



**FOR IMMEDIATE RELEASE**

January 23, 2025

**CONTACT:** Alex Freedman

CaCOA President

Media@cocoa.org

## **Cannabis Operators Association Forms to Tackle California's Pressing Legislative Issues**

**SACRAMENTO, CA** – A coalition representing hundreds of cannabis storefronts statewide has announced the formation of the California Cannabis Operators Association (CaCOA), an organization committed to reshaping the legislative and political landscape for legal, licensed, and regulated cannabis businesses. Led by Executive Director Amy O’Gorman Jenkins, CaCOA has assembled many of the state’s most prominent retail leaders into a unified voice on cannabis priorities.

“I have dedicated more than a decade to advocating for responsible cannabis policy, and I am honored to bring this experience to CaCOA,” says O’Gorman Jenkins. “Retailers are a vital bridge between California’s supply chain and the consumers they serve. It’s essential that their perspectives are included in shaping policies that impact the entire industry. By working collaboratively with policymakers, industry partners and stakeholders, we are ready to address pressing issues like the rapid rise of highly intoxicating hemp and the need for sensible tax policy, fostering a stronger, more sustainable future for all.”

CaCOA’s members provide legal access in over 80% of the jurisdictions where cannabis can be sold legally today and serve more than 50% of the state’s total population. Collectively, they employ approximately 10,000 workers, nearly half of whom are represented by the United Food and Commercial Workers (UFCW). With its formation, CaCOA becomes California’s largest cannabis organization in terms of tax contributions – a vital consideration when shaping tax policy.

“As a former cannabis regulator for the City of Los Angeles, I know through lived experience how vital it is for cannabis operators to advocate in a unified manner,” explains Alex Freedman, the CEO of cannabis company Traditional, who serves as CaCOA President. “CaCOA is committed to doing just that – providing a critical and timely partnership with legislators and regulators to reshape the regulatory environment to foster a more productive industry moving forward.”

CaCOA brings together a diverse coalition of forward-thinking operators united in a shared vision: advancing thoughtful policy on issues impacting the viability of California’s complex cannabis industry. CaCOA’s membership encompasses more than 200 storefronts across over 90 municipalities, serving over twenty million California residents.

“A thriving retail sector is the cornerstone of a strong and resilient supply chain,” said Executive Director Amy O’Gorman Jenkins. “CaCOA is committed to fostering collaboration with cultivators, manufacturers and distributors to support a more functional, equitable and sustainable cannabis industry.”

CaCOA is represented in Sacramento by both Amy O’Gorman Jenkins of Precision Advocacy and Justin Fanslau of Fanslau Government Affairs. For more information, please visit [CaCOA.org](http://CaCOA.org).

###