



® April 6, 2017

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The Honorable Ricardo Lara
Chair, Senate Committee on Appropriations
State Capitol, Room 2206
Sacramento, CA 95814

**Re: SB 175 (McGuire) – Marijuana: County Of Origin: Marketing and Advertising
As Amended March 16, 2017 – SUPPORT
Set for Hearing April 17, 2017 – Senate Appropriations Committee**

Dear Senator Lara,

The California State Association of Counties (CSAC) writes in support of SB 175 (McGuire), a measure to clarify county of origin labeling requirements for cannabis products.

Under current state law, it is illegal for cannabis products to use the name of a county in California in the product's labeling, marketing, or packaging if the crop was not actually grown in that county. This is similar to standards for California wine that promote accountability and clarity for consumers. However, the law does not address cannabis products that have a modified or similar sounding name of a county to mislead consumers. The law is vague on whether or not products may have names that are similar enough to deceive consumers as to their origin.

SB 175 would clarify existing law and close the loophole. This action will ensure that if products are labeled in such a way to lead a consumer to think it is from a certain county, the product should in fact be from the county. This will lead to less ambiguity and protect cannabis products from misleading statements about county of origin.

It is for these reasons that CSAC supports SB 175. If you have any questions about our position, please do not hesitate to contact me at cmartinson@counties.org or 916-327-7500, ext. 504.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Cara Martinson', is written over a light blue horizontal line.

Cara Martinson
Legislative Representative

Cc: The Honorable Mike McGuire, California State Senate
Members, Senate Appropriations Committee
Brendan McCarthy, Consultant, Senate Appropriations Committee
Kayla Williams, Senate Republican Consultant