



CQA™ (Cannabis Quality Assurance™) Hosts National Dialogue

April 29 2021 – CQA is inviting cannabis consumers, producers, processors and others involved in the industry to participate in a national dialogue to learn more about the CQA certification program and the value it will provide consumers and the sector as a whole.

Members of the senior management team, drafting committee and beta tasters will be available to answer questions and provide insights into how the cannabis quality certification program will work.

“We want to empower consumers to select the best products on the market. Currently, buyers generally make distinctions based on things like price or branding, but we know that these don’t actually speak to the quality of the product. The CQA certification program will provide people with a simple way to identify which products are superior and why,” says Jean Philippe Ewart, President of CQA.

CQA certifies dried flower cannabis products and relies on independent and anonymous lab testing to analyze quantitative criteria, and a skilled tasting panel to provide qualitative sensory analytics, including aroma, look, feel, flavour and function (such as how it burns or vapes). It is anticipated that only the top 20 per cent of products submitted will receive CQA certification.

“Consumers are wanting to make informed choices in a marketplace that is saturated with products. The CQA program is designed to help guide purchasing decisions and enhance consumer confidence. It will also help producers and processors build a new level of trust with their customers, support continuous improvement and encourage the development of products that meet the current needs of the marketplace,” says Barinder Rasode, CQA VP of Stakeholder Relations.

Once a licensed producer/processor applies for CQA certification, the cannabis strain lot undergoing certification is sourced from one or more actual retail stores, purchased anonymously, as opposed to being solely supplied by the applicant. Testing and qualitative evaluation are performed using a double-blind process, where both the labs and the members of the CQA tasting panel are unaware of the producer and name of the product being certified.

“These standards will provide awareness for quality products and their producers, while giving consumers the basic qualitative data they need to identify quality products; either through the certification mark, or via review notes from our panelists,” says Brad Martin, CQA Director of Quality.

When a product does not pass the CQA lab testing norms or qualitative evaluation, the producer will receive usable insight on what qualitative aspect could be improved on. Products that are not certified will not be announced.

CQA National Dialogue via Zoom:

Date: Tuesday, May 4, 2021

Time: 3:00pm ET

RSVP here: <https://www.eventbrite.com/x/152364746057>

Click [here](#) to join the Zoom call

The call will feature the following individuals:

- Jean Philippe Ewart, President & CEO
- Barinder Rasode, VP Stakeholder Relations (Founder, Cannabis Wise, Prev. CEO NICHE)
- Brad Martin, Director of Quality (Founder, Cann Standard and PancakeNap)
- Peter Shearer, Standards Drafting Committee (Sr. Category Manager, Ontario Cannabis Store)
- Dr. Av Singh, Standards Drafting Committee (Sr. Executive & frequent speaker at conferences)
- Dr. Ivan Casselman, Standards Beta Tester (Chief Psychedelic Officer at Havn Life)
- John Fowler, Standards Beta Tester (Founder, The Supreme Cannabis Company)

For full biographies, please visit www.CQACanada.org/team

Please visit www.CQACanada.org for more information on the company, the team and an FAQ.

For more information, please contact:

Barinder Rasode, VP Stakeholder Relations: 604.805.3272 | brasode@CQACanada.org

Jean Philippe Ewart, President: 514.448.5958 | jpewart@CQACanada.org

About CQA

CQA™ (Cannabis Quality Assurance™) is a national certification agency, completely independent of the industry. The aim of CQA is to certify the top tier quality products in the Canadian marketplace while offering consumers a seal of authentication, trust and reliability. CQA conducts independent lab analysis (from the producer lab certificates required by Health Canada) as well as providing tasting panel commentaries on certified strains. CQA has Certification Marks filed under the Trade Marks Act.

French version available on request