

Membership Prospectus 2021



Association for
the Cannabinoid
Industry

Updated 25th March 2021

Founding Vision

The Association for the Cannabinoid Industry (ACI) is the UK's membership organisation for businesses committed to nurturing a safe, legal and flourishing commercial cannabis extract market.

Our vision is to create an innovative and ethical sector with the highest standards of product quality, consumer satisfaction and regulatory compliance.

We deliver vital stewardship for this emerging sector through constructive engagement with key stakeholders and thought leaders. Our team of scientific, regulatory and industry leaders provide expert support and guidance to our members.

Introduction

This year is going to be both the most challenging and exciting yet for those operating in the UK cannabinoid marketplace. The respective new requirements set out by the Food Standards Agency and Food Safety Scotland require companies operating in the sector to present evidence that their products meet basic food safety standards. This is all happening as UK companies begin to operate under a new trade agreement with the European Union and in the midst of a global pandemic that has upended our economy.

We created the ACI to provide support and offer stewardship to businesses who understood that engaging constructively with regulatory stakeholders and complying with new regulations would herald a new opportunity for the whole nascent sector to innovate and flourish.

But the ACI is about much more than navigating regulation. As an association, we are doing all we can to focus on new business opportunities and the pooling of industry insights that help the sector to evolve.

In 2021 we will be launching new updated consulting services, quality certification processes and partnerships with retailers and trading standards.

We will also establish a platform to explore the wider potential of cannabinoids beyond CBD.

We will engage dynamically across government to review the range of regulations that apply to commercial cannabis extracts to ensure that there are no unnecessary bureaucratic impediments that stunt growth and enterprise.

At the ACI we believe in the enriching promise of cannabinoids as you do. With your support and investment we are building on our early foundations to create an industry body that facilitates sustainable growth and development.

If you believe in our vision please reach out – join us and help make it a reality.

Steve Moore

Steve Moore, ACI Founder and Lead Counsel

ACI Timeline

At the end of 2020 we celebrated our first anniversary. Below are the key milestones.

2019

- **January** European Commission (representing all the Member States) announces CBD as a novel food.
- **June** The Times newspaper breaks a story on the state of CBD products on sale in the UK high streets. The Centre for Medicinal Cannabis produces its pivotal report "CBD in UK."
- **November** ACI launches in London.
- **December** ACI commences novel foods applications for our members.

2020

- **February** FSA provides clear regulatory guidance for the UK CBD industry.
- **March** ACI launches its CBD safety certification initiative.
- **April** ACI establishes in-house Regulatory Consultancy Team and the first ACI member submits its CBD dossier for novel foods application.
- **May** ACI announces high-level discussions with the Laboratory of Government Chemists (LGC).
- **June** ACI announces CBD Safety Study Consortium to generate data to assess the safety of CBD.
- **September** Over 800 delegates attend the ACI's "The Future of CBD in Grocery" webinar with The Grocer and the ACI officially launches our Safety Study Consortium.
- **October** The ACNFP, an advisory committee to the FSA, clarifies key points relating to CBD novel foods applications, emphasising the importance of ACI's consortium approach to generating safety data.
- **December** ACI announces key partnership with UK Trading Standards.

ACI 2021 Priorities

We will focus our activities on these areas in 2021

- 1** Sector Representation
- 2** Safety Data
- 3** Regulatory Consultancy
- 4** Reputation Management
- 5** Innovation
- 6** Trading Standards Partnership
- 7** Retailer Advisory
- 8** Delighting Members

1 Sector Representation

Cannabinoids is a novel, fast growing sector with considerable consumer appeal but it is also one with a precarious reputation and facing its first exposure to formal regulation. ACI exists as both a guardian for industry standards and to provide expert stewardship for businesses in the regulatory sphere.

ACI has an excellent relationship with the Food Standards Agency, Food Safety Scotland and the Home Office. We work closely with all relevant regulatory bodies to ensure the best outcomes for the industry.



2 Safety Data

Overview

Safety data is key to the development of the cannabinoid wellness industry moving forward. Below we explore the implications of this and how ACI can help.

Novel foods validation

The FSA has set a deadline of 31 March 2021 for all CBD companies to have a validated novel foods application for each of their products. Validation is the first step towards full authorisation.

The UK government's Committee on Toxicity (COT), which advises the FSA, declared that there are gaps in the existing evidence proving the safety of CBD in food. In order to attain validation for a novel foods application for a CBD food product, a company must provide enough data to fill these gaps.

"Businesses need to submit, and have fully validated, novel food authorisation applications by 31 March 2021. After this date, only products for which the FSA has a valid application will be allowed to remain on the market."

**Foods Standards Agency
February 2020**

Safety Data

CBD Safety Study Consortium

ACI is leading a CBD Safety Study Consortium to generate the necessary toxicology data for our consortium members to gain a validated novel foods application in the UK.

This study will address gaps in data identified by COT and generate analytics accordingly. It will also provide the safety information mandated by the novel foods application process.

The FSA confirmed in September 2020 that any company that does not have such original derived data will not have their novel foods dossier validated. Only products with this validation will be allowed on the market after 31 March 2021.

ACI's consortium is leading the way for the industry in the UK and across the world. The safety information generated in this study will respond to future demands of regulatory authorities in the US and EU.

To find out more about joining this study please [contact us](#).



ACI's CBD Safety Consortium
is in partnership with Advanced
Development & Safety
Laboratories (ADSL)

3 Regulatory Consultancy

Our Regulatory Consultancy team is experienced in cannabinoid chemistry (including CBD and other plant derived cannabinoids), manufacturing, regulatory and related analytical methodology.

They support our members in generating the required scientific dossiers for novel foods applications and guide them in other issues they may face.

To find out how our Regulatory Consultancy can help your company please contact us.

ACI Regulatory Consultancy services include

1. Introduction to novel foods dossier requirements
2. Customer checklist reviewed and signed off by ACI
3. Gap analysis based on checklist results
4. Definition of project timeline and approval
5. Full review of each section on completion
6. Advice on identifying partners for stability testing and advice on identifying partners for product testing
7. Formulation-specific risk assessment guidance
8. Guidance on:
 - Stability data protocols
 - Specification controls
 - Supply chain visibility
 - HACCP, GACP and other critical control points
9. Guidance on data generation, such as toxicological data or ADME studies
10. Overall risk assessment & risk mitigation plan guidance



"The ACI have been invaluable in helping to guide Naturecan through the novel food application process, highly recommended"

Andy Duckworth
CEO & Founder, Naturecan

4 Reputation Management

We understand how vital it is to maintain a role of steward for our industry's reputation. At this early stage, as the sector transitions from a 'grey' market to one regulated by food safety authorities, there will be considerable challenges in relation to both consumer and business confidence.

We engage judiciously with national, trade and specialist media on a near daily basis on behalf of all our members and for individual members. We also conduct consumer surveys and an often cited UK market sizing study which grants us a voice of authority in the media

We have established a strong relationship with

BBC	Daily Telegraph
The Times	The Grocer
Food Navigator	Pharmaceutical Journal
MJBiz	Pharmacy Business Magazine
Hemp Business Daily	Analytical Cannabis
Natural Products Daily	NutraIngredients
Chemist+Druggist	New Food Magazine

5 Innovation

ACI is a global thought-leader in the cannabinoid sector. As well as staying at the forefront of developments in the industry through our well-networked team, we have driven innovation in the cannabinoid industry since our inception. As an example - we are actively engaged with all the key stakeholders within the cannabinoid industry to set the global standards for the sector.



Created a Safety Study consortium allowing our members to share the cost of the novel foods application process whilst keeping the individual IP of their products.



Launched the ACI's Safety Certification initiative to build consumer confidence in the industry.



Established partnership with Trading Standards to protect our members and support enforcement of non-compliant CBD.



Hosted multiple events educating the FMCG industry on CBD.

6 Trading Standards Partnership

ACI is the first cannabis industry association in the UK to formalise a partnership with Trading Standards.

Through our coordinated Primary Authority Partnership members have access to a host of benefits including, but not limited to

1. Bespoke webinars and trainings
2. General information and guidance on topics such as labelling, advertising claims and food safety management plans
3. Assured advice on specific issues
4. Dialogue with other enforcement authorities and other Primary Authority Partnerships
5. Ability to flag non-compliant CBD products

**PRIMARY
AUTHORITY**

As part of the agreement, we have agreed to run educational webinars and develop literature to enable Trading Standards officers to recognise non-compliant CBD products sold in the UK.

Through our partnership with Trading Standards, we aim to raise the quality standards of CBD for sale in the UK. At the same time providing our members with the peace of mind that their investment in compliance, and their business activity, is backed up by the relevant authorities.

7 Retailer Advisory

ACI supports the retail community to help them understand which brands to work with. Our Retail Advisory Service offers retailers the following:

1. Identification of non-compliant products
2. Distinguish between high and low quality products
3. Monthly newsletter with an overview of the latest regulatory information
4. Procurement reviews
5. Card processing services
6. Dedicated helpline
7. Trade shows with ACI members

Retailer engagement is key for consumer confidence. ACI's work with retailers ensures that confidence is built from a sound understanding of the regulations, with a positive knock-on effect for brands adhering to the regulations, which will ultimately benefit the consumer.

Many large UK retailers stock
CBD products

TESCO

Sainsbury's

amazon

Waitrose

Boots

Superdrug ☆

Holland&Barrett

Harrods

8 Delighting Members

ACI has grown rapidly with our members and developed services according to member needs. We hold frequent Member Meetings where we share updates on regulations, services and sometimes guest speakers. We appreciate fully how important member engagement is – so there are monthly Member Forums where members can speak one to one with the team.

We thrive on conversations with members to help direct the development of the ACI. This ongoing member dialogue has led to the introduction of new services. These include our Regulatory Consultancy and Trading Standards Partnerships, incorporating label checking which is an issue that many members highlighted.



Delighting Members - Benefits

- ✓ Lobbying key stakeholders
- ✓ Regulatory Consultancy and regulatory updates
- ✓ Syndicated research
- ✓ Member-only events and meetings
- ✓ Safety Certification scheme
- ✓ Trading Standards Partnership
- ✓ Speaking engagements and media exposure
- ✓ Sponsorship opportunities
- ✓ Exposure to mainstream FMCG retail
- ✓ Promote your membership

Member Testimonials



"ACI are helping us to ensure that our products remain fully legally compliant in the UK"

Regan Saveall
CEO, Dragonfly
Biosciences



"Being an ACI member gives us great oversight to the UK regulatory landscape and enables us to ensure we have all bases covered"

David Ryan
CEO, Jersey Hemp



"When we want to know how the CBD industry is evolving in the UK we turn to the ACI. There is no equal"

Jeremy Dalton
Business Development
Director, iX Syrinx



"Our partnership with the ACI has been crucial to the success of our novel foods application"

Jake Black, PhD
CEO, Treehouse Biotech

Quality Charter

ACI's commitment to creating a safe, legal and well regulated market is underpinned by our quality charter. Membership of ACI requires each company to commit to this charter, which consists of the following six principles.



1. Legal Framework

It is essential to foster an understanding of the laws and regulations in their respective sectors (food supplements, cosmetics and inhalables).



2. Testing

Quality and safety must be established through robust testing.



3. Labelling

ACI members will abide by labelling rules that ensure that consumers understand what they are buying and are not misled.



4. Manufacturing

All ACI members must ensure consistency in product quality through compliance with UK food safety laws.



5. Controlled Substances

Without exception, ACI members must adhere to UK law on scheduled substances.



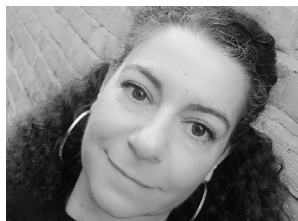
6. Marketing Ethics

All ACI members commit to providing clear, honest and ethical marketing messages.

Team



Steve Moore
Strategic Counsel



Zehra Zahir
Commercial Director



Shomi Malik
External Affairs Director



Leila Simpson
Innovation Director



Bill Griffin
Comms Associate



Marc Burbidge
Certification Advisor



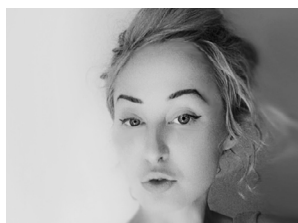
Dr Andy Yates
Scientific Associate



Paul Birch
Founder



Laura Williamson
Member Manager



Jo Sexton
Membership Assistant

Regulatory Consultancy Team



Dr Parveen Bhatarah
Regulatory and
Compliance Associate



Dr Paul Duffy
Toxicology Associate



Penny Schenkel
Senior Regulatory
Associate



Isabel Alber
Regulatory Associate



Laura Eder
Regulatory Associate

Membership Pricing

Membership

£25,000 + VAT*/annum

Membership can be paid quarterly, biannually or annually (10% discount).

3 Month Trial Membership

£6,250 + VAT*

*VAT only applicable to UK companies

Join Us



*“Contact me to understand
fully how ACI membership
can benefit your business”*

Laura Williamson
Membership Manager

membership@theaci.co.uk