

Pilot CBD Store Opens Its Doors to Dawson County Residents

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Your CBD Store Dawsonville became the first-ever store in Dawson County to sell CBD-containing products when it opened last Friday, September 20. The store put various CBD products on display like oils, tinctures, topical creams, and water solubles, which they promise are some of the best in the market today.

Offering CBD Products to the Public

Jaime Buice, Your CBD Store general manager, stated that the incidence of getting high from their various products is highly unlikely. He reiterated that their products do not possess any psychoactive property and thus does not cause an addicting high.

He further said that customers come to their store to seek help for many different health conditions. Whether it is to focus more like in attention-deficit/hyperactivity disorder (ADHD) or attention deficit disorder (ADD), or problems in arthritis or inflammation, people are

always looking for a cure to their problems.

The store sells various products like water-soluble CBD oil taken with water, topical creams for inflammation and pain, and tinctures applied by placing a few drops under a user's tongue.

More About CBD

CBD or cannabidiol, for all its fame, is still misconceived by many individuals today. It is an active compound in the hemp variety of *Cannabis sativa L.*, the same source plant species as marijuana, an addictive and still largely illegal substance.

This simple fact is the reason for the confusion between CBD extracted from industrial hemp and those that are from marijuana.

Industrial hemp is taxonomically similar to marijuana, yet different in a major way. Hemp only has less than 0.3% of tetrahydrocannabinol or THC by dry weight. THC is the culprit for marijuana's psychotropic properties, which causes the "high" commonly experienced by a marijuana user.

On the other hand, marijuana contains a high THC level of 5-20% by dry weight.

Most CBD oils are produced to have only trace amounts of THC or none of it at all.

It is legal under federal law to sell, produce, and use CBD oil derived from the hemp variety. The 2018 Farm Bill recognizes the lawfulness of hemp and its derived products and is the basis for updates on state laws concerning the said substance.

CBD Laws in Georgia

There are specific circumstances that dictate the state of CBD laws in Georgia, which Your CBD Store Dawsonville and other CBD companies have to respect. For instance, their stipulations use the term low-THC oil instead of CBD oil.

Haleigh's Hope Act or the House Bill 1 of 2015 permit access to CBD oil for residents who are suffering from severe health conditions like cancer or epilepsy. It also grants universities the privilege to conduct studies on CBD that aim to alleviate child seizure disorders. The condition is that the CBD-containing product must not have more than 5% THC content.

Anyone who wants to purchase low-THC oil in Georgia must have an identification card proving that they are in the registry. Other than epilepsy, CBD is also believed to treat other illnesses such as inflammation, arthritis and even anxiety.

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CBD Water Might Just Be the Next Big Thing Since White Claw



Sparkling water that comes in different flavors are a big hit this month, and it was only a few weeks ago when White Claw suffered shortage nationwide due to its rising popularity.

Recently, a new kind of sparkling water is starting to make rounds on the internet because of its one ingredient that produces a good feeling once you consume it—CBD.

Cannabidiol, or CBD as it is more commonly known, is being infused in plenty of consumer products like cosmetics, coffee, beer, edibles, and tinctures. Companies are looking to expand to a bigger market by targeting bubble water production with the CBD twist, which offers relaxation effects.

These CBD-infused flavored seltzers are a great alternative to the hard seltzers and are quickly becoming a sensation in the market across the country. Some big distributors of beverages are quickly catching on the trend as well.

However, not everyone knows what CBD is, let alone why it's growing famous these days. Does it cause the same high as its cousin product, marijuana? Why are CBD-laced refreshments manufactured and where to get them? Here are some of the things you need to know about CBD water.

Is CBD Illegal?

The Farm Bill of 2018 has given licenses to many growers across the US to cultivate and sell hemp and hemp products such as CBD. However, state and federal laws often don't blend together, causing confusion in many states, particularly those that still have stringent regulations on cannabis.

Hemp is legal under federal laws as long as it has no more than 0.3% THC content. Tetrahydrocannabinol or THC is the active component of marijuana that causes its psychoactive properties.

While hemp and its derivative CBD is lawful in the federal point of view, state laws might still make these products illegal on a certain state, which is also the reason why CBD-containing sparkling drinks may not be legal in all of the US.

Robertson Allen, Ph.D., The Hartman Group senior consultant, advises companies that while CBD is viewed as legal nationwide, infusing it in drinks and food is another regulatory issue that falls under the jurisdiction of the FDA.

Soda-making company Sprig CEO Michael Lewis stated that the FDA stance on CBD is clear, which means that the substance is still now allowed to be incorporated in food and drinks today. It's contradictory to the federal ruling, which is why the FDA is meeting pressure from both Congress and the general public.

Lewis also said that the FDA may likely allow CBD in consumable products anytime now or until 2020.

Why are Companies still pushing for CBD drinks?

Despite the FDA stance, companies are still interested in considering CBD as their next investment. This is because CBD is claimed to have therapeutic benefits, from pain relief to reduction of anxiety. It could be the next popular product especially for young people who are mostly suffering from anxiety.

Allen revealed that their latest study concerning health and wellness showed that consumers are trying out products that may manage or treat their anxiety. CBD-infused drinks might pique the interest of millennials and the Gen-Z since they are also curious about cannabis.

Benjamin Witte, CEO, and founder of the Recess brand attests to CBD's effects because he has used it himself. He recalls trying CBD oil around two years back to tone down his anxiety and hyper personality.

Witte also notes how important it is to build a strong impact when establishing a beverage company. Like Mountain Dew and Sprite that advertise a dramatic change like becoming an athlete, the mood-altering effects of CBD can be a positive addition to the marketing strategy.

Another CBD sparkling water manufacturer from Colorado, DRAM Apothecary, incorporates more than the hemp extract since many plants also have great benefits to health.

CBD affects people differently, which is why such drinks may have varying degrees of relaxation if any at all. Witte likened it to coffee, wherein other people can't tolerate the drink while some can have as much as four cups before bed.

There still isn't any data on how much manufacturers are cashing in on the CBD water venture, but there are clues to note. Four of DRAM's sparkling water are out of stock, and they have recently partnered with Coors to expand the business.

Where can CBD sparkling water be found?

The FDA decision on CBD might still be unclear, but beverage companies have started to market their respective products, usually through online stores. Others can already be found in convenience shops and groceries.

Allen says their company is selling to retailers who live in states that allow medical and recreational use of the substance.

Here are some of the brands that have CBD sparkling water in the market today:

Sprig

Sprig is based in Newport Beach, California and produces 0% THC CBD sodas. They use stevia as a sweetener and are promoting cocktail recipes that use their sodas in the mix.

DRAM Apothecary

The said Colorado-based company DRAM markets their CBD-infused Beauty Bubbles mixed with rosewater and hibiscus sparkling water. They sell herbal beverages that come in many flavors.

Weller

Another company from Colorado produces sugar-free CBD water and some bite-sized edibles.

Recess

Recess is a company from New York with a well-designed brand that makes them an Instagram favorite. Their CBD water is sold in NYC stores as well as in Miami and Southern California.

Present

The present is a brand that is the result of a partnership between hemp manufacturer WAAYB Organics and brewery from Colorado called Left Hand. These also come in many flavors.

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The recent policy announcements and the FDA's sturdy position regarding the legality of CBD products have put hemp farmers in a difficult situation. Massachusetts hemp farmers are now supporting a recent bill regarding the clarification of CBD products sales. They want the state to understand and protect the hemp businesses from falling. CBD stands for cannabidiol, which is extracted from hemp plants. CBD has been labeled as non-psychoactive and is thought to deliver some benefits without causing serious side effects in some patients. CBD containing products are not regulated directly, and they are largely sold online. Retailers carrying these products do not usually get in trouble with local health or police departments.

MDAR on Hemp Regulations

The Massachusetts Department of Agricultural Resources regulates hemp growth throughout the state. They issued guidance which stated that the sale of CBD containing food products, animal feed, and dietary supplements or any products making false therapeutic claims are considered illegal. Mark Cusack, former Marijuana Policy Committee chairman representative issued a bill that declared that CBD containing products should not be considered as adulterants and controlled substances, and should be considered as foods. The bill (HD 4339) would allow CBD products derived from hemp to be sold and also made in Massachusetts. The bill was referred to the House Committee on Rules on Monday.

Policy director of Northeast Organic Farming Association Marty Dagoberto mentioned that this bill is a great starting point to address the issues associated with the guidance published by MDAR. Massachusetts stakeholders, MASS Hemp Coalition and NOFA/Mass chapter could consult together and contribute strong recommendations to support the bill, so that the hemp economy can be protected, thus ensuring the protection of hemp farmers.

Growing Support of The Mass Hemp Coalition

More than 100 farmers are licensed to grow hemp in the state, but only one is responsible for hemp-derived CBD production according to the coalition. Non-profit organizations such as the US Hemp Roundtable support hemp industry at the federal level. They said that Cusack's bill could provide strong hemp and CBD protection, as it reflects some important concepts discussed in the Roundtable's Model State Bill. MASS Hemp Coalition wants to share recommendations with the Cannabis Policy Committee and Cusack directly, but they also aim to seek further protection for small businesses, who largely rely on uncontrolled competition of online sellers and local boards of health.

The aim is to seek stronger protection for state-wide business and retail quickly without damaging the current progress, and the Bill HD 4339 just might be the answer, according to Laura Bohner, co-founder of a CBD company, The Healing Rose in Newburyport. A few of

the coalition members are already affected by the laws, thus a community-wide approach is immediately needed to protect local retailers and small businesses.

State Board of Pharmacy Speaks Up

The MDAR guidance originated after the FDA stated that CBD cannot be used in the food and dietary supplements, which was backed by the state Department of Public Health. The Department prohibited sales of CBD oils derived from hemp. However, the coalition is united against the guidance. The Massachusetts Board of Pharmacy issued notes to license holders, advising them to review MDAR and FDA statements and to question agencies about CBD product sales. Hemp seeds, proteins, hemp fiber derived clothing are currently approved for sale throughout the state.

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The King of Beers Needs to be the King of All Weed, Also. **Anheuser-Busch** has announced a partnership with marijuana producer Tilray to start researching non-alcoholic drinks that contain THC and CBD, the two most notable chemicals in marijuana.

For the time being, even when study does return a product by the firms, its supply will be limited to Canada. AB-InBev will take part through its Canadian subsidiary Labatt Breweries.

“Labatt is dedicated to staying ahead of emerging customer trends,” explained Kyle Norrington, president of Labatt Breweries of Canada at a statement. “We need to develop a

deeper comprehension of non-alcohol drinks containing THC and CBD which will direct future decisions about possible industrial opportunities. We anticipate learning more about those drinks and also this particular category from the months ahead.”

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Big Beer’s move to the area of cannabis echoes that of Big Tobacco. Before this month, **Altria Group**, which owns brands such as Marlboro and Skoal, spent \$8.1 billion to a Canadian cannabis company. In both circumstances, the business giants are viewing that the growth of marijuana legalization as a possible threat to their core businesses and are taking measures to integrate it where possible.

AB InBev is barely the first brewer to research cannabis. This past year, Heineken-owned Lagunitas introduced an IPA created with cannabis (stripping out the psychoactive THC compounds) And last June Colorado’s Dude’s Brew past June got federal approval to jar and market “General Washington’s Secret Stash,” a cannabis-infused lineup of beers which use an extract out of sativa stem and stalks (however, for example Lagunitas’ offering, doesn’t have some THC).

For the time being, the maker of Budweiser is not seeking to add weed in its own beers. However, since the legalization movement continues to gain power, it is definitely possible that, sooner or later, the definition of a fantastic beer buzz may be somewhat different as it is now.

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