



**TASK FORCE**

**1620**

## **Symponia Farms, Inc.**

AU-G-B-000137

GR-B-000043

AU-P-000200

AU-R-000510

This entity qualifies for the Cannabis Regulatory Agency's Task Force 1620.

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## Plan for Providing Free Medical Cannabis and Discounts to Veterans

**I. Objective:** To provide accessible and affordable medical cannabis to disabled veterans, while also showing appreciation to all veterans through discounts and giveaways. Symponia Farms will:

- **Retailer Commitment:** One-year commitment to the program.
- **Veteran Eligibility:**
  - All Veterans receive 20% off every day along with a free 3.5g pre-pack annually on Veterans Day & Memorial Day.
  - Disabled Veterans receive a free 3.5g pre-pack once, on first visit.
  - 100% totally and permanently disabled Veterans can apply for a free monthly allotment of up to 1 ounce and 2 ⅓ ounces per year..
- **Program Parameters:**
  - Maximum amount of free cannabis per veteran is 2.5 oz per year
  - Amount donated per month up to 1 oz.
  - Number of veterans accepted into the program is not currently limited but may be in the future
  - Valid on products specified by the retailer.

## II. Target Audience:

- **Primary:** Disabled veterans with qualifying medical conditions.
- **Secondary:** All veterans, regardless of medical conditions.

## III. Strategies:

### A. Free Medical Cannabis for Disabled Veterans:

#### 1. Eligibility:

- Documented proof of disability from the VA.
- Qualifying medical condition approved for medical cannabis use in the state.
- 100% totally and permanently disabled

#### 2. Implementation:

- Veterans register with participating retailers, providing required documentation.
- Symponia Farms stores:
  - Maximum amount of free cannabis per veteran 1 oz. per month, 2.5oz per year.
  - Distribution schedule - weekly pickup in person.

### B. 20% Discount for All Veterans:

#### 1. Eligibility:

- Proof of veteran status (military ID, DD Form 214).

#### 2. Implementation:

- Participating retailers offer the 20% discount on all cannabis products.

- Veterans present their ID at checkout to receive the discount.
- Promote the program through the local community engagement, veteran organizations, and social media.

### **C. Free Giveaways on Veterans Day and Memorial Day:**

#### **1. Activities:**

- Educational workshops on medical cannabis use for veterans.
- Free consultations with healthcare professionals specializing in cannabis therapy.
- Community events with live music, food trucks, and veteran resource booths.
- Raffles featuring cannabis products, merchandise, and other prizes.

### **D. Additional Considerations:**

#### **● Funding:**

- Program contributions come from budgeted social equity dollars.
- Additionally, we will explore state grants, sponsorships, and fundraising options for program enhancements.

#### **● Legal Compliance:**

- Retailers ensure program activities comply with state and federal cannabis laws.
- Partner with legal professionals for ongoing compliance guidance.

#### **● Sustainability:**

- Retailers track program data to assess effectiveness and optimize parameters.
- Offer incentives for veteran retention and program renewal.

### **IV. Communication and Outreach:**

- Promote the program to veteran organizations, news and media outlets.
- Advertise the program specifics and offerings.
- Utilize social media, email marketing, and veteran resource channels.
- Host informative events and workshops for both veterans and healthcare providers.

### **V. Evaluation and Improvement:**

- Collect program data from retailers for aggregate analysis.
- Conduct internal evaluations and gather veteran feedback.
- Continuously refine the program based on data and feedback.

### **VI. Transparency and Accountability:**

- Publish program guidelines and participation information.
- Clearly communicate program parameters and eligibility criteria.
- Regular program updates and performance reports ensure transparency.

By incorporating these requirements, the program can maintain flexibility for retailers while upholding a consistent framework for veteran access and participation. Ongoing communication, evaluation, and adjustments are crucial for the program's success in serving and supporting Michigan's veteran community.