

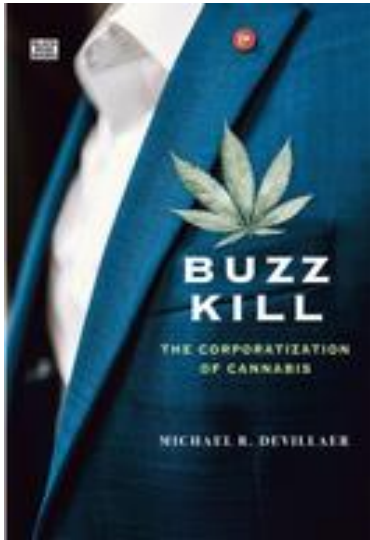
Buzz Kill: The Corporatization of Cannabis

Michael R. DeVillaeer

Black Rose Books, Montreal, Canada

ISBN: 978-1-55164-795-1

<https://blackrosebooks.com/products/buzz-kill-michael-r-devillaer>



Buzz Kill: The Corporatization of Cannabis is the definitive, most revealing account of Canada's cannabis legalization campaign. It tells the story of one of Canada's least understood drug policy failures that quietly unfolded beneath the cover of two calamitous and loud pandemics: COVID-19 and drug overdoses. *Buzz Kill* is not anti- or pro-cannabis. It tells the story of cannabis' journey from demonized street drug to glamourized corporate commodity. The story resides within the international historical context of our other legal drug industries - alcohol, tobacco, and pharmaceutical. It also resides within a broader problem of regulatory capture and collusion in which government policy, by design, often compromises public health and safety for industry protection and expansion. Governments accordingly have been mostly tolerant and forgiving of regulatory violations and

corporate crime. The legalization of cannabis offered an opportunity to get it right. But, in almost every disaster movie, there is a scientist who is ignored – as it was with the Liberal Party of Canada's indifference to expert advice. This is also a story of backroom politics, strategic deceit of the public, cronyism, conflicts of interest, and unbridled greed. The Liberal Party proclaims its legalization campaign a success. *Buzz Kill* provides the disheartening but necessary counterpoint.

Buzz Kill also warns that, without a new direction in drug policy, Canada will continue to put its people at risk as more drugs are legalized with a corporate profit priority. Finally, *Buzz Kill* explains that it does not have to be this way. It describes alternatives recommended by health policy experts and activists in Canada and abroad. Ultimately, we need a transformed business/political culture that will put people before profits. Our corporate-aligned governments are not there yet. It will be up to us to change that.



Mike's career with the Addiction Research Foundation of Ontario (ARF) and the Centre for Addiction and Mental Health (CAMH) included roles as a counsellor, community developer, educator, research collaborator, policy analyst, and Director in CAMH's Community Programs Division. He is currently on faculty in the Department of Psychiatry and Behavioral Neurosciences at McMaster University, where he is also a faculty associate with the Centre for Medicinal Cannabis Research and with the Peter Boris Centre for Addictions Research. Mike has been a recipient of The Sibley Award for Excellence in Health Sciences Research and

Education at McMaster. He has testified on cannabis law reform to committees of the Canadian Senate, the House of Commons and the Ontario and Quebec governments. Mike writes about drug policy at <http://drugpolicyalt.ca/>