

# Fitness, Sports & Cannabis Consumption



Hosted by

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# André Kajlich

CANNACRAFT

Care  
by  
design



- 2017 Race Across America Solo Finisher
  - 1st and only handcycle athlete to complete race solo
- IRONMAN & ULTRAMAN World Championships
  - 1st and only wheelchair athlete to complete an ULTRAMAN tri
- SOCAL 400
- Brazil135 Ultramarathon
- San Francisco Double Marathon
- 2x ITU World Championships Silver Medalist
- Panamerican Paratriathlon Champion
- National Ironman 70.3 Champion
- USAT Paratriathlete of the Year

# Nancy Whiteman

*“Queen of Legal Weed”*  
-Inc. Magazine

*“The Martha Stewart of  
Edibles”*

-Entrepreneur Magazine



# 1 selling edibles brand\*

# Flavie Dokken

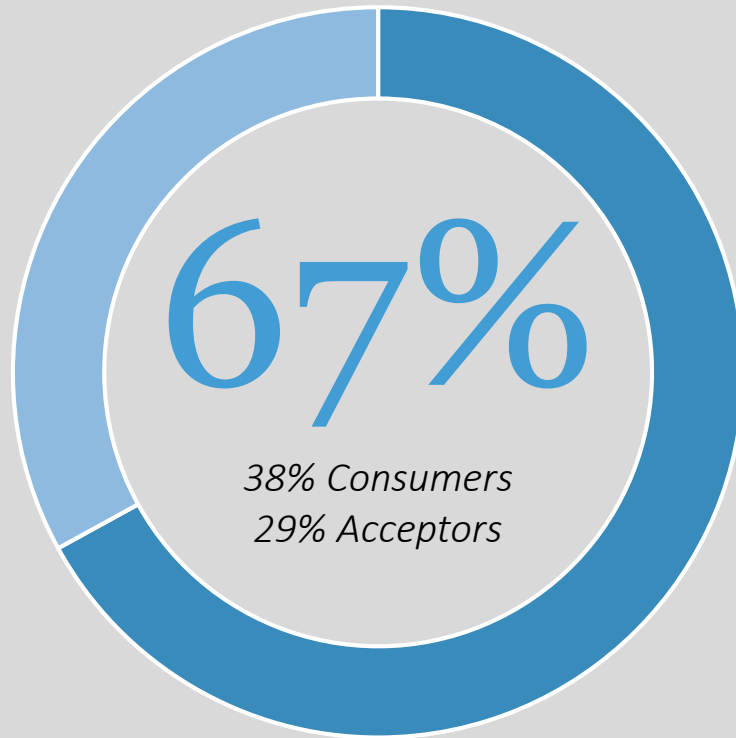


- 2<sup>nd</sup> Place, Silverton Ultra 50
- 3<sup>rd</sup> Place, Pikes Peak Ultra 50
- 2<sup>nd</sup> Place, Bryce Canyon Ultra 50
- Top 20 at two of the most difficult Sky Running races in the U.S.:
  - The Rut 50K
  - Speedgoat 50K.
- Qualified for Western States 100 by finishing under 23 hours at Never Summer 100



There are Consumers, Acceptors and Rejecters™ of Marijuana

# Marijuana Acceptance is “Mainstream”



...of adults 21+ in Fully Legal U.S. States Consume Cannabis or are Open to Consuming Cannabis

~ **33%** are *Rejecters*  
(would not consider in the future)

BDS Analytics Consumer Research Q1 2019: U.S. adults 21+ in Legal Level 1 States

Marijuana Consumption is Multi-Purposed and Multi-Faceted

# Same Benefits, Different Motivations



71%

Recreational & Social



56%

Health or Medical

32%

Consume for Recreational & Social and Health or Medical Reasons

BDS Analytics Consumer Research Q1 2019: Cannabis Consumers in Legal Level 1 States

Cannabis Consumer at a Glance:

# Health + Medical Perceptions

**86%** agree marijuana has medical benefits

**87%** agree marijuana can relieve pain

**~2/3** agree marijuana is safer and healthier than drinking alcohol

## Top Reasons for Consumption

1. Relieve Pain
2. Relax/be mellow
3. Sleep better
4. Manage Anxiety
5. Get high or stoned

BDS Analytics Consumer Research Q1 2019: Cannabis Consumers in Legal Level 1 States

# Consumer at a Glance: **Healthy Habits**

Getting enough  
sleep is essential

**62%**

Consumers:

Eating  
Right

**52%**

Being Physically  
Active

**50%**

Take Care of  
Themselves

**43%**

Non-Consumers:

**61%**

**52%**

**49%**

**44%**

BDS Analytics Consumer Research Q1 2019: US Adults (21+) in Legal Level 1 States



Consumer at a Glance:

# Weekly Healthy Habits

Go to a fitness center or gym

Do yoga or Pilates

Participate in outdoor recreation

Consumers

**32%**

**25%**

**39%**


Non-Consumers

**23%**

**17%**

**28%**

BDS Analytics Consumer Research Q1 2019: US Adults (21+) in Legal Level 1 States



Adult Consumer Study:  
**Shifting Perceptions**

**82%**

Have consumed  
cannabis within one  
hour before or four  
hours after exercise

**70%**

said enjoyment of  
exercise increased

**52%**

said motivation was  
heightened

**78%**

said recovery was  
boosted

Source: Department of Psychology & Neuroscience, University of Colorado Boulder; Panel of adult consumers across California, Colorado, Nevada, Oregon & Washington

# Today's Guests:



**Flavie Dokken**



**Nancy Whiteman**



**André Kajlich**

# Q & A





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