

# Marijuana-infused food and Canadian consumers' willingness to consider recreational marijuana as a food ingredient

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Dr. Sylvain Charlebois,  
Faculty of Management

Dr. Simon Somogyi,  
Faculty of Agriculture

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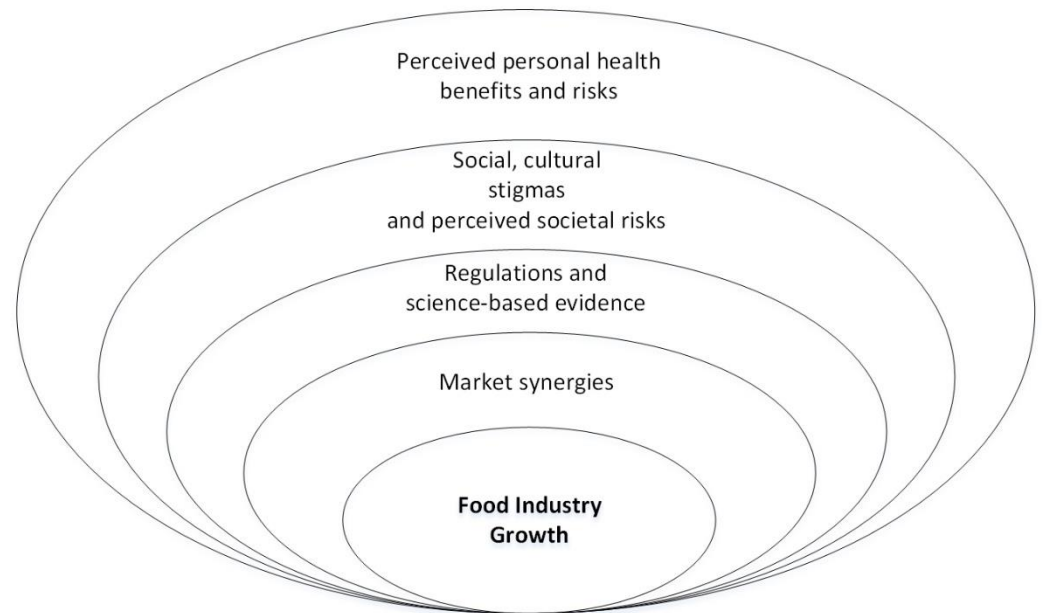
Preliminary Results  
September 2017



# Conceptual Framework of Study

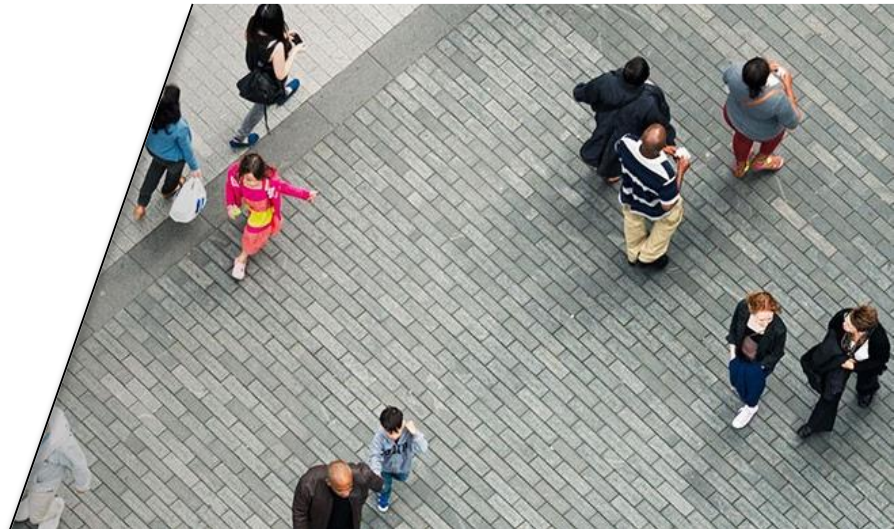
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**Figure 1**  
Possible pattern for cannabis-infused  
food product development



# Survey performance

- Aim of survey: to better understand how Canadians perceive recreational marijuana as a food ingredient if it were to be legalized; whether they would include marijuana as part of their diet, and if so, how they intend to do it ;
- Survey duration: 4 weeks, August 2017;
- Sample size:  $n=1087$ .



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# Survey performance

- Bilingual survey, Cross-Canada study (including Québec);
- Respondents were required to be 18 years old and must have been living in Canada for at least the last 12 months;
- Completion rate: 94%;
- Average duration of survey: 3.2 minutes;
- Representative sample for Canadian market;
- Estimated margin of error: 3.1%, 19 times out of 20.

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# High-Level Findings

- Majority of Canadians **supportive** of legalized recreational marijuana in general;
- Majority of Canadians **concerned** about the risks for children, especially households with children;
- Almost 46% of Canadians **willing to try** cannabis-infused food products.

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# High-Level Findings

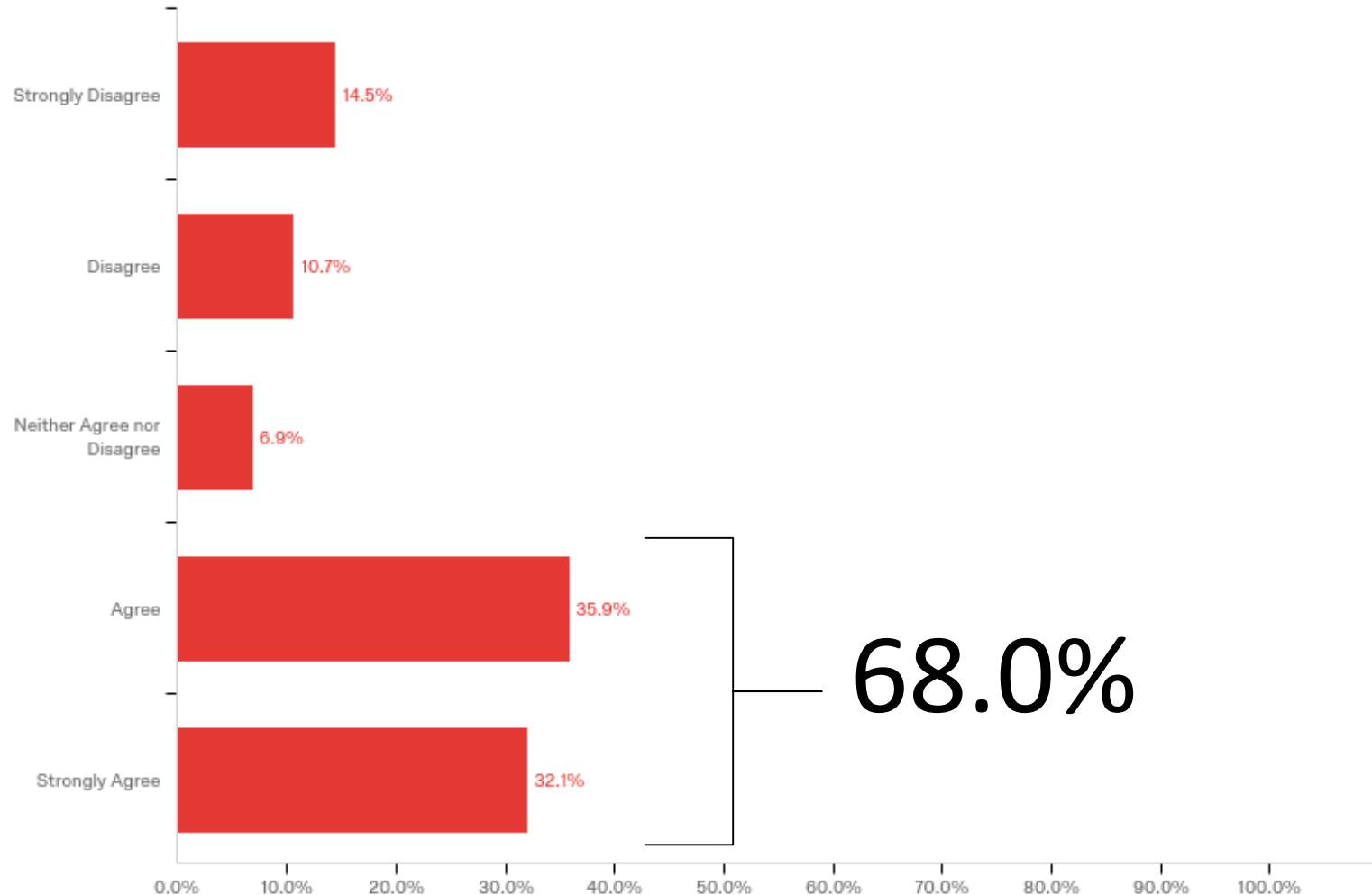
- Few Canadians know how to use cannabis to **cook at home**;
- Majority of Canadians don't feel cannabis would replace **alcohol during a meal**;
- Majority of Canadians do not consider marijuana as **healthy ingredient**;
- Majority of Canadians wary about **psychoactive effects** of marijuana as food ingredient.

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Please indicate your level of agreement with the below statement:

**I support the legalization of recreational marijuana.**

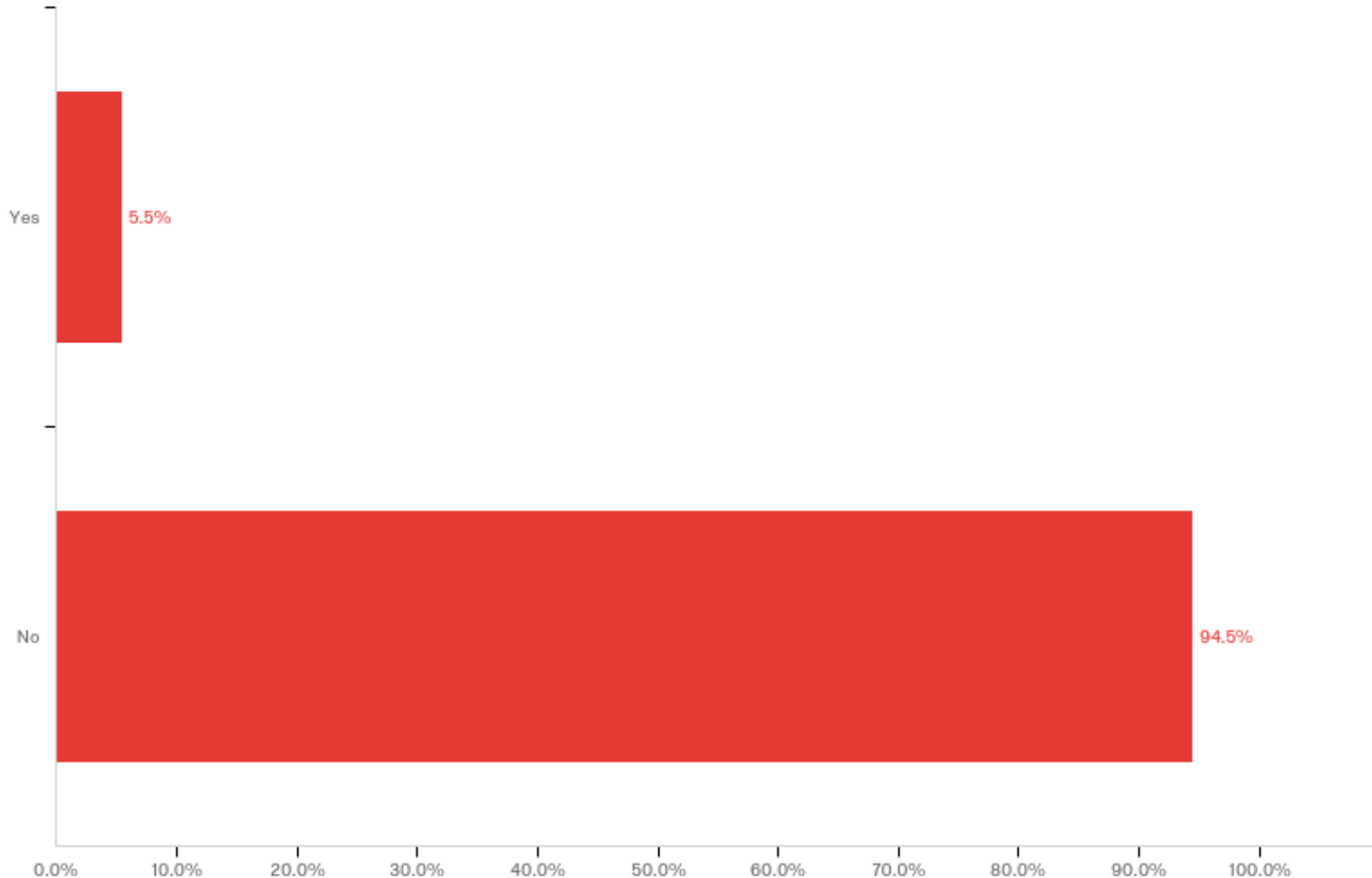


Note: Varying Degrees (Agree and Strongly Agree)

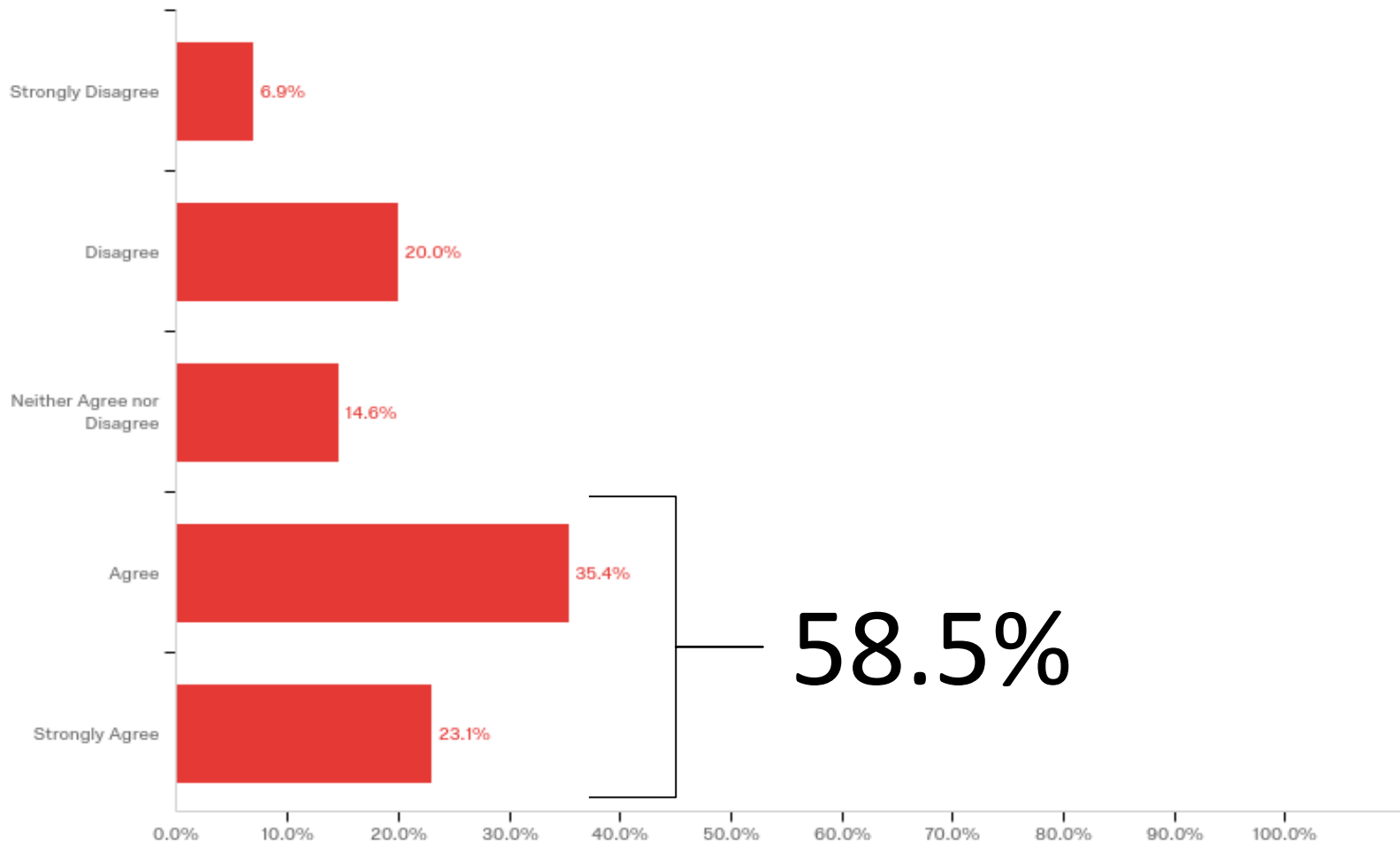
*I support the legalization of recreational marijuana.*

1. British Columbia	79%
2. Ontario	77%
<b>3. Canada</b>	<b>68%</b>
4. Atlantic Region	66%
5. Québec	61%
6. Prairies	54%

***I currently consume marijuana for medical purposes.***



***I am concerned about the risks for children and young developing adults who will have more access to marijuana once its recreational use is legalized.***

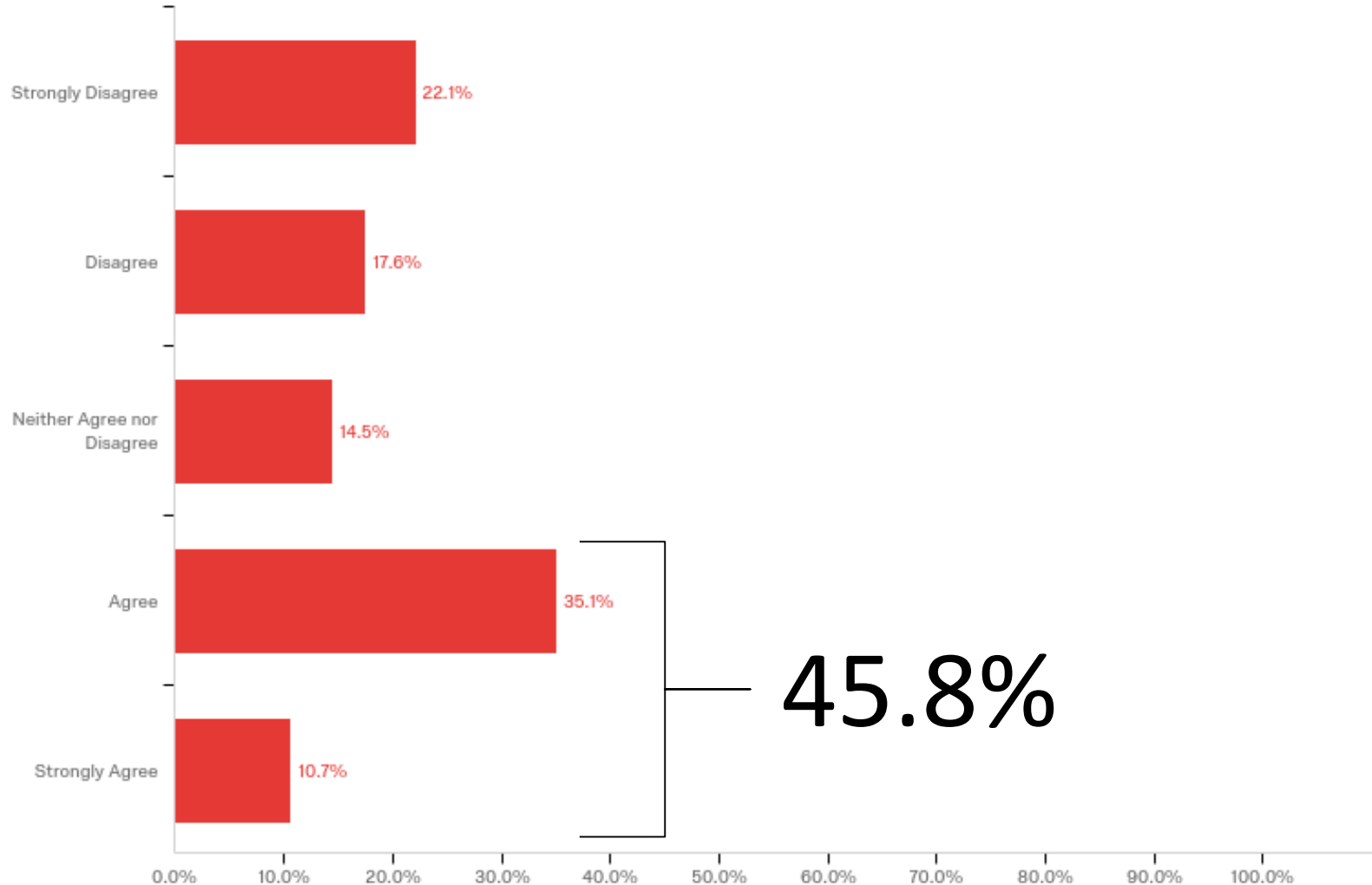


Note: Varying Degrees (Agree and Strongly Agree)

***I am concerned about the risks for children and young developing adults who will have more access to marijuana once its recreational use is legalized.***

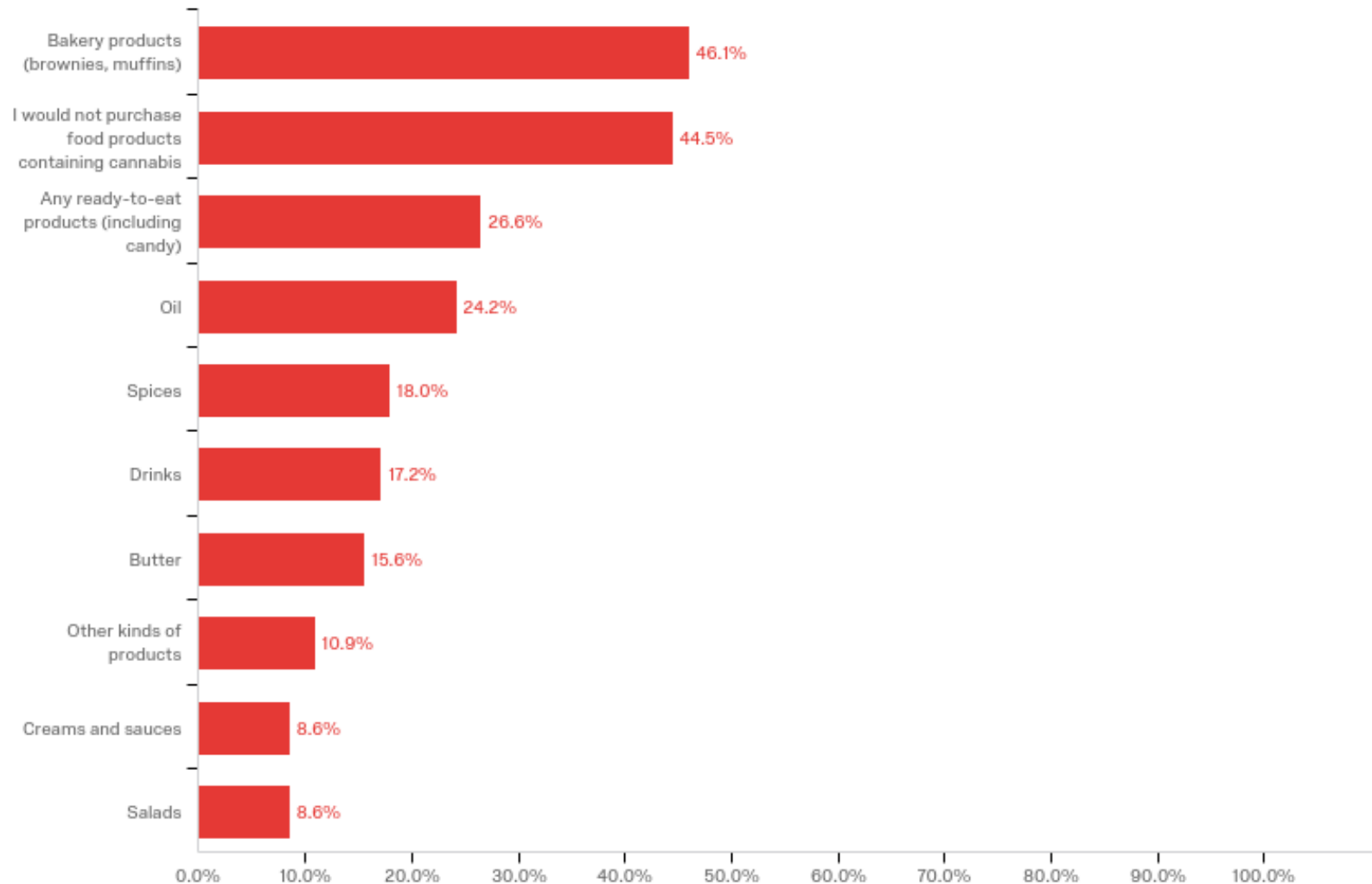
1. British Columbia	81%
2. Québec	73%
3. Prairies	64%
<b>4. Canada</b>	<b>58%</b>
5. Atlantic Region	49%
6. Ontario	48%

***I would purchase marijuana-infused food products, if they become available on the Canadian market.***



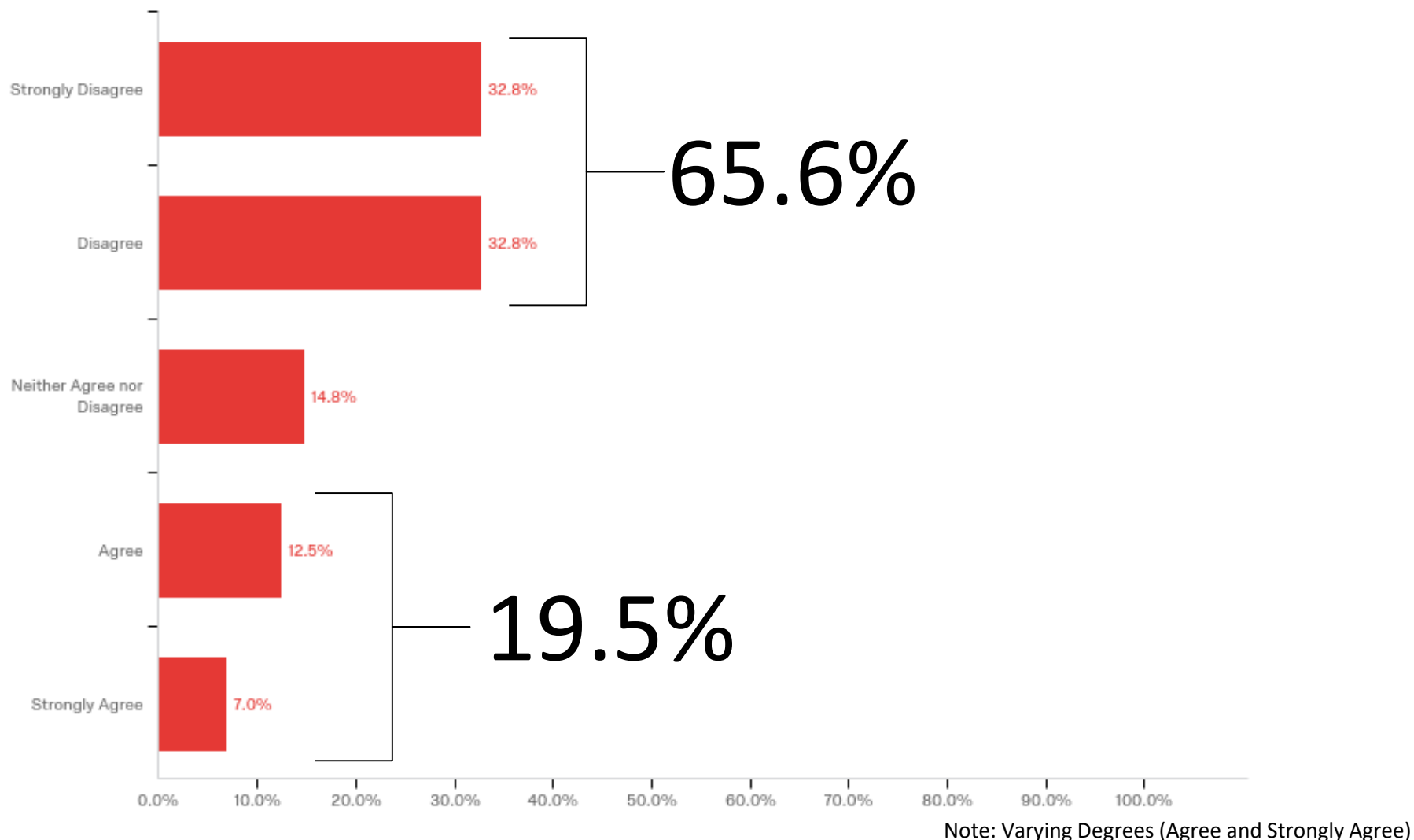
Note: Varying Degrees (Agree and Strongly Agree)

***What type of marijuana-infused products would you consider buying at the grocery store, should recreational marijuana become legal? (Multiple answers accepted.)***

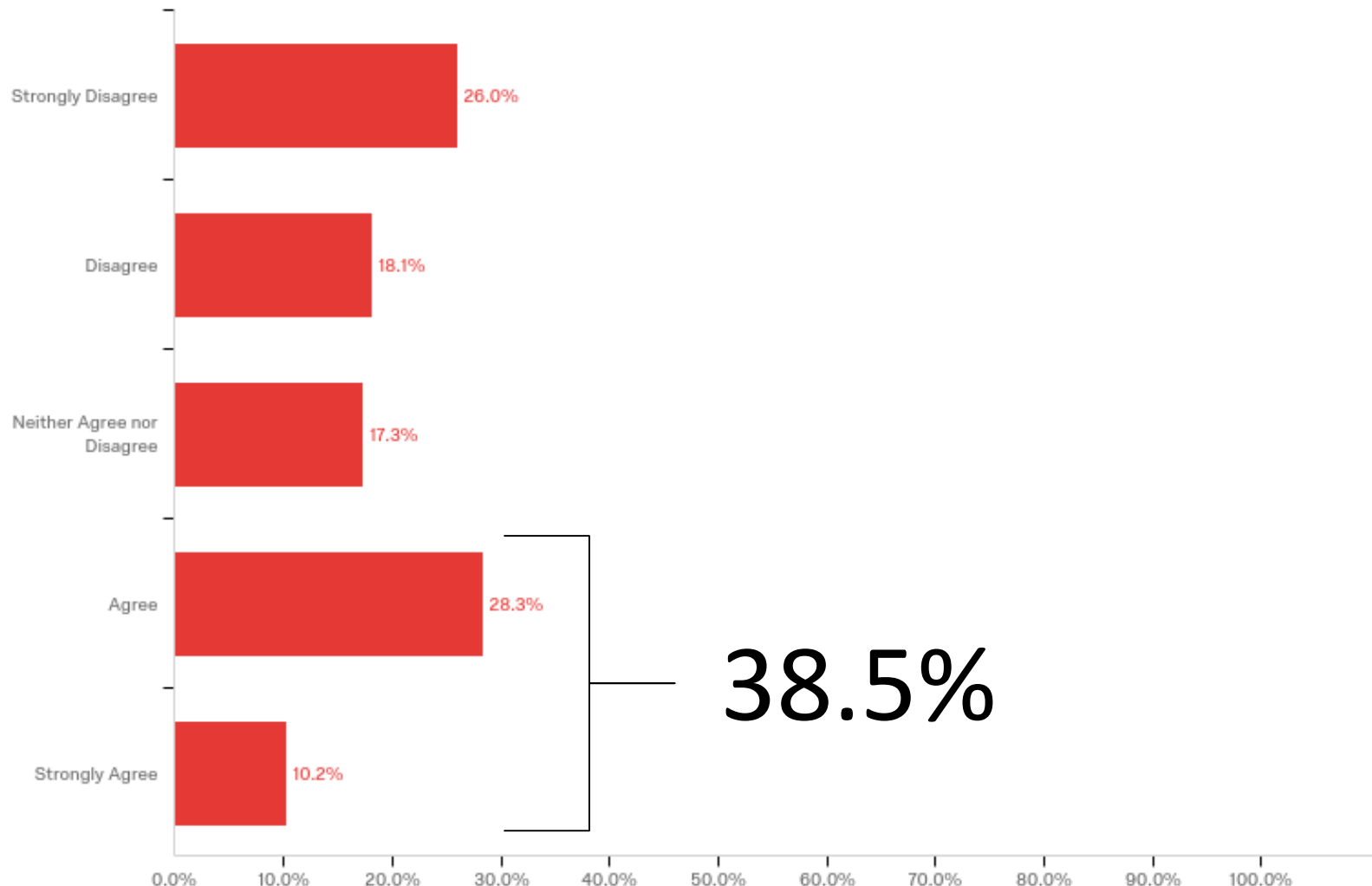


Please indicate your level of agreement with the below statement:

*I know enough about marijuana to cook with it at home, if its recreational use is legalized.*

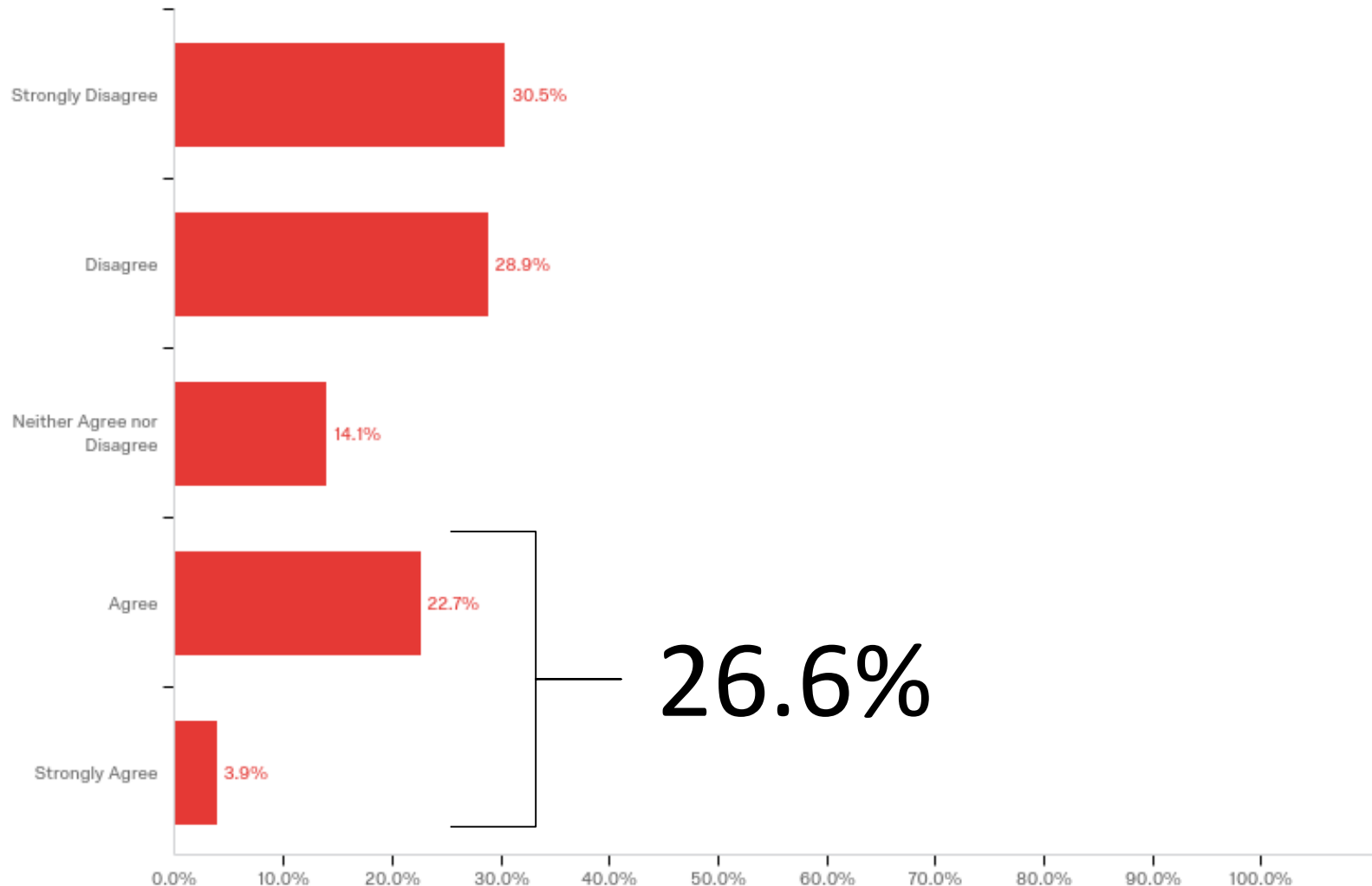


***I would be willing to order a dish with marijuana at a restaurant, if its recreational use is legalized.***



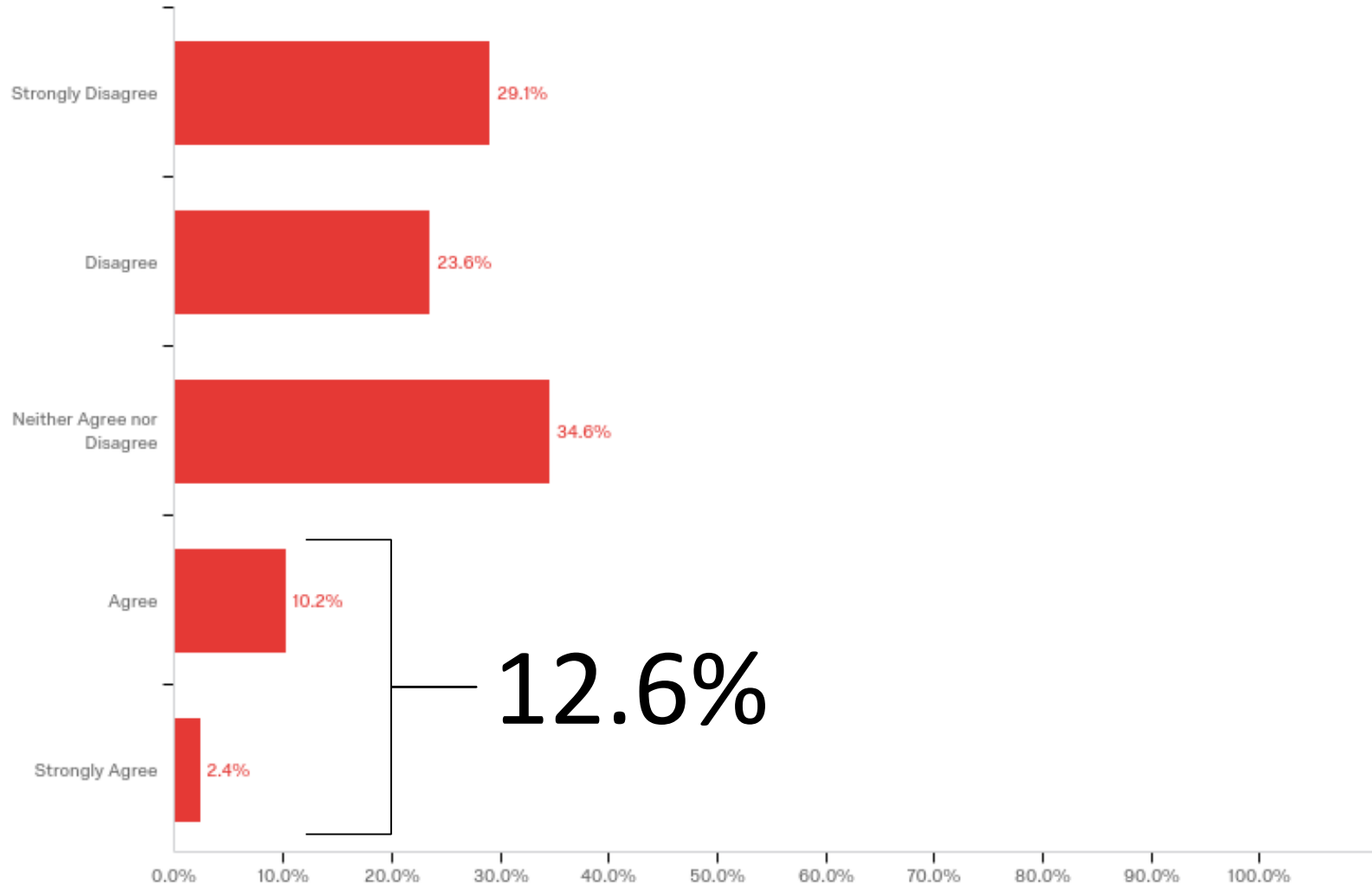
Note: Varying Degrees (Agree and Strongly Agree)

***At a restaurant, a marijuana-infused dish would replace an alcoholic drink I would normally have.***



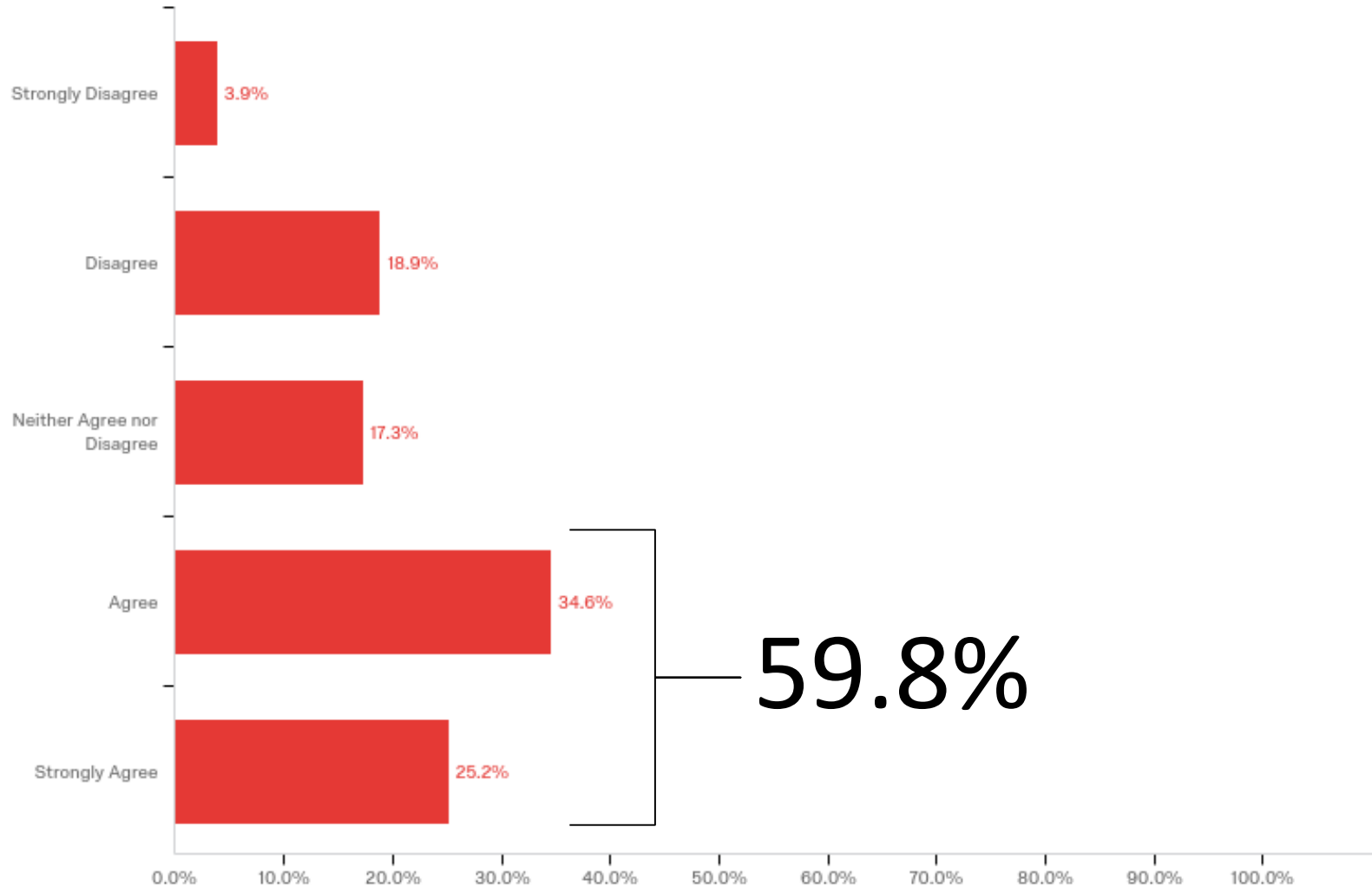
Note: Varying Degrees (Agree and Strongly Agree)

***I consider marijuana a healthy ingredient for my diet.***



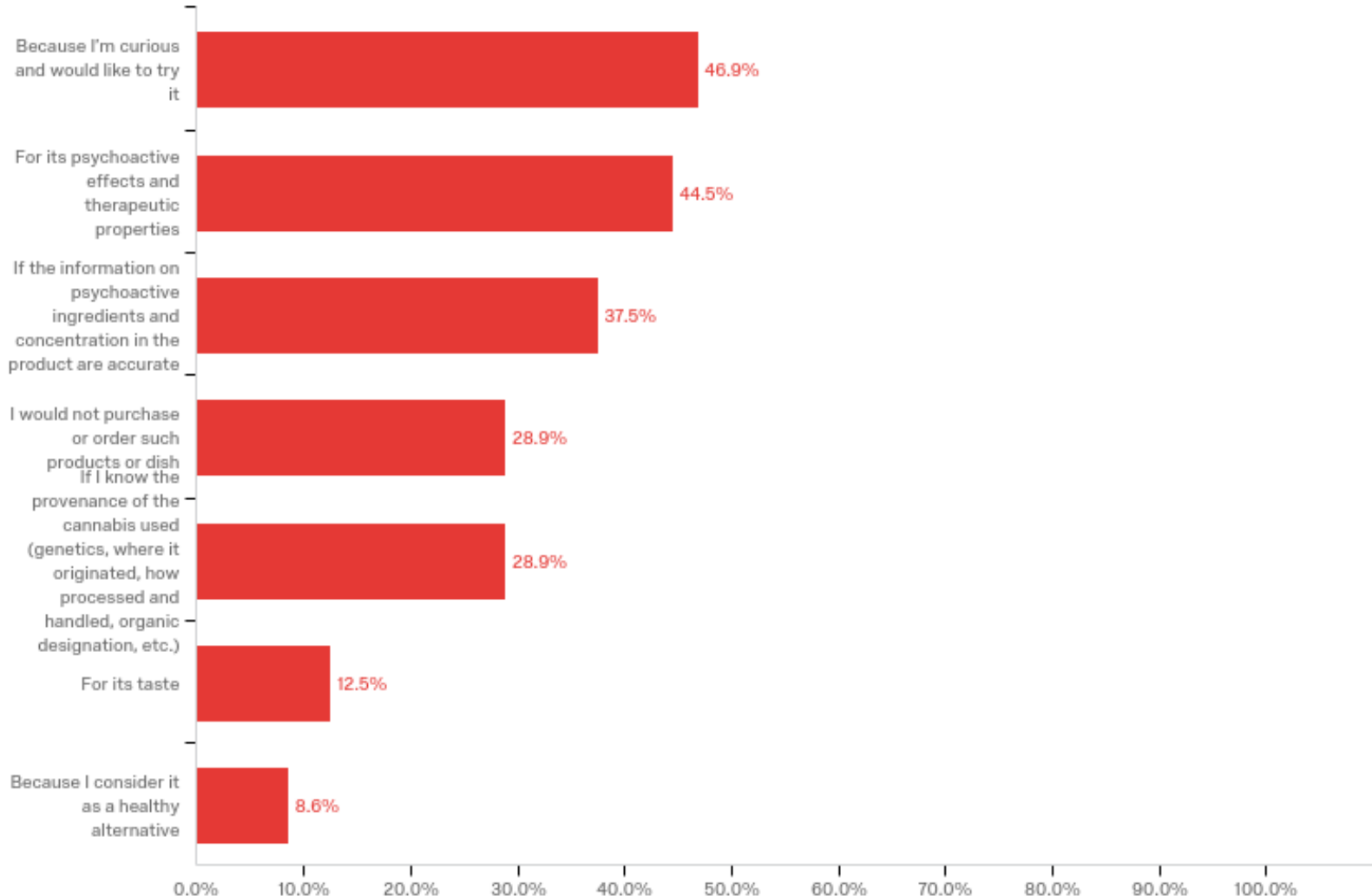
Note: Varying Degrees (Agree and Strongly Agree)

***I would be concerned about eating too much marijuana-infused food and worry that the effects would be too strong.***

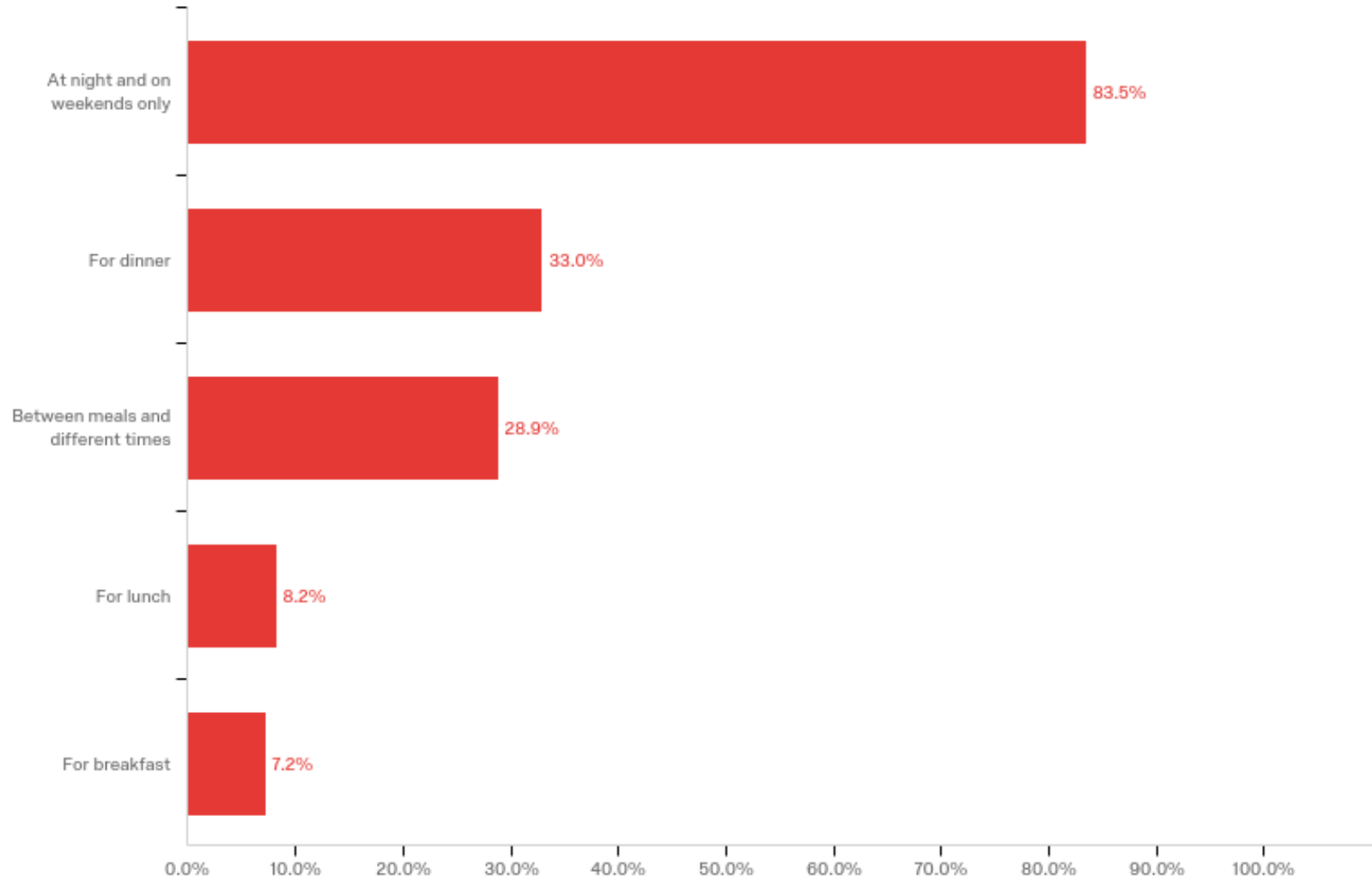


Note: Varying Degrees (Agree and Strongly Agree)

**Reasons: I would purchase a cannabis-infused food product or order a dish with cannabis.  
(Multiple answers accepted.)**



**Timing: I would consider consuming marijuana as a food ingredient. (Multiple answers accepted.)**



# Risks for Children

- Respondents who had children were more likely to be concerned about health risks for children, if recreational marijuana is legalized;
- The older the respondent was, the more likely s/he was concerned about health risks for children.



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# Knowing enough to cook

- The younger the respondent was, the more likely s/he felt s/he knew enough about cannabis to cook with it at home;
- The higher the household income was, the more likely the respondent felt s/he knew enough to cook with cannabis at home;

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# Perceived health

- The higher the household income was, the less likely cannabis was considered as a healthy ingredient.
- Market confusion

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