



PAUL COHEN'S

Marijuana Hub

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HOW TO MAKE MONEY IN THE MARIJUANA STOCK MARKET

CALIFORNIA MARIJUANA VOTE-CRITICAL TO MARIJUANA STOCK MARKET

FROM MARIJUANA NEWS: "ANALYTICS FIRM NEW FRONTIER TOLD THE ORANGE COUNTY REGISTER. BOTH COLORADO AND WASHINGTON HAVE LEGALIZED RECREATIONAL MARIJUANA SALES, BUT CALIFORNIA SALES WOULD DWARF THOSE IN OTHER STATES. WILL THIS NOVEMBER BE THE BEGINNING OF THE END FOR CANNABIS PROHIBITION? ON NOVEMBER 8TH AMERICAN VOTERS WILL TURN OUT IN RECORD NUMBERS TO MAKE THE MUCH-MALIGNED CHOICE BETWEEN HILARY CLINTON AND DONALD TRUMP. BUT THOSE IN ARIZONA, CALIFORNIA, MAINE, MASSACHUSETTS AND NEVADA HAVE ANOTHER CHOICE TO MAKE, WHETHER TO REGULATE AND LEGALISE CANNABIS.

MOST ATTENTION IS FOCUSED ON CALIFORNIA, WHICH ALREADY HAS THE LION'S SHARE OF THE CURRENT \$5.7 BILLION LEGAL US INDUSTRY. THE CALIFORNIAN MARKET ALONE IS SET TO GROW TO \$6.6 BILLION BY 2020 IN ANTICIPATION OF A YES VOTE. PROPOSITION 64 IS THE LAST OPTION STANDING IN CALIFORNIA AFTER 21 DIFFERENT PROPOSALS FOR VARIOUS FORMS OF CANNABIS LEGALISATION HAVE BEEN WHITTLED DOWN TO JUST ONE. MUCH HAS BEEN MADE OF THE INFIGHTING AMONG THE PRO-LEGALISATION MOVEMENT ABOUT THE WORDING OF THE PROPOSITION, BUT MOST OF THE DISSENT NOW SEEMS SATIATED. COMPROMISES HAVE BEEN MADE BY ALL PARTIES, AND THE FOUNDATIONS OF GOOD CAMPAIGN FINANCE AND STRONG POLLING ARE IN PLACE.

PROPOSITION 64 LOOKS HIGHLY LIKELY TO SUCCEED, BUT IS THIS AT THE EXPENSE OF THE OTHER STATES? PROPOSITION 64 IS BY FAR THE BEST-FINANCED CAMPAIGN OF ANY OF THE FIVE STATES, AS OF 16 AUGUST 2016, THE SUPPORT CAMPAIGN HAD OVER \$11,453,469.31 IN FUNDS. COMPARE THAT TO ONLY \$498,591.60 IN MASSACHUSETTS. CALIFORNIA ALSO POLLS THE STRONGEST. A RECENT POLL BY THE BERKELEY INSTITUTE OF GOVERNMENTAL STUDIES AT THE UNIVERSITY OF CALIFORNIA PUT SUPPORT IN CALIFORNIA FOR LEGALISING CANNABIS FOR RECREATIONAL USE AT 63.8%. IN NEVADA POLLING CONSISTENTLY PUTS SUPPORT BELOW 50%.

THE CANNABIS INDUSTRY HAS BEEN CONSPICUOUSLY INSIGNIFICANT COMPARED TO PRIVATE INDIVIDUALS AND WEALTHY PHILANTHROPISTS IN THE FUNDING OF THE FIVE INITIATIVES FOR LEGALISATION. MANY OF THE THOUSANDS OF COMPANIES CURRENTLY OPERATING IN THE FRAGMENTED AND COMPLICATED MARKETS MAY SEE WIDESPREAD REFORM AS A THREAT TO THEIR SURVIVAL, OR SIMPLY LACK THE RESOURCES TO FUND ATTEMPTS TO OPEN NEW MARKETS. THIS IS SURE TO CHANGE AFTER CALIFORNIA, WHEN MORE FUNDS WILL BE AVAILABLE FOR LATER INITIATIVES. BUT COULD THIS BE TOO LITTLE, TOO LATE, IF THE OTHER, POORLY-FUNDED, CAMPAIGNS FLOUNDER AND FAIL, AS LOOKS LIKELY IN ARIZONA AND MASSACHUSETTS AND POSSIBLY MAINE AND NEVADA?"