

GROWING TOGETHER: PARTNERSHIPS, PROGRESS AND POSSIBILITY

SOCIAL IMPACT REPORT
2024–2025



INTRODUCTION

A LETTER FROM OUR PRESIDENT & CEO



This year’s Social Impact Report reflects the strides we’ve made together in 2024–25 through our social responsibility platform, Good All Around, partnering with employees, communities and industry stakeholders to create a more inclusive and responsible cannabis sector.

By challenging the status quo and prioritizing service that benefits all Ontarians, we’ve advanced initiatives that empower consumers, promote equity and strengthen connections across the province. These efforts are a testament to the power of teamwork and our collective pride in shaping an industry that reflects the diversity and aspirations of the communities we serve.

As we close out our 2021–24 Social Responsibility Plan, we’re excited to launch our plan for 2025–28. This next chapter will deepen our focus on education, research, community engagement and delivering meaningful outcomes for Ontario. Guided by our values, as well as our vision to grow Canada’s largest and most vibrant cannabis marketplace, we will continue building on this momentum to evolve responsibly, collaboratively and with purpose.

Thank you for being part of this journey. Together, we’re creating opportunities and setting new standards for the future of cannabis in Ontario.

Sincerely,

A stylized, handwritten signature in black ink, likely belonging to David Lobo.

David Lobo
President & CEO
Ontario Cannabis Store

WHO WE ARE

The OCS is a Crown agency solely owned by the Province of Ontario and reporting to the Ministry of Finance. The OCS provides safe, responsible access to legal recreational cannabis for adults 19 and older. We are Ontario’s sole wholesaler to private retail cannabis stores authorized by the Alcohol and Gaming Commission of Ontario (AGCO). We also operate OCS.ca, the Province’s online e-commerce platform.

The OCS plays a key role in advancing the Government of Ontario’s objectives for the sale of recreational cannabis, including enabling a retail system that will help combat the illegal market, keeping cannabis out of the hands of children and youth, and protecting communities.

\$246.4M

Net income for FY 2024–25

\$223M

Dividends to the Province in FY 2024–25 supporting key government priorities

OUR VALUES GUIDE OUR DECISIONS, KEEP US GROUNDED AND ARE KEY TO OUR SUCCESS

CUSTOMER FOCUS:

We strive to provide outstanding service and support to all internal and external customers.

FORWARD THINKING:

We challenge the status quo and embrace continuous innovation.

PRIDE IN SERVICE:

We act with the utmost integrity as proud public sector employees.

TEAMWORK:

We work together, and we win together — leveraging our diverse individual strengths.



LAND ACKNOWLEDGEMENT

In the spirit of truth and reconciliation, the OCS acknowledges that our office and warehouse occupy the ancestral, traditional and contemporary lands of many nations, including the Anishinabek Nation, the Haudenosaunee Confederacy, the Wendat and the Attiwonderonk peoples, and is now home to many diverse First Nations, Inuit and Métis communities. North York is covered by Treaty 13, and Guelph is covered by Treaty 3, signed with the Mississaugas of the Credit.

WORKING TOGETHER FOR ONTARIO'S FUTURE

At the OCS, we believe the future is collaborative, and by working together, we can achieve a safer, more inclusive and sustainable cannabis industry for all.

Our work has been shaped by the priorities outlined below. As we deepen our understanding, we continue to evolve our approach and areas of focus.

KNOWLEDGE

We advanced cannabis education by actively supporting the academic community and leading organizations in identifying and addressing critical knowledge gaps. Through partnerships, research initiatives and resource development, we aim to foster a more informed, evidence-based understanding of cannabis that empowers Ontarians to make responsible, informed decisions about cannabis.

INCLUSION

We contributed to a more equitable and diverse cannabis industry by supporting programs for underrepresented communities and promoting inclusive participation across all levels of the sector. Through intentional partnerships, capacity-building initiatives and equitable access to opportunities, we aimed to help increase the presence and participation of equity-deserving groups in Ontario's cannabis sector.

SUSTAINABILITY

We deepened our understanding of how the OCS can reduce its environmental impact and operate more responsibly. Through internal assessments and stakeholder collaboration, we worked to strengthen data collection across our operations, enhance our awareness of our environmental footprint and help educate the sector on cannabis-related environmental impacts.

SUSTAINABLE DEVELOPMENT GOALS

Our work aligns with four of the United Nations Sustainable Development Goals, focused on health, equity, sustainability and inclusive institutions.



IT'S A WRAP!

3 YEARS IN REVIEW (2021–2024)

Over the past three years, we've made meaningful progress and are proud of what we've accomplished. We are closing out our three-year strategy with gratitude for the people and partnerships that made it possible.

FOR A BRIGHT FUTURE

\$4,633,668

Total funds spent creating a more equitable and informed Ontario

\$2,888,828

Public education to promote responsible use and awareness of the legal market

\$557,349

Industry sponsorships supporting cannabis-related events

\$524,335

Community and research projects funded through the Social Impact Fund

\$356,770

Boosting cannabis brands from equity-deserving groups through sponsorships

\$238,925

Supporting events for equity-deserving communities

\$67,461

Environmental initiatives studying the impacts of the cannabis industry and our operations

ROLLING OUT KNOWLEDGE

38

Educational resources created



534K

Distributed to Authorized Cannabis Stores and the public

26

Educational articles published

18

Expert videos published

STRONGER TOGETHER

61

Collaborative partnerships across our initiatives advancing social responsibility in the industry

FOR OUR ENVIRONMENT

3 YEARS

of Climate Smart Certification

1

Product life-cycle assessment

3

Educational resources created to explore the environmental impact of the cannabis industry

CANNABIS MADE CLEAR: EMPOWERING ONTARIANS WITH KNOWLEDGE

Education has always been a cornerstone of our work, ensuring Ontarians have access to reliable, fact-based cannabis information through our education platform, Cannabis Made Clear.

Through Cannabis Made Clear, we are equipping individuals with the knowledge they need to make informed decisions and promoting responsible consumption across the province.

Our 2024 Cannabis Made Clear public education campaign lit up the conversation — sparking awareness and promoting informed cannabis choices across Ontario.

4 New articles published

18 Expert videos published

161K Engaged sessions

591K Total viewers

1 Campaign

126M Impressions

BUY LEGAL: TRAILBLAZERS

A VIBRANT MARKET

We took bold steps to educate Ontarians on the advantages of the legal cannabis market. Through the Trailblazers campaign, we turned the spotlight on Ontario’s vibrant cannabis producers who contribute to the regulated industry — offering tested, traceable, high-quality products built on safety and trust.

220M Impressions

+33% New visitors to Buy Legal content on OCS.ca

Tracey Oliver and Peter Miller
of Purple Hills

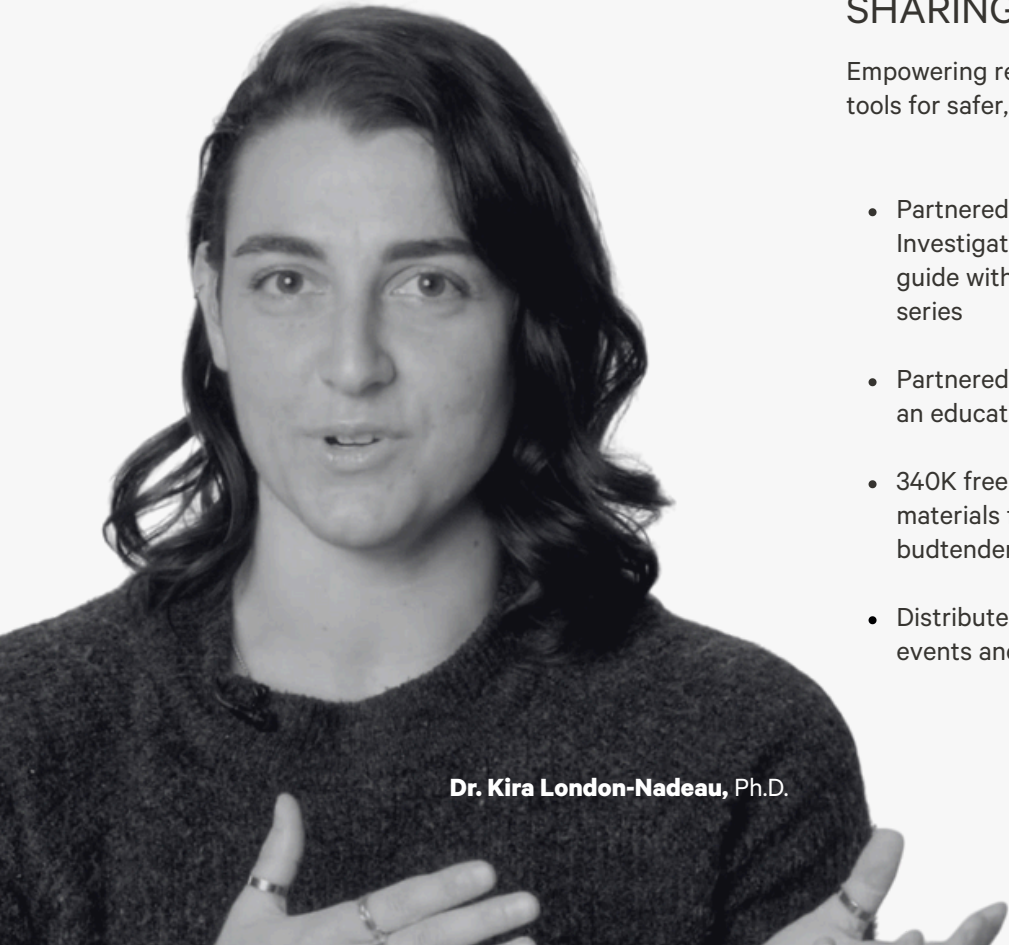


SHARING KNOWLEDGE

Empowering retailers and consumers with essential tools for safer, more informed cannabis use.

- Partnered with the Canadian Consortium for the Investigation of Cannabinoids to produce a guide with 10 harm reduction tips and a video series
- Partnered with five cannabis experts to create an educational video series
- 340K free print-on-demand educational materials for Authorized Cannabis Stores to help budtenders educate consumers
- Distributed free educational material at 24 events and to eight post-secondary institutions

Dr. Kira London-Nadeau, Ph.D.



BUY LEGAL: BUZZ KILL

AN INFORMED CHOICE

This campaign aimed to raise awareness about the dangers of illegal cannabis while highlighting the advantages of selecting tested, regulated products from Ontario’s legal market. A standout feature was an interactive pop-up installation in downtown Toronto designed to resemble an illegal dispensary, providing visitors with an immersive, educational experience on the health risks associated with illegal cannabis and practical tips for identifying legal storefronts.

81M Impressions

67% of consumers are more likely to consider buying legal cannabis from an Authorized Cannabis Store after seeing the campaign

THE SOCIAL IMPACT FUND

The Social Impact Fund invests in projects and research that promote social responsibility and benefit Ontarians.

By collaborating with partners to advance responsible cannabis consumption and protect youth and vulnerable populations, the Social Impact Fund supports initiatives that create shared value and mobilize knowledge across individuals, communities and the Ontario cannabis sector.

\$524,400 in funding distributed

2 Community projects **4** Research projects

4 Projects focused on advancing cannabis knowledge and promoting responsible consumption

2 Projects focused on supporting a diverse and inclusive cannabis sector in Ontario

3 Black-led projects

OUR PARTNERS

We are proud to recognize the organizations supported through the Fund with a network of dedicated partners who share our commitment to driving meaningful social change and creating lasting positive outcomes.

MCMASTER UNIVERSITY

Wading Through The Weeds: Mobilizing a Trauma-Informed and Harm-Reduction Approach to Accessing Information and Support Regarding Cannabis Consumption During Pregnancy and Breastfeeding

Created new evidence-based resources to improve public health approaches to cannabis use and pregnancy. This project co-created culturally responsive, trauma-informed knowledge tools, including an [animated video](#) and educational tool kit, to better inform and support pregnant and lactating parents who consume cannabis.

Project fund: \$61,400

PRINCESS MARGARET HOSPITAL

Investigating an Association Between Lifetime Cannabis Exposure and Prostate Cancer Incidence

Conducted a single-centre case-control [research study](#), and a survey reaching 2,500 participants that explored the long-term impact of cannabis use on prostate cancer development. Resulted in one academic peer-reviewed publication, two academic manuscripts, one [video](#) outlining research results and four conference presentations to relevant experts and research teams.

Project fund: \$69,000

CENTRE FOR DRUG POLICY EVALUATION

Towards a More Equitable Cannabis Industry in Ontario: Enabling an Inclusive, Diverse, and Vibrant Legal Market

Conducted a review of the Ontario cannabis sector and scientific literature to develop a comprehensive [report and summary](#), offering actionable and evidence-informed strategic priorities and considerations to strengthen inclusion and diversity in Ontario’s cannabis industry, and best practices in other jurisdictions with legal cannabis markets.

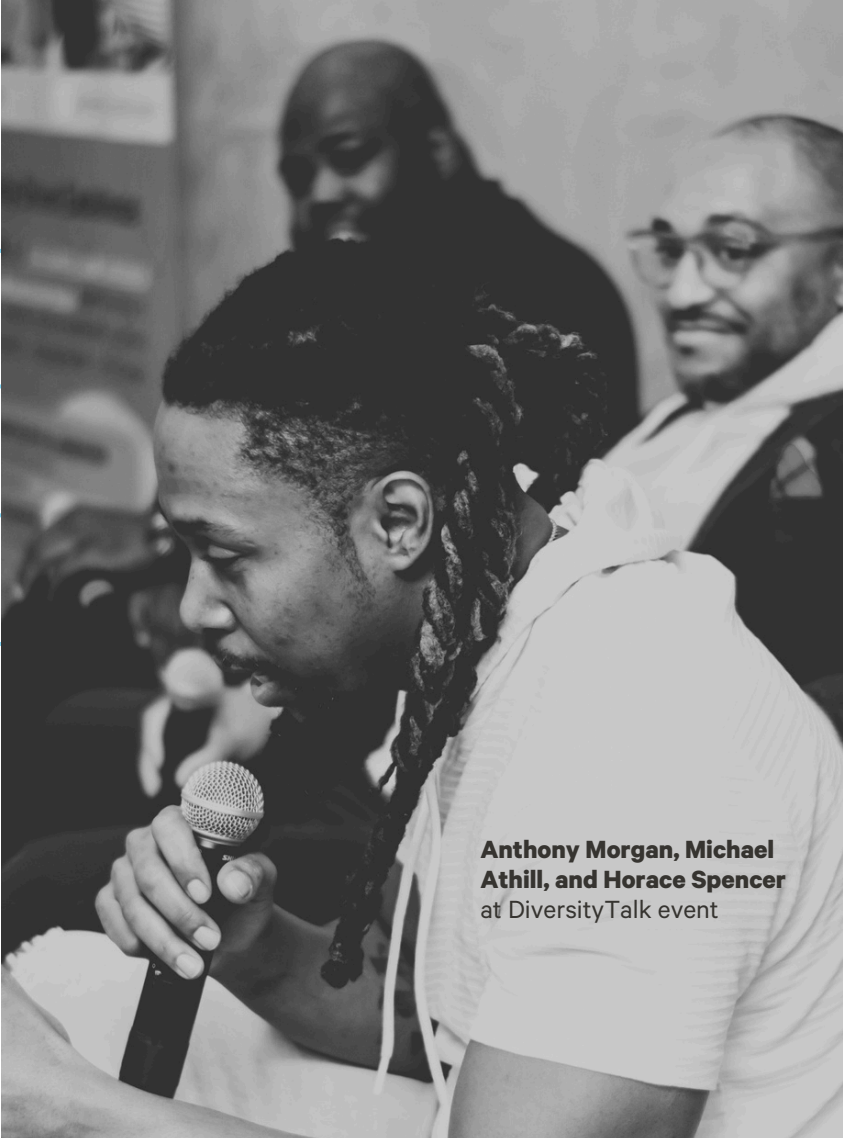
Project fund: \$110,000

UNIVERSITY OF CALGARY

The Young Adult Digital Storytelling Cannabis Harm Reduction Project

Used Digital Storytelling to engage young adults in creating messages about cannabis and harm reduction. Resulted in nine youth-focused and youth-led [videos](#), one mini-documentary, three community screenings, two conference presentations and participation in one workshop with government stakeholders.

Project fund: \$75,000



Anthony Morgan, Michael Athill, and Horace Spencer at DiversityTalk event

CANNABIS SOCIAL EQUITY AND EQUALITY DEVELOPMENT (S.E.E.D.) INITIATIVE

Growing Opportunities: Cannabis Workforce Empowerment Program

Connected equity-deserving communities with meaningful career pathways in the cannabis industry through skill development, training and mentorship. Through partnerships with schools, trade programs and industry leaders, the [S.E.E.D. Initiative](#) helped bridge systemic gaps in access and opportunity, provided robust education for aspiring business professionals and ran skills-building events for students.

Project fund: \$100,000

35
Mentorship relationships established

8
Full-time employment placements

61
Participants supported with continued education

20
[Courses](#) created

18
Events hosted or took part in

12
Collaborators engaged

CANADIAN STUDENTS FOR SENSIBLE DRUG POLICY

This is Your Brain on Drug Education: A Get Sensible PSA Series

Created a series of four short youth-led videos in the style of [public service announcements](#), seven [posters](#) and one [website](#) to mobilize harm reduction information, modelling how to have healthy and effective conversations about cannabis and prioritizing diverse representations of Ontario youth experiences. These tools were shared across the group’s extensive national network, including local chapters and public health organizations.

Project fund: \$100,000

70K
Views across four PSA videos

8K
Downloads across seven harm reduction posters

6
Showcase events and presentations

6
Youth employed

9
External collaborators



EQUITY SPONSORSHIPS IN ACTION

The OCS’s equity sponsorships supports greater representation in the cannabis industry by helping Black-, Indigenous-, people of colour– and women-owned businesses gain visibility and participate in key industry events.

Recipients agree that the equity sponsorships helped to:

- promote their business
- differentiate their business
- overcome financial barriers to attend

IN 2024–25

\$236,091

Invested to increase the presence and participation of Black-, Indigenous-, people of colour– and woman-owned cannabis businesses at industry events

11 Events with equity sponsorships

51 Equity sponsorships recipients



Equity Fund recipient Ufeelu:
Antoine Lum,
Alexandrea Scott,
Parker
Theis, and Sameer
Padamsey

“

With the equity sponsorship, we were able to market our brand in ways that was not possible before. Having limited capital only allows us to get so much exposure. With this, it allowed us to exhibit our products the same as many other larger brands.

- Equity sponsorship recipient

ADVANCING OPPORTUNITY FOR LICENSED PRODUCERS

EXPEDITED PAYMENTS

In 2024, the OCS adjusted its internal service standards to pay Licensed Producers for Flow-Through products more expediently, at approximately 15 days, where possible.

SPEED TO MARKET THROUGH FARMGATE

In spring 2024, the OCS created pathways for Licensed Producers to offer exclusive products in Farmgate Stores, helping them get their products on shelves faster.

INSIDE THE OCS: A WORKPLACE TO BE PROUD OF

At the OCS, we are cultivating a workplace where employees feel valued, empowered and connected to our mission.

By fostering a diverse, inclusive and evolving culture, we strive to create an environment where people can do their best work while making a meaningful impact across Ontario. We remain focused on ensuring our workplace reflects the communities we serve and supports every employee in reaching their full potential.

320
Employees

82%
of employees feel proud
to work for the OCS

CULTIVATING BELONGING

By centring employee voices and fostering meaningful engagement, we are cultivating a workplace culture rooted in inclusion and belonging — where everyone feels valued, supported and empowered to thrive. To support this commitment, we have:

- launched a Diversity, Equity and Inclusion (DEI) Strategy to embed inclusive practices into our culture and operations
- introduced a self-identification survey to better understand and support our workforce
- hosted nine employee-led events to foster an inclusive culture and strengthen connections
- delivered seven DEI workshops to strengthen awareness and learning across teams
- held three employee development workshops to invest in growth and career progression



BUILDING ON PROGRESS, SHAPING A BRIGHT FUTURE TOGETHER

As the OCS moves into the next phase of its social responsibility journey, the 2025–2028 Social Responsibility Plan represents a shift from foundational efforts to deeper, community-led engagement.

With a focus on evidence-informed education and inclusive and collaborative partnerships, the aim is to broaden the impact to ensure all Ontarians can benefit from the legal cannabis framework. Through shared initiatives, supporting local programs, advancing open-access research and co-creating resources with trusted partners, this work will foster stronger connections, more accessible education and expanded opportunities across the province.

Grounded in Good All Around and aligned with the United Nations Sustainable Development Goals, the path forward is built on trust, collaboration and a shared vision for a responsible and inclusive cannabis industry.

MISSION

Fostering a responsible cannabis marketplace that prioritizes public health, supports community investment and strengthens the legal cannabis framework.

SOCIAL RESPONSIBILITY GOALS

- Expanding cannabis knowledge and health literacy in Ontario through evidence-informed education, community-centred engagement and cannabis research
- Connecting Ontarians to the benefits of the legal framework through impact-driven partnerships and supporting economic opportunities and skills development

