

WHY WORK IN CANNABIS?



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One of the most interesting aspects of this study was learning about what drove participants to enter the cannabis space.

Some would argue there is only one goal for working in any line of business: to earn a paycheck. But it turns out the women in cannabis are motivated by far more than just money.

Survey respondents had a wide range of reasons they chose to work in this industry, but the vast majority pointed to a sheer passion for the plant. This may come from personal stories of healing or history in the legacy market. Some seek employment in the industry out of sheer necessity — cannabis use is rarely forbidden (at least outside of work), an important distinction especially for medical marijuana patients who may be at risk of termination for their consumption in other fields.

This section explores how the women in cannabis got to where they are today and what they hope to achieve through their work. The overall visions for the future and values that were shared are particularly inspiring and will hopefully spark a renewal for integrity and benevolence in everything we do as an industry.



I had a very buttoned up corporate job [in human resources].

I couldn't speak to my belief in [cannabis] and unfortunately, had to rescind job offers [for potential employees] and let people go for their cannabis use.

It was really hard for me to do that during the day and then go home at night and enjoy my cannabis.

I was part of the problem.

CEO, CA



WHY WORK IN CANNABIS?

Women are hoping to redefine the cannabis industry by pushing it out of the underground and into a legitimate profession.



I went from being a truck driver and not being able to smoke. But then I went to a Women Grow event...and that inspired me.

That year I just woke up like 'I'm going to pour into myself.'

I keep joking about [getting into the cannabis industry], but now is my time to get involved.

BRAND MANAGER/CO-FOUNDER, CA

People who've been working as bookkeepers or accountants their whole life are now starting to work with cannabis companies.

That crossover really helped drive the needle forward in terms of just normalizing the industry and making it a part of our everyday lives.

FOUNDER, MA





MY DEFINITION OF SUCCESS...

Being able to make a difference in the lives of others for something that I feel so much passion for, hearing firsthand that I helped in some way no matter how small of a role that I played is truly helping someone else.

That to me is the most gratifying work, and that makes me feel [like] a success.

Other ways would be entering an emerging market and playing a role within a team that is striving to increase awareness, and not only create a brand that is trusted, but that has compassion.

PROJECT MANAGER, MO



WHY WORK IN CANNABIS?

The majority have come to the cannabis industry because of their passion for and experience with the plant - whether they have been personally helped, or they have witnessed its healing power through friends or family.

Women also have great interest in bringing their skills, knowledge and wisdom into this newly legal industry.

Financial opportunity was ranked fourth overall. Women were less likely to rank this as one of their top three reasons for joining this industry.

CANNABIS-RELATED REASONS



72%

Passion for the plant



68%

Personally helped by cannabis use



45%

Friend/family helped by cannabis



26%

Prior experience in the illicit market

NON-CANNABIS REASONS



71%

Use my skills in a new industry



60%

Financial opportunity



44%

Serendipity: it just happened



37%

Result of networking



IN MY WORDS...

I knew nothing about cannabis except it was marijuana and nothing good could come of the plant or its use.

My son has epilepsy and had a stroke while in surgery. The doctors told him before the surgery that there was little or no research on cannabis and epilepsy. This was in 2014. He was 27 and came out of surgery half paralyzed.

*Several months before his surgery, I was sitting in my office – alone – and heard, “You’re going to own a cannabis farm.” **I had no idea what cannabis was** and from where or who that statement came from. I just knew ... it was to be. At the time, I was a caregiver for three elders. I knew I was to do that until the last elder passed.*

*My mom passed away in 2014, my dad in 2015 and my second mom in 2016. Two months later I **purchased a farm in Oregon and began my baptism into the world of cannabis.***

CEO, UT



WHAT IS THEIR VISION?

We asked women what they hope to achieve by working in cannabis - besides making money.

Many of the women interviewed described the cannabis industry as their calling and their community.

While in the early days they may have looked to cannabis work for better compensation than traditional jobs, they felt that staying in the business long term requires more than a desire to make money. For them, it's about advocating and normalizing cannabis for the greater good.



38%

Bring awareness to/fix social issues



20%

Use your talents to help others succeed



20%

Teach others what you've learned

10% of Black respondents chose Teach others what you've learned



19%

Manifest your dreams



15%

Build a more sustainable world



15%

Find a solution to a problem

34% of Black respondents chose Manifest your Dreams



11%

Share your compassion with others



9%

Be a steward of the earth



9%

Make life more pleasurable



IN MY WORDS...

I wanted to have a purpose for it.

Cannabis saved my life in so many ways... it provided me stability and income. It provided me...my own apartment. I got to purchase my own car.

I couldn't do this with Best Buy. I couldn't do this with PacSun...with Victoria's Secret.

REGIONAL GROWTH MANAGER, CA

As an advocate in the cannabis industry I, for the first time, felt proud to have the skills of an attorney. But most importantly, by pursuing cannabis as a career, and embracing it as a medicine, I have become a good role model for my daughter.

Cannabis has given me a path to feel like I am contributing to the world in a positive way, outside of parenting.

Cannabis has given me insight into my own self which has allowed me to be the type of person and mother who acts thoughtfully, reflects, and shares.

Just because I used to be a prosecutor doesn't mean that I am not an ally. After feeling like I couldn't help the people I had never intended to see hurt, I took a long step back from the law.

Being able to help is what brought me back.

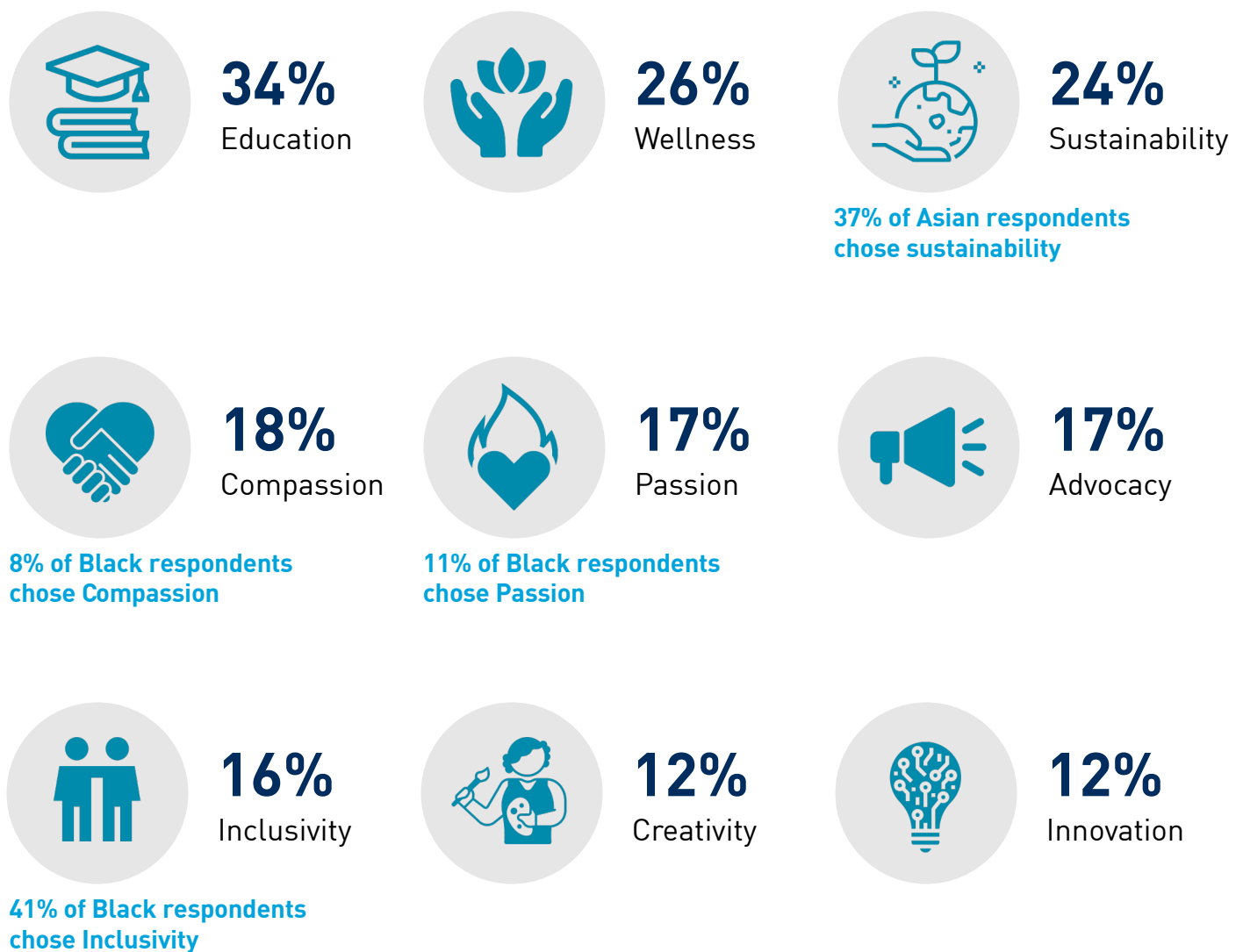
STRATEGIC COUNSEL, OR



WHAT DO WOMEN VALUE?

We asked women about what mattered most to them to provide a glimpse into their value systems.

We provided a pre-defined list of 16 values and asked each respondent to choose their top two. The most common responses were education, wellness and sustainability.





Mskindness B. Ramirez is a California Community College Professor, Cannabis Entrepreneur and the inspired author of *The Root Family's Very Special Garden*.

Her 20 years of experience teaching students ages 3-60 is evident in her thoughtful expressions of how the Root Family embarks upon a holistic gardening journey in this beautifully illustrated story.

Mskindness is an award-winning educator and passionate advocate for plant medicine and social equity. This bold mom entered the Cannabis space in 2012 after an injury sustained during pregnancy. It was then, she realized the expansive medicinal properties of the plant and made a commitment to share her findings with others.



"I wrote this book as a way for families to spark informative canna-conversations. All while sharing a little piece of my own."

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IN SUMMARY...

Women in cannabis have an endless amount of “why’s” but an overarching theme found in our study is dedication.

The vast majority state a “passion for the plant” as their main inspiration, with 68% of survey respondents sharing they had their lives positively impacted by cannabis. They hope to make the world a better place, with values that emphasize wellness, education, and sustainability (some demographics, including Black women, felt that “manifesting your dreams” was their focus).

It’s important to note that many of the women in cannabis (especially those who are medical patients) may have joined the industry out of sheer necessity. Other career fields are far more likely to deploy anti-cannabis policies, putting women’s livelihoods in jeopardy if they consume, even after-hours. This goes beyond sheer passion — it could be a matter of life or death.

The bottom line: we’re all on the same team. The women in cannabis may come from different backgrounds, but there’s a nearly-universal love for the product we produce and sell every day that drives us.



**Why did you join
the cannabis
industry?**

SKILLFULLY DRIED CANNABIS IN JUST **12** HOURS

**Incredible
Looking
Flower With
No Plant
Degradation**

- No Flower Shrinkage
- Live Resin Flower
- Preserves Terpenes & Trichomes
- Increases Extraction Quality & Yields

US Patent No. 11,243,028



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REPORT CHAPTERS

Interested in learning more? Download additional results at womenincannabis.study/study-chapters.

Introduction

Methodology

Who are the Women Working in Cannabis?

Which Roles do they Play in the Industry?

Why Work in Cannabis?

What Relationship Do Women Have with Cannabis?

What are the Barriers to Success?

What Else Holds Women Back?

BIPOC Women in Cannabis

LGBTQIA+ in Cannabis

How do Women Define Success?

We Have the Data, Now What?

Leverage the Power of the Data

Profiles of Women in Cannabis

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THANK YOU

WOMEN IN CANNABIS
a Living History

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