



Gabe Parton Lee
General Counsel
Wyld
gabe@nwconfections.com
PO Box 456
Clackamas, OR 97015

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Chair Reynolds, Vice Chair Anderson, Members of the Committee,

My name is Gabe Parton Lee, General Counsel for Wyld, here on behalf of the regulated cannabinoid-infused edibles product manufacturers in Oregon to testify against the concepts proposed in this bill.

This bill, at its core, is about safety for cannabis products, and so I want to spend some time today to talk about the robust safety protocols that are already in place for consumers who buy from OLCC-licensed retailers and the rules by which those few folks left operating in the OLCC-regulated adult use cannabis product manufacturing industry must abide.

Wyld has been operating in Oregon for 10 years, HQ'd in Clackamas with 300 employees and we've grown across multiple states and countries based on our commitment to quality, transparency, and consumer connection. We've built our brand on edibles, cannabis infused gummies, and continue to provide the same product offerings wherever we can, and we're not alone.

While we've been successful, all of these businesses started with nothing. Wyld started with \$150,000, many start with less, getting loans from friends and family, mortgages on their house, or predatory financing from lenders due to the federal status of cannabis. There are fewer businesses now than when we started, and there's even less interest in investing in this space.

As a representative of a local cannabis businesses, it's really sad. As a life long Oregonian, the fall out for M110 is really really sad; revenues are down, yet the rate of consumption has been steady. These businesses need help. Yet, the bill we're talking about today seems to further increase the significant financial burdens on small businesses trying to survive in an incredibly uncertain market. And this only targets those small businesses seeking to operate in compliance with the law, not taking into account out-of-state online sellers, or comparable products sold through other channels here in Oregon.

In order to sell a regulated cannabis-infused edible in Oregon, a processor must get its packaging, labeling, and edible form factor approved by the OLCC. And, I will note, Oregon has been highlighted as a national model for packaging and labeling approvals, since all products must be approved and we have dedicated, longterm staff who have seen the ebbs and flows of the industry and maintained a steady hand.

Edibles here must be packaged in child-resistant packaging, abide by strict packaging, labeling, marketing and advertising standards to not make the product attractive to children. In the 2025 session a bill was passed to strengthen these laws at the behest of the Supreme Court of Oregon.

And if edibles are sold in a package containing more than one serving, they must be sold in packaging that is required to be both resealable and continuously child resistant, as certified by an accredited 3rd party testing company. This is a threshold greater than everclear, a threshold higher than cigarettes, and equivalent to pharmaceuticals and supplements that you can buy off the shelf like tylenol, where if you eat a whole bottle you'll die of liver toxicity.

We are not at the point of 100% market capture in the regulated market, and thus the data we're using to study the effects of marijuana is still split between the highly-regulated OLCC cannabis market, the less-regulated hemp market, and unregulated criminal activity. Until we have clear data, we should not be making policy that further makes the regulated industry inaccessible to responsible business owners. This only promotes unregulated activity, over which the state and the OLCC have no subsequent authority.

I ask you to table this bill until we've found a solution that prioritizes consumer education, responsible consumption, while promoting products sold in the age-gated, OLCC retailers in accordance with state testing, packaging, and labeling regulation. The potential of rescheduling means that research by universities and the government can proliferate. We can agree we are all looking forward to learning their findings.

Education should be the primary goal here, and Oregon can champion this in a similar way to California, New York, and other states whose regulatory agencies have campaigned on safe, responsible consumption, highlighting

small, local businesses and promoting the regulated market. In New Mexico, for example, the state trade association is partnering with poison control and public health to launch a campaign about Safe Storage.

This matters to me a lot as a fairly new, and struggling, father. I've got a 3 year old who is absolutely obsessed with candy (it's really helped with potty training), and a 7-year old who has, repeatedly, eaten enough candy to throw up. We've taught them both to look for the OLCC symbol and let them know that the product is intended for adults. We've told them not to eat opened candy at friends' houses unless they ask an adult. We've told them not to eat things from the ground (though I'm more worried about them picking up a fentanyl or opioid pill than anything).

If we are to meaningfully prevent childhood ingestion, we need to train the folks like me with young kids on how to handle these conversations. We need to train children on what to look for. I still remember Mr. Yuk, and while that green face is documented as being attractive to children resulting in some accidental poisonings, the education campaign surrounding it stuck with me.

We can do this here in Oregon, acknowledging that cannabis is around and not continuing to change what it looks like. We can regulate and educate where there's consistent presentation of products, and our symbol in Oregon (or the ASTM Universal symbol) can be the focal point, in addition to a clear education campaign on simply keeping products safely stored away from children. Mine is locked with the rest of our medication out of reach.

People are going to consume cannabis, the choice is no longer a yes or no. The regulated market exists to ensure that the cannabis consumed is safe, tested, and packaged to inform responsible consumption by adults.