

1 H.385

2 Introduced by Representatives Peterson of Clarendon, Hango of Berkshire,  
3 Morgan, L. of Milton, Page of Newport City, and Townsend of  
4 South Burlington

5 Referred to Committee on

6 Date:

7 Subject: Cannabis; advertising

8 Statement of purpose of bill as introduced: This bill proposes to establish  
9 standard warning language that is required for all cannabis advertisements and  
10 labels affixed to cannabis and cannabis products packaged for retail sales.

11 An act relating to advertising by licensed cannabis establishments and  
12 dispensaries

13 It is hereby enacted by the General Assembly of the State of Vermont:

14 Sec. 1. 7 V.S.A. § 864 is added to read:

15 § 864. ADVERTISING

16 (a) “Advertisement” means any written or verbal statement, illustration, or  
17 depiction that is calculated to induce sales of cannabis or cannabis products,  
18 including any written, printed, graphic, or other material; billboard, sign, or  
19 other outdoor display; other periodical literature or publication; or in a radio or  
20 television broadcast, the Internet, or in any other media. The term does not

1 include a sign attached to the premises of a cannabis establishment that merely  
2 identifies the location of the cannabis establishment.

3 (b)(1) Advertisements for cannabis and cannabis products offered for sale  
4 by a licensed cannabis retailer or integrated licensee shall include the following  
5 statement: The Surgeon General of the United States has determined that  
6 marijuana use during pregnancy can harm the developing fetus, including harm  
7 to the fetal brain, and that smoking or eating marijuana with higher levels of  
8 THC causes increased incidence of anxiety, paranoia, and psychosis among  
9 adults.

10 (2) For written advertisements, the statement in subdivision (1) of this  
11 subsection shall be prominently displayed in typeface not smaller than the  
12 largest typeface used for any other part of the advertisement except for a  
13 caption of less than ten words.

14 (c) Cannabis and cannabis product retail packaging shall be labeled with  
15 the statement in subdivision (b)(1) of this section in prominent letters.

16 Sec. 2. 7 V.S.A. § 978 is added to read:

17 § 978. ADVERTISING

18 The provisions of section 864 of this title shall apply to dispensaries  
19 licensed in accordance with this chapter.

20 Sec. 3. EFFECTIVE DATE

21 This act shall take effect on July 1, 2021.