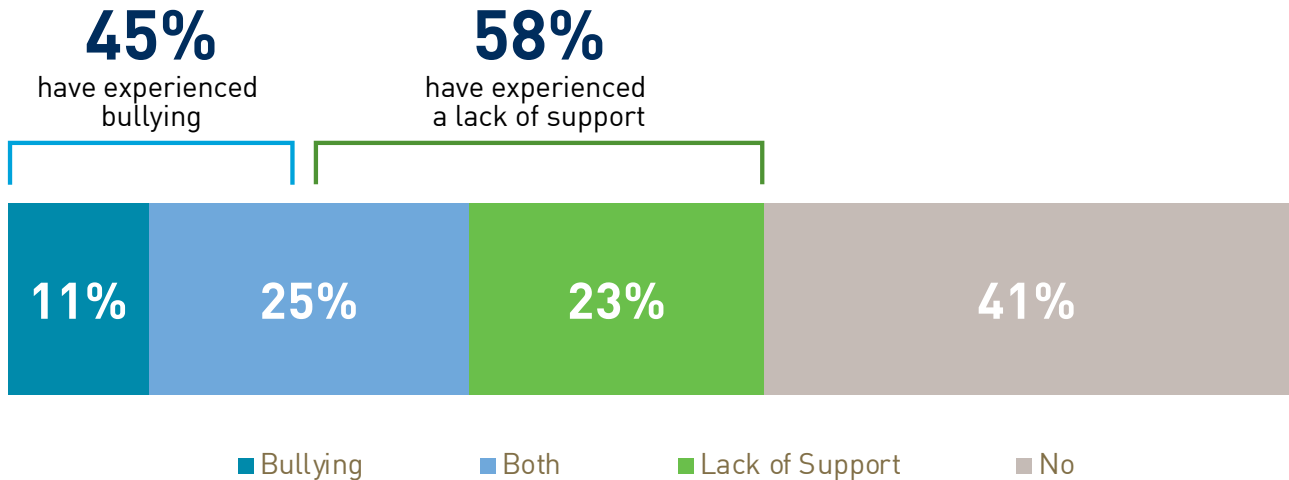
Community Storytelling Advocacy

This is Jane Project 501(c)3 sheds light, builds community & uplifts the lives of women and non-binary trauma survivors.

Corporate Sponsorship inquiries email thisisjaneproject@gmail.com.

LACK OF SUPPORT FROM WOMEN

Unfortunately, 58% of women also experience barriers to their success or even bullying from other women.



Unfortunately, women have been crueler to me than men have in this industry.

MANAGER, CO

Some women are competitive with other women, judging them as a threat vs. an ally.

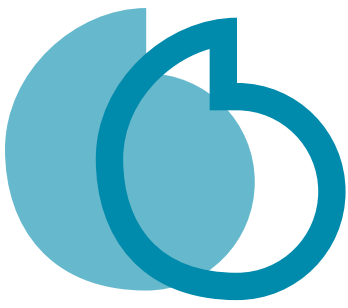
CO-FOUNDER, CA

Women have used the ‘cannasisterhood’...to exploit rather than uplift. I’ve been personally sabotaged and bullied.

It was sad to see the gross lack of support, competition and ‘kiss the ring’ mentality among companies that not only have the connections to help but have vowed through mission statements to help assist women in cannabis, especially minority women.



BUSINESS OWNER, NY



IN MY WORDS...

Perhaps wisdom finally fell upon me once I hit my forties.

*Experiencing bullying from a male so-called manager (actually a board member) was one thing.... but **being degraded and humiliated by a female supervisor was something I never thought I would go through.***

It was hard, especially after being given the whole “we need strong females like you – please stay with us” speech after trying to give my two-week’s notice one year in.

Six months later I’m being replaced and demoted with no explanation except that I should be happy with what I got and if I don’t like it to find my true calling elsewhere.

COMPLIANCE COORDINATOR, CA



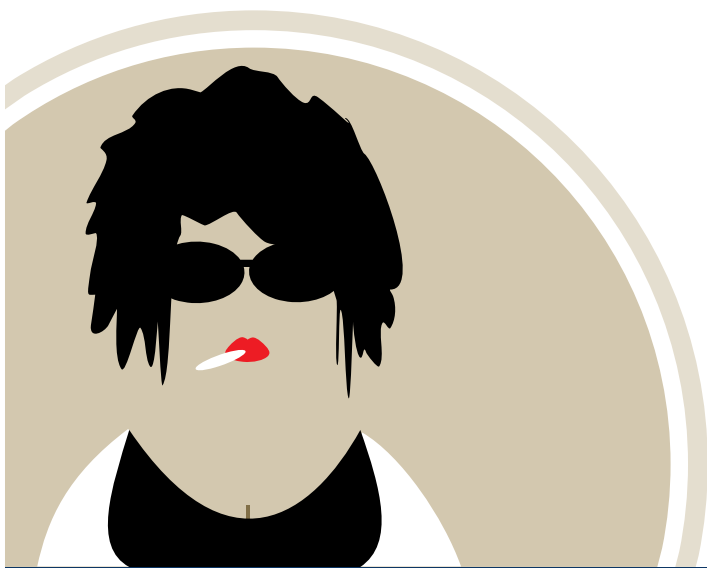
IN SUMMARY...

While many of the barriers we have explored exist in other industries, they seem to be amplified in cannabis due to lack of federal legalization, the need for more professionalism in the industry, and the shame and stigma surrounding the plant.

Being a woman in cannabis is not always easy, and for many, it has presented insurmountable struggles. The odds are already stacked against our industry in so many ways, and the countless barriers to success the women in cannabis face only compound the existing challenges.

The fact that only 11% of our survey respondents feel the cannabis industry is equitable for women signifies a massive need for change. How can we get more women-owned cannabis businesses funded? What will it take to end the sexism, harassment, and microaggressions being committed by both men and women? When will the shame and stigma associated with the plant finally cease?

We believe the first step is look inward. What are we doing to create a safe and inclusive industry? Where can we improve, and how can we lift other women up? The women in cannabis are a resilient and inspired group, and there's no doubt we are stronger together.



What do you think is the one biggest challenge facing women in cannabis?

WOMEN RAISING THE BAR



Amy Peckham, CEO; Keeley Peckham, CHO; Hillary Peckham, COO

That's the sentiment the Peckham family of New York had in mind when they founded Etain Health, one of the state's original medical cannabis dispensaries. The business was created in memory of their grandmother, Frances "Granny Franny" Keefe, who had struggled with ALS.

Named after the Gaelic goddess of Irish Sovereignty, Etain has embodied its inspirational figures in more ways than one. Despite enormous challenges, including a rocky start to New York's medical cannabis program in 2015 and the COVID-19 pandemic, the women-owned dispensary was able to flourish, eventually expanding to four locations in the state of New York, with plans to expand in the northeast.

"Etain the Goddess represents women in transformational capacity and is a protagonist," explained Hillary Peckham, the company's chief operating officer and a co-founder along with her sister and mother.

The team understands the unique challenges facing other women in cannabis, something they say inspires them to elevate as many others as possible.

"Being one of the few women in the space when we were applying and awarded a license was a challenge in itself. We didn't have peers that we could look to for help or guidance," Peckham recalled.

"That's one of the many reasons we are invested in supporting other women in the cannabis industry."

Etain Health goes above and beyond by highlighting a number of women-owned brands in their stores, alongside their in-house products. CBD Chocolate from Portland-based Gron, gummies from NY-brand TribeTokes, and a CBD-infused beauty line from Maryland-based NFZD Beauty.

"To have shelf space to dedicate to these brands is something we prioritized when we opened our NYC Flagship and now have expanded this to our other three locations," said Peckham.

Etain also sets themselves apart by using terpene shields by Boveda in order to provide a consistent, quality experience in their house flower.

"Our ground and whole flower utilize terpene shields to keep our product fresh for our patients and give us the confidence to know our flower maintains an ideal protected environment" Peckham shared.

And while their monumental growth has indeed been something to celebrate, the Peckhams say their definition of success has more to do with ingenuity than income.

"Our teams are always pushing themselves to come up with creative ideas from innovations in the way we cultivate our products to sourcing the largest variety of high-quality dosing methods and devices. Being able to celebrate these successes not only as a team but as a family has been truly rewarding."



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MY DEFINITION OF SUCCESS...

Feeling I am a valued and helpful part of a community. Its important to have a mentor, I did not, and would love to provide that to some of the women coming in.

DIRECTOR, GA

Financial security while empowering others and creating opportunities for other women.

EXECUTIVE ASSISTANT, CO

Helping other women up the road has been a blessing for me. Identifying talented young people and expanding their world, is my gift to them.

But first and foremost is being a good mother and an exceptional role model for my children and others.

Their success is my success – this is how I feel about everyone in my life.

CEO, PA



CANNABIS

ADVISORY GROUP

The Cannabis Advisory Group is thrilled to show support for equity in cannabis.

Congratulations to all the female leaders who participated in The Women in Cannabis Study Report, and those who are making a positive impact during this historic time.

A BIG thank you to Jennifer Whetzel for the idea and execution on highlighting incredible women and their trail-blazing accomplishments.

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WOMEN IN CANNABIS
a Living History

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