

Lilach Mazor Power: Racing to the Bottom Leads to Nowhere

This week on the **Cannabis Equipment News** podcast, **Lilach Mazor Power**, founder and CEO of **Giving Tree Dispensary**, joins us to discuss a vital point for the cannabis industry: an industry born on passion and innovation needs to refocus on its roots. As Power argues, it's time to stop racing to create the highest THC products for the lowest price, and start putting quality, patient care, and responsible business practices back at the forefront.

Lilach Mazor Power's Journey to Cannabis

Lilach Mazor Power's entrance into the cannabis industry wasn't driven by financial opportunity; it was born out of a deep passion for wellness and a desire to help those suffering from chronic pain and other medical issues. Originally, Power planned to open a wellness center in Arizona focused on holistic treatments. But after realizing the business wouldn't be financially viable, she pivoted to add medical marijuana to her vision.

In 2011, Arizona legalized medical marijuana, and Power, seizing this new opportunity, won a license to cultivate and dispense cannabis. Despite challenges, she grew her business from the ground up, learning both the business and cultivation sides of cannabis.

Power's early vision for a wellness center offering yoga, reiki, and other alternative treatments alongside medicinal marijuana ultimately had to evolve. Today, **Giving Tree Dispensary** in Phoenix, Arizona, stands as a testament to her perseverance and adaptability. While her original wellness model has since been discontinued, the dispensary continues to thrive, proving the resilience of Power's commitment to the industry.

The Cultivation and Retail Journey: From Scratch to Success

Power discusses the challenges she faced while opening a cultivation and retail operation from the ground up. Starting in an emerging market, she quickly realized that success wasn't simply about understanding the product—it was about the people and systems that support it.

Building a Passionate and Knowledgeable Team

One of Power's core principles is the importance of assembling a team of passionate experts who care about the mission. She reflects on how the success of her dispensary has been directly tied to the expertise and dedication of her staff, which ensures a positive experience for customers and patients alike.

Early Mistakes and Learning From Them

No business comes without its hurdles, and Power's first four years weren't without their challenges. She openly shares what didn't work and the critical lessons learned during this time, emphasizing the importance of adapting to both market demands and operational realities.

Focusing on Quality, Not Just THC Content

A key aspect of **Giving Tree Dispensary's** approach is their commitment to high-quality cannabis grown in a boutique indoor environment. Power highlights how this approach allows for more control over the product and ultimately results in a better experience for consumers.

Protecting Against Crop Failures and Supply Chain Disruptions

In the cannabis industry, supply chain disruptions and crop failures are inevitable. Power delves into how she manages these risks, implementing strategies to protect the business and ensure a consistent, quality product for patients.

New Product Development and Creating a Unique Offer

As the industry evolves, Power emphasizes the importance of developing new products that cater to patient needs and maintain high standards. Her approach is one of balance—innovating while staying true to the foundational values that built her business.

The Challenges of Competing in a Price-Driven Market

Power's concerns about the industry's direction are clear: many companies, especially in Arizona, are locked in a race to offer the cheapest, highest THC products. This trend is leading to an erosion of quality, and Power warns that this may ultimately hurt the entire industry in the long run.

Building a Business That Lifts the Community

At **Giving Tree Dispensary**, Power takes pride in her company's involvement in the community. She discusses the importance of being a good corporate citizen and building relationships that go beyond the transactional, supporting local initiatives and fostering goodwill among residents.

Recognizing Bad Collaborations and Partnerships

Not every collaboration is fruitful, and Power is honest about recognizing when things aren't working. From working with partners in Puerto Rico to her ongoing efforts in Israel, she stresses the importance of aligning with the right people and companies who share a common vision and ethos.

Empowering Women in Cannabis

In a male-dominated industry, Power is a strong advocate for leadership opportunities for women. She shares how her journey has inspired others in the industry and how she is actively working to create spaces for women to excel within cannabis entrepreneurship.

The Future of Cannabis: Staying True to the Roots

As Power reflects on her journey and the future of the industry, she stresses that the key to long-term sustainability lies in returning to the foundational principles that started the cannabis movement—passion,

innovation, and a focus on patient care, rather than just chasing profits at the cost of quality. The industry has the potential to be transformative, but only if we are willing to put care, quality, and responsibility ahead of quantity and price.

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