



*The Truth About THC, the Pot Lobby, and
the Commercial Marijuana Industry*

Ben Cort

Weed, Inc.: The Truth about the Pot Lobby, Thc, and the Commercial Marijuana Industry

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If you ask a young person today about weed, what comes to mind isn't rolling a joint or taking a bong hit, getting the munchies and chilling out. In fact, cannabis today is practically an entirely different product than what most people think it is, so before you start saying, 'What's the big deal about legalizing weed?' there's a lot you should know.

In the 1970s, mellowing out with a joint and a slice of pizza was a whole different experience--you'd have to smoke about 15 joints in 1970 to get the same high as just one joint in 2017. Yet today, if you talk to people who use recreational weed, more than likely they aren't even thinking about rolling one up--they're thinking 'concentrates.' Check this out: in the 1970s THC levels in cannabis were less than 4%, today it averages 25%, but in concentrates, THC levels can be as high as 80%, and that's where the train jumps the tracks.

Concentrates contain the highest levels of THC available, and they come in a whole new form: thick oils, smooth buttery substances (wax), or rock-hard like a Jolly Rancher. You don't roll this stuff up and smoke it. In order to combust, these new forms require about 700 degrees of heat--you'd need a red-hot needle, super-heated knife, or a vaporizer made to handle that kind of heat (Did images of people smoking crack or meth come to mind? They should).

There's always room for dessert! Ah yes - the booming appetite for edibles. Super-potent. You'd have to eat a whole pan of 'herb brownies' to get the concentration of THC that's in today's lollipops or gummies. How cool is that?

Just ask kids--after all, they're the target market for weed and concentrates today. Since most older consumers have been using weed for decades, they're already on board. In Colorado, advertisements flood newspapers and billboards with two-for-ones, free samples, guest appearances by superheroes and adorable Koala spokes-bears on special days like, 'Waxy Wednesdays' and 'Shatterdays.' This young and growing market of kids are easily swayed by cool packaging and images like the one of Cookie Monster sharing a plate of 'special cookies,' which is painted on the outside of a Colorado dispensary located right beside a kindergarten.

Industrialization--the key to safe, regulated products. Okay, now it really is time to wake up and smell the coffee. With industrialization comes political agendas, overpaid lobbyists, big marketing budgets, and not far behind, monopolies on manufacturing and distribution. Small farmers will feel the pinch as prices soar with the domination of corporate America under the guise of good old capitalism. There goes the neighborhood.

In *Weed, Inc.* Cort responds to statements like:

- It's not addictive
- It's organic
- It's safer than alcohol
- Nobody has ever died from weed
- Crime will come down and the cartels will suffer

We each have our own ideas of what the world of legal, recreational cannabis looks like, but more than likely, we know far less than we think we know. This seminal book will take you into the real world of

legalized weed and open your eyes to topics such as: environmental concerns (water, fertilizers, power, etc.), medical concerns, social justice, The lobby (what businesses stand to gain by this new industry), law enforcement, organized crime, FDA involvement, and much more.

For every individual, every school and public library, and every bookstore committed to carrying the most up-to-date information on topics that affect families, government policy, industry, and social systems, this book is indispensable.

Weed, Inc.: The Truth about the Pot Lobby, Thc, and the Commercial Marijuana Industry Details

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Author : Ben Cort

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From Reader Review Weed, Inc.: The Truth about the Pot Lobby, Thc, and the Commercial Marijuana Industry for online ebook

Janet says

I received an Advance Reader Copy of this book from NetGalley in exchange for an honest review. From the publisher -

In Weed, Inc. (the author) responds to statements like:

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Plus, he includes definitions of pertinent terms, such as: 710, 420 and 3750, dabbing, waxing, vaping, A-bomb, shatter, Budtender, ditch weed and more. We each have our own ideas of what the world of legal, recreational cannabis looks like, but more than likely, we know far less than we think we know. This seminal book will take you into the real world of legalized weed and open your eyes to topics such as:

Environmental concerns (water, fertilizers, power, etc.) Medical concerns Social justice The lobby (what businesses stand to gain by this new industry) Law enforcement Organized crime FDA involvement And much more

For every individual, every school and public library, and every bookstore committed to carrying the most up-to-date information on topics that affect families, government policy, industry, and social systems, this book is indispensable.

I was interested in reading this book because the province that I live in, Ontario, is about to (supposedly) legalize weed from only medicinal to recreational use. It is going to be a slippery slope yet the potential users are chomping at the bit at the knowledge that they don't have to go to a dealer and can (possibly) have up to five plants at home. Oy vey.

I am not anti-drug but I am anti-crime - this is going to lead to adults getting it and reselling it to minors just like they do now. Is Dial-A-Bottle now going to be Dial-Some-Weed? Who is going to police that? And anyone who says that weed is not addictive does not see the effects as it goes onto harder drugs ... ever wondered what started people on their need for a methadone clinic?

This book is indispensable to anyone in the USA (where lobbyists are present and powerful) and would be an interesting read to anyone in Canada who wonders what is coming down the pipe --- therefore I give it four stars as it wasn't really 100% relevant to myself and my work in social services.

Clivemichael says

Rambling and repetitive. Understandably strident

Cat says

Oh, this was so unexpected. I guess much like craft beers, everyone sells out. So sad. I was certainly looking forward to weed as a natural way to alleviate pain. But it's business, BIG Business, as usual. Nothing ever stays the same and I am afraid for our children. Our culture is not good anymore. It's all about the money and nothing else. For everyone who doesn't have the money, it's all about escaping- whether alcohol, drugs, what have you. Welcome to the Roman Empire! Ben Cort paints a sad picture of legalized weed. Worthwhile to read if legal weed is pending in your state, or, if it isn't, what you may be able to protect yourself from in the future. Well-researched, writing a bit stiff, more a rant in some places, but it gets his point across and isn't difficult to read. Pretty quick one, too, as it cuts to the core.

Thanks to Netgalley for providing me with a Kindle ARC in exchange for a fair review.

Janice says

I found this book to be quite a scary read. I've had concern about my country's (Canada) legalization of pot for some time. I say this not because I have no experience with pot but because I do. There are real and legitimate concerns that should not be just swept away and ignored. The book is rather alarmist in tone but perhaps that is necessary to bring attention to problem issues. The book is also interesting, thoughtful and informative. Recommended.

My thanks to NetGalley for providing me with an eARC in exchange for my honest review.

Portia says

EVERYONE IN COLORADO SHOULD READ THIS BOOK! AND SO SHOULD ANYONE, ANYWHERE, IF LEGALIZING MARIJUANA IS AN ISSUE.

I would give this 4.5 stars because the less-than-stellar writing and organization did bother me, but I rounded up since that was a small price to pay for the timely and absolutely imperative information. I happen to practically "overhear" Mr. Cort speak at an event (Tedx MileHi--I was there for my daughter's choir and didn't know anything about Mr. Cort or the other speakers) and I was extremely impressed with him, as well as mortified at what he was saying. Could this be true?

So, I can say that Mr. Cort is right in his introduction, the book isn't polished-edited-scientific-perfect nonfiction English, but it IS fully his voice on paper as if he's having a discussion with you. And it is chalk-full of enough information to stop you dead in your tracks and question everything you thought you knew about marijuana.

Also, I now believe absolutely every single person in Colorado should read this book. It is accessible to

anyone, not too long, and trust me, people in Colorado do NOT know about these enormous looming problems. I've checked his facts, I've spoken to law enforcement officers, and I've had some frank discussions with local teens. I've also kept my eyes and ears open to what I see and hear right around me as well as media reports since I heard him speak and read the book. (I got it from the library when I got home from TEDx but have since bought a copy to mark and ask my family to read.)

Now I believe he is right. And I'm a more than a little bit scared. The facts in this book should terrify all of us, and that makes me admire this author's kindness and courage in fighting this fight all the more. He manages to keep a good attitude and outlook somehow.

So I am the least likely person to heed conspiracy theories. But the way Amendment 64 was passed, the truth behind the language and the process has made me really change my mind, and has made me so angry about all the things I didn't know BEFORE that vote, and I consider myself an educated and informed voter.

TL, DR: What voters passed in Colorado was not what we thought we were doing. THC products easily available are *exponentially* stronger than I ever imagined, and they are DANGEROUS. The Marijuana Industry is recklessly harming our environment, causing massive amounts of crime and social injustices, and it's a runaway train oblivious to all attempts at regulation.

Debra says

There was some good information in this book. I appreciated the insight on the issues of an unregulated industry.

I do see issues with recreational marijuana and found some of Ben Cort's points to be valid. I believe many states go too quickly from medical to recreational. However, much of the discussion on medical marijuana I did not agree with. It is obvious Ben Cort has never dealt with chronic pain. I do not recommend this book to anyone researching cannabis. If you are wanting to research medical marijuana a better book to read is The Medical Marijuana Guide by Patricia C. Frye MD or Cannabis for Chronic Pain: A Proven Prescription for Using Marijuana to Relieve Your Pain and Heal Your Life by Rav Ivker.

Here are some of his claims and my disagreement:

1. THC has little if any medicinal qualities. - That is false. There are many people that have tried numerous medications without relief that can get relief from cannabis. Yes, some exploit the system but fix the problem.
2. There is no way to test for pain - False. You can look at medical records and require a Doctor referral. Medical Marijuana should not be the first treatment, it should be the last.
3. It will hurt again when you are not "stoned"- When treating pain you look for a 1 to 1 ratio, which won't cause you to get high. Many times for medicinal purposes you increase the CBD which reduced the chance of getting high even more. Many prescription medications would stop working if you skipped a dose and you would get withdrawal symptoms. It is not a cure it is pain management.
4. Ben stated that the water regulations in California were in effect due to cannabis farming.— I did find that comment enlightening. However, I lived in California 35 years ago and we had the same water regulations. I doubt that cannabis is the whole problem.
5. He had the audacity to suggest we just use ibuprofen- Really?
6. Ben suggested Sativex or Marinol- Sativex is not available in the US and costs \$300. Marinol is just THC so I wouldn't consider this for pain relief.

7. No welfare for weed- No S__t. That's not a weed problem, that's a welfare problem.

8. you don't smoke medicine- If you're not in a state where medical marijuana is legal you don't have much choice, that's all you can get. Let's go back to the way they used to handle medical marijuana in Maryland. Previously, you didn't need to be a resident to have a consult with a medical marijuana Dr. That would keep the dispensaries where they are already established and states that wanted the tax revenue from cannabis can have it.

9. You want to say it's medicinal, then treat it as such with testing and regulations.-AMEN. I am all for testing, regulation, and access to all US residents.

I voluntarily read and reviewed an advanced copy of this book courtesy of NetGalley.

Becca says

I appreciated that Cort didn't take a hard line, pot is evil stance but worked to find middle ground and support his points with scientific facts. The reason that I gave it four stars instead of five was at times it felt rough around the edges and unpolished. As I was reading I found a few typos, which in my mind took away from the validity of some of the points that he was trying to make. I respect him and what he is trying to do and will certainly recommend the book others, but was a little disappointed at times in how unfinished it felt.

Cherylsina says

I read the Kindle version of Ben's book. A desire to receive a more balanced viewpoint on the topic of Marijuana legalization and commercialization lead me to the book. I started the book from a position of concern about what the real consequences might be of wide spread legalization and a position of open mindedness around legitimate medicinal uses. Ben's position as a recovering addict and a professional in the field of treatment provides a credibility we can't ignore. The references throughout the book point the reader to sources that can validate the facts and provide more in-depth analysis. I highly recommend this book.

Shelli says

Okay, the description is full of such misleading, twisted, and sometimes completely unmitigated bullshit, that I am going to *have* to hate-read this book just to see what kind of political dog and pony show it might be, and respond accordingly.
