



OFFICE OF THE GOVERNOR

OCT 08 2023

To the Members of the California State Assembly:

I am returning Assembly Bill 1207 without my signature.

This bill defines the term "attractive to children" under the Medicinal and Adult-Use Cannabis Regulation and Safety Act (Proposition 64), and expressly prohibits the manufacture, distribution, and sale of cannabis or cannabis-related products that are attractive to children.

When the voters passed Proposition 64, they enacted robust protections shielding youth from exposure to cannabis and cannabis-related products. Among other things, voters prohibited cannabis licensees from using packaging, labeling, marketing, and advertising that is attractive to children. To further this intent, the Department of Cannabis Control promulgated regulations establishing extensive labeling and advertising requirements to ensure commercial cannabis products are not marketed to children.

While I deeply appreciate and agree with the author's intent, I am concerned that the definition of "attractive to children" used in this bill is overly broad. By prohibiting entire categories of images, this bill would sweep in commonplace designs, and I am not convinced that these additional limits will meaningfully protect children beyond what is required under existing law.

California must continue to refine and advance its regulation of cannabis to protect the health and safety of children. As such, I am directing the Department of Cannabis Control to strengthen and expand existing youth-related cannabis protections – including measures to enhance enforcement of those protections.



For these reasons, I cannot sign this bill.

Sincerely,

A handwritten signature in black ink, appearing to be 'Gavin Newsom', written over the printed name. The signature is stylized and includes a long horizontal flourish extending to the right.
Gavin Newsom