

Navigating Change: California Cannabis Industry New 710 Strategy

Rising Concentrate Sales and New Vape Regulations

Concentrate sales are increasing nationwide as California operators adapt to new vape rules and sustainability measures. The recent regulations prohibit the term “disposable” for vape products and require clearer disposal instructions to address safety and e-waste concerns, especially regarding lithium-ion batteries.

Adapting Strategies

As cannabis companies prepare for the cannabis holiday 710, California businesses are shifting focus from cannabis-centric holidays to broader sales periods, like the Fourth of July. Laura Fogelman of PAX highlighted the need to offer value beyond traditional cannabis celebrations.

Terminology and Consumer Education

California operators are transitioning to “all-in-one” terminology for vape products. Oliver Summers of United Patient Alliance noted challenges in changing consumer vernacular, especially in diverse communities. Consumer education is crucial in California, where environmental concerns are significant.

Sustainability Efforts

Companies like PAX are leading sustainability efforts with products made from ocean-bound plastic and “plastic negative” certifications. United Patient Alliance supports these initiatives through its recycling programs.

Market Trends

Despite challenges, the concentrate market remains strong. Data from *LeafLink* shows a significant increase in concentrate sales leading up to 710. Non-distillate concentrates, live resin, and rosin are gaining popularity, indicating a shift in consumer preferences.

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