



Cannabis Quality Assurance™ (CQA™) announces Gold Standard for Cannabis Quality in Canada

April 6th, 2021 -After nearly a year of development, staff and committees comprised of leaders in the industry have finalised the standards process for certification. On May 4th, 2021, members of the senior management, drafting committee and beta tasters will be available for a national Q&A zoom call. Details follow this release.

“Product quality reigns supreme with today’s conscious consumer. There is currently no seal of approval to indicate to the public which cannabis products exceed the basic Health Canada standards” says Jean Philippe Ewart, President of CQA. “Canadians are also looking for standardized quantitative and qualitative information about the product they are purchasing and consuming.”

He adds that nationally recognized standards will advance public education and awareness, and drive improvement in the cannabis industry. CQA will also provide cannabis producers with the opportunity to shine on a global scale and enter new markets with products that meet and exceed the highest international standards.

CQA certification includes defining top tier quality cannabis with specific scientifically determined markers. The program was developed to establish clear quality parameters that provide the public with a non-biased quality assessment.

Once a sample has passed analytical testing and basic visual/olfactory analysis, it will be blind taste tested by members of the national CQA tasting panels. Products that have passed eligibility standards and tastings will achieve CQA certification and bear the CQA seal.

Barinder Rasode, CQA VP of Stakeholder Relations, notes: “The Canadian cannabis industry has an abundant number of micro growers who are eager to showcase their quality craft products in market. The CQA seal will provide authentication of the commitment these growers have towards producing cannabis that exceed basic standards.”

Mr. Ewart adds, “The CQA seal will help consumers make educated purchasing decisions. And that is literally true, since the free download CQA app will allow the general public to scan the CQA seal and access product information including purity, potency and provenance as well as tasting notes using their mobile phone. It will also allow consumers to interact through the app.”

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

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.

For more information, please contact:

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Jean Philippe Ewart, President (telephone: 514.448.5958) email: jpewart@CQACanada.org

CQA national Q&A Zoom call: Tuesday May 4th, 3:00pm ET Zoom Call Introducing CQA senior Management and a discussion moderated by VP Barinder Rasode.

CQA national Q&A Zoom call -

Tuesday May 4th, 3:00pm ET

For login details of upcoming zoom call, please send a request to Diane Decarie

ddecarie@cqacanada.org

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 HavnLife)

John Fowler, Standards Beta Tester (Founder, The Supreme Cannabis Company)

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