



Department  
of Finance

Ministère  
des Finances



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May 18, 2024

Daniel MacDonald  
Chief Executive Officer  
PEI Cannabis Management Corporation  
3 Garfield Street  
Charlottetown, PE C1A 6A4

Dear Mr. MacDonald,

On April 3, 2024, I made a commitment in the Legislature to issue a mandate letter to Prince Edward Island Cannabis Management Corporation (PEICMC) that clearly outlines new objectives to increase funding to conduct and support initiatives that provide public health and social responsibilities to promote healthy behaviors in relation to cannabis consumption and avoid the potential impacts from cannabis related harms.

PEICMC has the responsibility to establish the necessary framework for socially responsible management of the distribution and sale of cannabis, as well as to facilitate and promote the responsible consumption of cannabis and related products in Prince Edward Island as per the *Cannabis Management Act*. In fulfilling PEICMC's corporate social responsibilities, I expect you to work with PEI Chief Public Health Office (CPHO) to determine the effectiveness of the current social responsibility spending on cannabis consumption behaviours and provide recommendations on how to improve the impact of our social responsibility initiatives.

The PEICMC's overarching goal will be to pursue continuous improvement in the efficiency of its operations while adapting to the evolving customer expectations, in a socially responsible way that is in the best overall interest of Islanders. This will include utilizing modern, best practice and evidence-based operational policies, practices and tools. The PEICMC should be considering the impact on climate, gender, diversity and vulnerable populations when making operational policy decisions. The PEICMC also has a responsibility to regularly communicate and engage with key stakeholders.

As CEO, you will need to work with the PEICMC Board of Directors and your leadership team to achieve the expectations outlined in this mandate letter.

Under your leadership, PEICMC will:

- Continue to operate the existing corporate stores efficiently while ensuring products of local producers are included in the stores offerings;
- Establish a plan to achieve an overall target spending on social responsibility of 3% of the combined net profits of PEILCC and PEI Cannabis Management starting in fiscal year 2024-25;

- Work with experts to improve the promotion of healthy consumption habits;
- Work with the CPHO to determine the effectiveness of current social responsibility spending on impacting cannabis consumption behaviours and provide recommendations to the PEICMC on how to improve the impact of social responsibility initiatives by the PEICMC;
- Demonstrate accountability through the information provided in the timely publication of the PEICMC annual report, including information on the social responsibility initiatives and spending; and
- In collaboration with the Departments of Health and Wellness and Justice and Public Safety, regularly assess the size of the cannabis market and monitor the progress towards displacing the illicit market with legal access to recreational cannabis.

As we work together to achieve this new mandate, I am open to your recommendations on the best way forward in achieving these objectives. Please know that the Deputy Minister and I are here to support you and your leadership team in your work to meet these expectations.

I look forward to working with you over the coming months to continue to provide high quality service and products to the public in a socially responsible manner.

Sincerely,

A handwritten signature in cursive script that reads "Jill Burridge". The signature is written in black ink and is positioned above the printed name and title.

Jill Burridge  
Minister of Finance

CC. Denise Lewis Fleming, Deputy Minister of Finance  
John Abbot, Chair PEICMC Board of Directors