

Who We Serve

We serve small cannabis business owners, including retailers, growers, and cultivators, who are passionate about maintaining the integrity, diversity, and quality of the cannabis industry. We also serve cannabis consumers who seek to be well-informed and empowered to make choices that support fair and open market practices.

What We Do

420 Culture Connection is an administrative organization that unites small cannabis business owners to educate and empower consumers. Through coordinated efforts, we provide comprehensive educational resources on the impacts of corporate takeovers and the black market on product quality, government regulations, customer choice, and service.

Our activities include:

Educational Campaigns: Monthly focus on specific issues affecting the cannabis industry, using various media platforms such as podcasts, social media, newsletters, and guest appearances.

Advocacy Training: Equipping consumers with the knowledge and tools to advocate for fair and open cannabis markets.

Collaborative Efforts: Pooling resources from small businesses to create a powerful advocacy network that can compete with large corporations.

Influencer Partnerships: Engaging top influencers and media platforms to reach a wide audience and amplify our message.

Community Building: Fostering a sense of unity and shared purpose among small cannabis business owners and consumers.



By educating consumers and fostering a strong advocacy network, we aim to protect small businesses, ensure market diversity, and promote consumer-friendly innovation in the cannabis industry.