



## BC Craft Farmers Release Cannabis Research Results: Tourists Seek Clarity on Responsible Consumption in Public and Private Places

(April 19, 2025, Victoria, BC) In association with the BC Craft Cannabis Summit in Victoria this week, the BC Craft Farmers Co-Op (BCCFC) is releasing newly published cannabis tourism research from Dr. Susan Dupej and Dr. H.S. Chris Choi of the University of Guelph.

Among other things, the research concludes the lack of responsible cannabis consumption regulations presents a challenge for BC tourism suppliers well-positioned to attract a larger share of the multi-billion international cannabis tourism market.

BCCFC released the federally funded research, accepted last month by the International Journal of Tourism Research, in support of an expanded focus on international cannabis tourism opportunities on Vancouver Island and across British Columbia.

“Vancouver Island is home to some of the best craft cannabis farmers in the world,” said BCCFC President Tara Kirkpatrick. “With global cannabis sales topping \$50 billion for the first time in 2025 and the US cannabis tourism market estimated at \$17 billion, it is important the provincial government address barriers to realizing BC’s significant cannabis tourism potential.”

In addition to identifying consumption policy gaps, the research suggests approaching cannabis tourism by highlighting shared values in the post-prohibition context. “Global initiatives in the legalization of recreational cannabis pave the way for this novel category of special interest tourism that is disconnected from illegal drugs and deviance. Changing social attitudes call for a non-stigmatizing framework for understanding cannabis tourism.”

***The publication is attached and here:*** <https://onlinelibrary.wiley.com/doi/full/10.1002/jtr.70014>

Delegates at last year’s Craft Cannabis Summit in Prince George approved a resolution calling on the BC government to develop a cannabis branding and tourism campaign focused on ‘place and people’. BCCFC has recommended BC’s tourism strategy include:

- establishment of a BC Cannabis Trail, like the BC Ale Trail
- reduction of unfair \$7,500 farm gate application fee
- introduction of on-site sampling at farm gate retail outlets
- temporary consumption licensing for host venues/events in partnership with municipalities and Indigenous governments – including an annual international 4/20 destination event and cannabis conference – similar in scale to the annual Vancouver Pride weekend
- a multi-lingual BC cannabis directory of facilities/destinations/rules in collaboration with regional tourism agencies and other sector associations



“When explored through the lens of corporate social responsibility, cannabis tourism provides an opportunity to create shared value,” concluded Dr. Dupej. “This innovative approach reveals how the social values of adult recreational cannabis consumption, government accountability and collective advocacy emerge due to reimagining cannabis products, revaluing productivity and fostering a supportive industry ecosystem.”

The new research identifies socially responsible cannabis tourism best practices that can guide regions like Vancouver Island as they consider accessing international market opportunities:

- customize the experience and follow the law
- set standards, communicate expectations to guests and consider non-consumers
- designate available consumption locations
- connect guests to legal cannabis
- self-regulate in the absence of regulation
- deliver a variety of types of education information

The theme of the 2025 BC Cannabis Summit is *Legacy Meets the Legislature*. In addition to meetings around the provincial Legislature April 16 and 17, a South Island tourism showcase is planned for April 19 before annual 4/20 celebration at the BC Legislature.

To contact BCCFC President Tara Kirkpatrick or Dr. Susan Dupej, contact 778.239.5350.

### **About the BC Craft Farmers Co-Op**

Registered in BC under the *BC Co-Operatives Act*, BCCFC was established in 2020 to help BC’s world-leading craft cannabis farmers transition to the legal market, maintain BC’s internationally recognized cannabis brand and ensure consumers have access to high-quality, locally grown cannabis in the legal market.

BCCFC members include licensed BC craft cannabis farmers, processors, independent retailers and medical producers. Among other things, BCCFC organizes networking activities and leverages the experience of members to inform federal, provincial and local government cannabis policies.

Follow 2025 BC Craft Cannabis Summit updates and the Road Back to Legacy at:

<https://twitter.com/bccraftcoop>

<https://www.instagram.com/bccraftfarmerscoop/>

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