

**SENATE  
STATE OF MINNESOTA  
NINETY-THIRD SESSION**

**S.F. No. 5054**

(SENATE AUTHORS: NELSON)

DATE  
03/18/2024

D-PG

Introduction and first reading  
Referred to Commerce and Consumer Protection

OFFICIAL STATUS

1.1 A bill for an act  
1.2 relating to commerce; modifying the limitations for cannabis advertisements;  
1.3 amending Minnesota Statutes 2023 Supplement, section 342.64, subdivision 1.

1.4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.5 Section 1. Minnesota Statutes 2023 Supplement, section 342.64, subdivision 1, is amended  
1.6 to read:

1.7 Subdivision 1. **Limitations applicable to all advertisements.** Cannabis businesses,  
1.8 hemp businesses, and other persons shall not publish or cause to be published an  
1.9 advertisement for a cannabis business, a hemp business, cannabis flower, a cannabis product,  
1.10 a lower-potency hemp edible, or a hemp-derived consumer product in a manner that:

1.11 (1) contains false or misleading statements;

1.12 (2) contains ~~unverified~~ claims about the health or therapeutic benefits or effects of  
1.13 consuming cannabis flower, a cannabis product, a lower-potency hemp edible, or a  
1.14 hemp-derived consumer product;

1.15 (3) promotes the overconsumption of cannabis flower, a cannabis product, a  
1.16 lower-potency hemp edible, or a hemp-derived consumer product;

1.17 (4) depicts a person under 21 years of age consuming cannabis flower, a cannabis product,  
1.18 a lower-potency hemp edible, or a hemp-derived consumer product; or

1.19 (5) includes an image designed or likely to appeal to individuals under 21 years of age,  
1.20 including cartoons, toys, animals, candy, dessert, or children, or any other likeness to images,  
1.21 characters, or phrases that is designed to be appealing to individuals under 21 years of age  
1.22 or encourage consumption by individuals under 21 years of age; ~~and~~

- 2.1 (6) contains an image of alcohol or a person or persons consuming alcohol; and
- 2.2 (7) does not contain a warning as specified by the office regarding impairment and health
- 2.3 risks.