



baked smar+

Media Kit



Cannabis edibles are our passion, but it's a passion with baked in responsibility. Baked Smart is a Portland, Oregon-based company promoting cannabis edible safety. Our goal is to prevent accidental consumption through the common sense marking of cannabis edibles with customizable edible designs -Cannacals™. We believe packaging and labeling are not enough to protect the public and that each edible should be visibly marked, whether purchased from a dispensary or made at home.

Baked Smart works with edible manufacturers and industry organizations across the nation including California, Washington, Oregon, Colorado, Maine, Arizona, Washington D.C., and Nevada. We created the Green Cross Initiative to encourage consumers and manufacturers to place the green cross, a universally recognized symbol, on all types of cannabis edibles. We also produce state specific Cannacals™ which follow regulatory practices and meet state compliance. We have also created DIY home kits as a simple, quick way for consumers to mark their edibles. Keep up with company developments on bakedsmart.org and follow us on Facebook, Instagram, and Twitter.



All Cannacals™ in our product line can be customized for branding and to fit regulatory requirements. Currently 23 different edible designs are available on our website. We will be adding additional products as cannabis legalization expands.

- Cannacals™ **Home Kits** - Baked Smart's first consumer product, Cannacals™ Home Kits allow consumers to easily mark their own homemade or purchased edibles.
- Cannacals™ **Transfers** - May be applied to products during or after production. Transfers work best on sticky surfaces such as chocolate, hard candies, caramel, gummies or taffy. During application, edible temperatures must not exceed 150°.
- Cannacals™ **Baking Sheets** - Ideal for a variety of surfaces, best used with pan-baked goods such as cookies or brownies and with hot confections such as brittle or toffee. Baking Sheets mark the entire surface area of one side on an edible.
- Cannacals™ **Targets** - As versatile as transfers and baking sheets, targets allow for a focused application that does not cover the entire surface area on one side of an edible. Ideal for baked goods, pastry items and hard candies.



Michael Treadway



After graduating from Ole Miss with a degree in business administration, Michael Treadway began a decade-plus career in finance and insurance. Michael relocated to Portland, Oregon to pursue a career in the cannabis industry, where he met Leah D'Ambrosio. The two began building industry relationships and co-founded the edibles company Sconed. During the product development phase, they identified a critical need for improved safety within the edibles industry. Together, they formed Baked Smart and the Cannacals™ product line of edible safety symbols. Michael believes marking edibles for public safety is a common sense step in protecting consumers and those around them from accidental ingestion.

Leah D'Ambrosio



Leah D'Ambrosio is the COO and co-founder of both Sconed, a Portland edible company, and Baked Smart, the creator and distributor of Cannacals™. After being an executive assistant for over 25 years, she left the corporate world and brought her passion of baking to Oregon, where she started Sconed with her partner Michael Treadway. In their research of finding ways to mark their actual infused foods, she found a perfect solution and partnered with a manufacturer to create her signature green cross decals that mark all of her infused foods. Being an executive assistant is like being a mom – you anticipate everyone else's needs so being an advocate for marking edibles came naturally to Leah. She wouldn't want to eat an edible unknowingly and she doesn't want anyone else to either. It's Leah's passion to help ensure edibles are put in the best light possible for the future and feels confident she can do this by encouraging edible makers and the public to mark their infused products and educating them on the different tools available to make it possible.

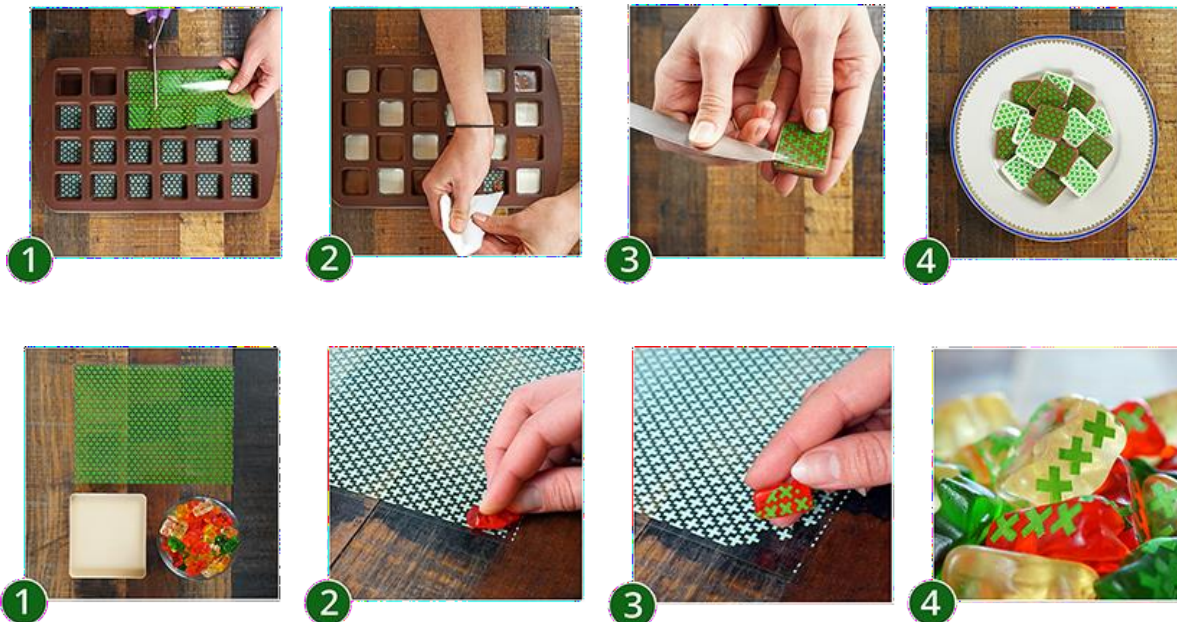
Chase Rader



Chase Rader is Head of Sales and Production at Sconed Edibles and Chief Branding Officer at Baked Smart. He completed coursework at the University of Oklahoma before dropping out to pursue a career in the cannabis industry. After relocating from Texas to Portland, Oregon he found a job helping sell and produce edibles for Sconed. His creativity and passion for responsible edibles use led him to join Baked Smart. In his role as Chief Branding Officer he creates social media strategy and helps oversee brand development and visibility. Chase knows firsthand how great cannabis edibles can be, so it's his goal to educate the public about their benefits and the safe, proper way to enjoy them.

At Baked Smart, we can serve as a media resource for the following topics:

- The need for a national universal safety symbol for cannabis.
- Why a green cross is the most effective and recognizable safety symbol.
- How common-sense marking of edibles improves industry professionalism.
- The negative consequences of leaving edibles unmarked.
- Accidental consumption of cannabis edibles.
- How edibles manufacturers achieve compliance.
- How states can adopt legalization while incorporating edible safety.
- Commentary on Oregon/Washington/Colorado/California regulations in the cannabis industry.



#1. Labeling is NOT enough to ensure safe consumption, study finds

The focus group findings suggest that improvements are needed in the labelling of edibles to prevent unintentional ingestion among adult nonusers and help ensure proper dosing and safe consumption among adult users.

[http://www.ijdp.org/article/S0955-3959\(17\)30008-7/abstract](http://www.ijdp.org/article/S0955-3959(17)30008-7/abstract)

#2. Colorado banned gummy bears because they looked identical to regular candy

At one hearing on the issue, lawmakers shown packages of gummy candies that contained pot and typical gummy bears couldn't tell the difference, said Mike Hartman, director of Colorado's Department of Revenue. "That really highlighted that we need to take some action here and make sure these products are not to be mistaken, particularly anyone under the age of 21," Hartman said.

<http://www.thecannabist.co/2017/09/27/edibles-thc-potency-labels-colorado/88724/>

#3. Even "safer" alternatives to smoking may cause harm, making edibles one of the safest ways to consume cannabis

Over the past few months, research has turned up evidence that vaping can pose many brand new risks. The vapors mess with immunity, some studies show. "Smoker's cough" and bloody sores have begun showing up in teen vapers. <https://www.sciencenewsforstudents.org/article/concerns-explode-over-new-health-risks-vaping>

#4. Kids as young as 3 can associate symbols with their meaning

It is concluded that 3- to 5-year-olds have emerging knowledge of brands that are relevant in their lives.

<http://onlinelibrary.wiley.com/doi/10.1002/mar.20328/abstract>

#5. Colorado requires edibles to be marked, and California may follow

Medical and recreational marijuana edibles and other cannabis products manufactured in Colorado must be stamped with a new "universal symbol" aimed at raising public safety awareness.

<http://www.thecannabist.co/2016/09/29/marijuana-edibles-colorado-thc-symbol/64093/>

This [California] bill would additionally require each single serving of an edible marijuana product to be stamped, marked, or otherwise imprinted directly on the product with a universal symbol that is designed by the Bureau of Marijuana Control.

https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180SB794

#6. Some industry experts believe the THC symbol is not effective for identifying edibles

"I feel like the universal [THC] symbol is a great start to the process of... making cannabis-infused products more noticeable... but I think as far as the expectations for kids, it's tough to think that that symbol would deter them from [consuming] it, without some education behind it."

<https://www.civilized.life/articles/whats-next-for-edibles-regulations-in-colorado/>

#7. Even supporters of cannabis, like Bill Maher, thinks leaving edibles unmarked is a bad idea

"I'm telling you, when they make these edibles that look like gummy bears - that is a terrible idea. If we concede that one point, then maybe Jeff Sessions will leave us with our pot," Maher told Jimmy Kimmel. "Don't make pot look like other things."

<https://www.civilized.life/articles/bill-maher-offers-jeff-sessions-a-truce-on-cannabis/>

#8. States like Florida and Arkansas have tried to ban edibles completely

The surgeon general in Arkansas, who campaigned against medical marijuana during the 2016 election, said "edibles concerned me more than the smoking aspect" because in some states with retailers sell "candy-like" products that appear targeted towards children.

<https://www.arktimes.com/ArkansasBlog/archives/2017/03/01/ban-on-sale-of-edible-marijuana-products-passes-senate-committee>

<http://www.miaminewtimes.com/news/florida-medical-marijuana-bill-would-outlaw-smokable-and-edible-cannabis-9190847>

#9. Calls to Poison Control Center have increased in states with legal cannabis

Marijuana-related calls to poison control centers in Washington and Colorado have spiked since the states began allowing legal sales last year, with an especially troubling increase in calls concerning young children.

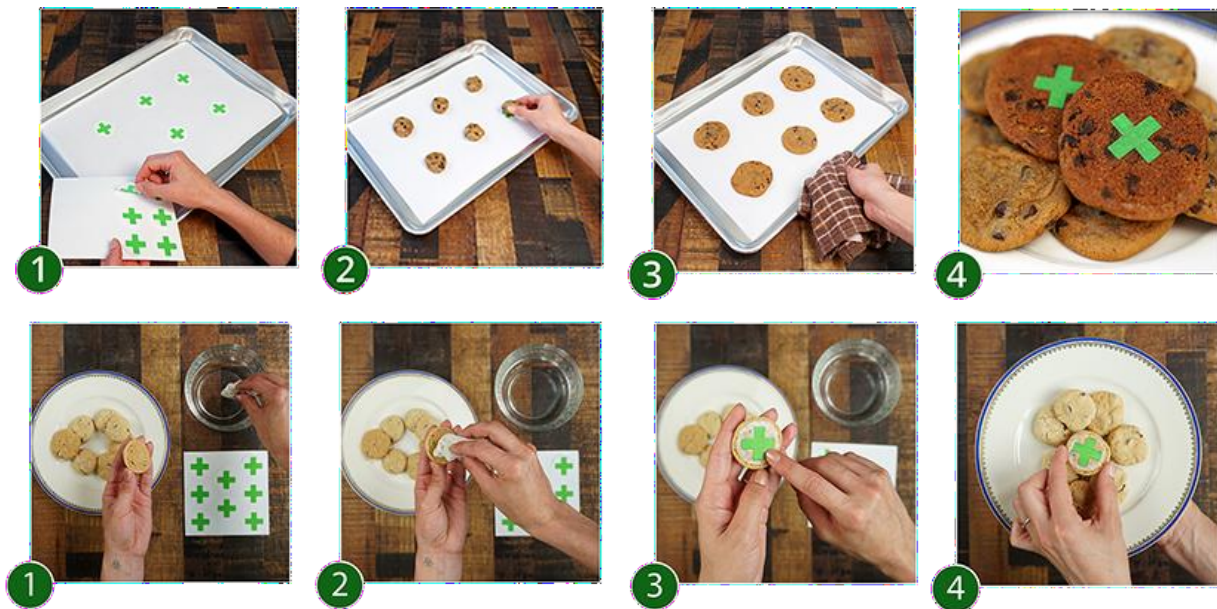
<http://www.thecannabist.co/2015/01/23/pot-related-poison-control-calls-washington-colorado/28495/>

#10. 52% of Americans over 18 have tried marijuana

<https://www.nbcnews.com/news/us-news/new-poll-finds-majority-americans-have-smoked-pot-n747476>

#11. Cannabis use in the U.S. has doubled in the last decade, rising to more than 22 million mostly recreational users

<https://jamanetwork.com/journals/jama/article-abstract/2478187# 2016 sales>



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#12. Marijuana sales totaled \$6.7 billion in 2016

<https://www.forbes.com/sites/debraborchardt/2017/01/03/marijuana-sales-totaled-6-7-billion-in-2016/#24ce1ff575e3>

#13. Edibles are estimated to make up half of all marijuana sales

<https://www.bloomberg.com/news/articles/2016-02-04/edible-weed-may-be-half-of-the-5-4-billion-pot-business>

#14. Even teenagers fear that they won't be able to identify an edible if given to them or found

Teens are concerned that they may unwittingly be offered marijuana candy by a peer as a teenage "prank." Products like these are infused with THC, the ingredient that gets you high, and labeled with names like Hashee (like Hershey) or Pot Tarts and Keef Kat Bars. The candies can look so similar to the real thing that they can be hard to distinguish even though THC warnings appear on the label.

<http://www.pressherald.com/2017/01/23/maine-voices-teens-should-join-the-crowd-of-those-who-avoid-substance-abuse/>



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Interviews:

[Your Highness – Getting Started in Cannabis The](#)

[Cannabist – Choosing the Right Symbol](#)

[The Cannabist – Her Biz Creates Edible Safety Symbols CannaBiz](#)

[Journal – Look Back, Look Forward: Baked Smart](#)

Articles:

[Portland Mercury – X Marks the \(S\)pot](#)

[Merry Jane – Products to Perfect the Lost Art of DIY Edibles](#)

[Good Food – Making Edibles Will Soon Be As Simple As ‘Just Add Weed’](#)

[CannaBiz Journal – Women in Cannabis: Leah D’Ambrosio](#)

[247 News Web – Northwest Business Leaders Create New Edible Labeling Standard](#)

[MJBizWire – Cannacals™ Shape Edible Safety Conversation](#)

[Cashinbis – Edible Cannabis Products This Week](#)



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