



September 23, 2016 - Today, the OLCC passed a temporary rule that clarifies the restrictions on product wording commonly associated with products marketed by or to children. The Commission’s current rules allow it to regulate marijuana strain names attractive to minors but not those marketed by minors such as “girl scout cookies”. The action directs staff at OLCC to fairly implement criteria to restrict a narrow set of strain names that refer to cartoon characters, or are names associated with toys and games marketed to or by children.

The Commissioners and OLCC staff have reviewed a listing of about 500 marijuana strain names and believes the rule would apply to less than 20 strains. While it is clear that OLCC will deny the inclusion of these names on pre-approved packages and labels, it will work with the industry to correct package and label compliance issues for products in the stream of commerce. Commission staff and Commissioners will have roles in determining products that appeal to children and that are marketed by or to them. The OLCC in the coming week will work to provide the industry policy guidance and lists of suspect names that will be regulated (see example below). The OLCC will work on these issues as it finalizes its overall permanent rules later this year. Meanwhile, licensees can voluntarily rename the strain or use its initials within the Cannabis Tracking System. Licensees can also submit strain names to marijuana.packaging@oregon.com to seek guidance on this “attractiveness to children” standard.

Example

| RATIONALE | STRAIN/MARKETING PHRASE | DERIVATIVE STRAINS | NOTES |
|---|-------------------------|--|--|
| Marketed by & Marketed to Children | Girl Scout Cookies | Platinum Girl Scout Cookies, Thin Mint GSC | Cookies sold primarily door to door by the youth organization the Girl Scouts of America |
| Marketed to Children | Grape Ape | | Children's cartoon character produced by Hanna Barbera |
| Marketed to Children | Candyland | | Child's board game by Hasbro |
| Marketed to Children | Charlotte's Web | | Children's book by E.B. White |
| Marketed to Children | Cinderella | Cinderella 99 | Children's storybook character |
| Marketed to Children | Dr. Who | | Fictional character currently marketed to children including cartoon show |
| Marketed to Children | Bubblelicious | | Bubblegum specifically marketed directly to children |
| Marketed to Children | Smurf | Smurfette, Smurf Pussy | Children's cartoon characters and popular franchise |
| Marketed to Children | Bruce Banner | Bruce Banner #3, GG#4/Bruce Banner | Alter ego of popular Marvel children's cartoon character the Hulk |
| Marketed to Children | Death Star | | Reference to the popular Star Wars franchise marketed to children |
| Marketed to Children | Skywalker | Skywalker OG | Reference to the popular Star Wars franchise marketed to children |
| Marketed to Children | Jedi Kush | | Reference to the popular Star Wars franchise marketed to children |
| Contains Untruthful or Misleading Content | LSD | | Is the common street name for illegal drug if contained in the package would constitute adulterated content. |
| Contains Untruthful or Misleading Content | Blow | | Is the common street name for illegal drug if contained in the package would constitute adulterated content. |