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# 420/716

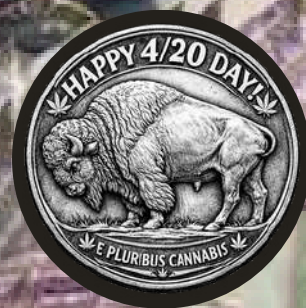
## MAGAZINE

Spring 2026 Volume 1 Issue 2

### HOME CULTIVATION:

WHAT TO KNOW BEFORE  
YOU GROW

716 Grower: Trop Cherry  
House of Succi



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## *Thank You Buffalo*

# A Note From the Publisher

## THANK YOU!

Thank you for picking up **420/716 Magazine**.

The response from the 716 community has been amazing. Visiting over 20 dispensaries across the area, I've seen firsthand the unique stories and passion behind each business. We offer complimentary space in our magazine to tell your story.

*“As a free magazine, our success depends on community support and our local advertisers. You make this all possible!”*

We've grown to over 15,000 readers in the 716 – thank you for supporting the small businesses that support us.

Share Your Story



Scan here to be featured in an upcoming issue.

## Save the Date



**Solventless Cup**  
July 9-10



**Love Land Festival**  
September 12, 2026



**Borderland Festival**  
September 18-20

SHARE YOUR STORY



*Dennis Ryan*

Publisher, 420/716 Magazine

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# 420/716

MAGAZINE

The voice of the 420 community in the 716.

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**Cover Photo Credit:** John D'Angelo

**Strain:** House of Sacci-Trop Cherry

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# IN THE NEWS



## SOLVENTLESS CUP RETURNS: JULY 09-10, 2026

The Solventless Cup 2026 brings Western New York’s cannabis community together to celebrate craftsmanship at its highest level. Focused on solventless concentrates, the event highlights products made with nothing but heat, pressure, and skill. From cultivators to consumers, it’s a chance to experience premium quality, connect with the culture, and help define what excellence looks like in New York cannabis.



*No solvents, no shortcuts—  
just the plant, the process,  
and the people behind it.*



### LATEST NEWS



#### LEWISTON WELCOMES FIRST CANNABIS DISPENSARY

Stonedhouse opened as Lewiston’s first licensed recreational cannabis dispensary, aiming to blend retail with education. Owner Angela Pozantides emphasizes customer guidance, community integration, and compliant products, positioning the shop as a welcoming, locally focused addition ahead of the busy tourism season.

#### MODERN CANNABIS RETAIL COMES TO EAST AURORA

East Leaf Dispensary brings a modern, welcoming cannabis retail experience to East Aurora, offering curated products, knowledgeable staff, and a clean, approachable environment designed to educate customers and normalize cannabis through a professional, stigma-free shopping experience.

#### LEAF PLUG EXPANDS WITH SPRINGVILLE LOCATION

Leaf Plug has opened its second Western New York location in Springville, expanding its local footprint. The licensed dispensary offers curated cannabis products, a welcoming retail environment, and a community-focused experience.

# IN THE NEWS



## AGING & CANNABIS: RETHINKING THE NARRATIVE

**Recent research is challenging long-held beliefs about cannabis and aging.** Studies of adults over 40 suggest cannabis use is not linked to cognitive decline and may even be associated with improved memory, attention, and overall brain function. Some findings also point to larger brain volumes in users compared to non-users. While results don't prove causation and dosage still matters, the takeaway is clear: cannabis may not pose the same risks for older adults as once believed. As research evolves, so does the conversation—shifting from fear to a more nuanced understanding of cannabis and healthy aging.



### LATEST NEWS



#### STUDY FINDS NO NEXT DAY IMPAIRMENT FROM THC

A NORML-highlighted study found no measurable next-day driving impairment in cannabis consumers, even with residual THC in their blood. The findings challenge current DUI assumptions and suggest THC presence alone may not prove impairment, raising important questions for future law, policy, and testing.



#### MEDICARE MAY OPEN DOOR TO HEMP

NORML reports federal officials are exploring how hemp-derived products could fit into Medicare services. The proposal reflects growing interest in cannabinoid-based therapies for pain management and other conditions, potentially expanding patient access and signaling broader acceptance within mainstream healthcare.



#### CBD STUDY SHOWS SYMPTOM IMPROVEMENTS

A NORML report highlights research showing CBD-rich cannabis extracts may reduce ADHD-related symptoms in children with autism. Researchers observed improvements in impulsivity, emotional regulation, and related behaviors, adding to growing interest in cannabinoid-based therapies and the need for further clinical study.

YOU DON'T HAVE TO BELIEVE US.  
CHECK THE ARTICLE OUT YOURSELF.

# HOME CULTIVATION IN NEW YORK

Adults 21 and over are permitted to grow up to three mature and three immature cannabis plants per person, with a maximum of six mature and six immature plants per household (even if multiple adults live there).

Home cultivation regulations are outlined in 9 NYCRR Part 125, which covers everything from plant limits and security requirements to prohibited locations and local opt-out provisions.

These regulations are detailed and worth reading in full before you start growing.

You can download the complete regulations directly from the New York State Register at [dos.ny.gov/new-york-state-register](https://dos.ny.gov/new-york-state-register), or access them through the Office of Cannabis Management's website at [cannabis.ny.gov](https://cannabis.ny.gov) under the "Laws & Regulations" section.

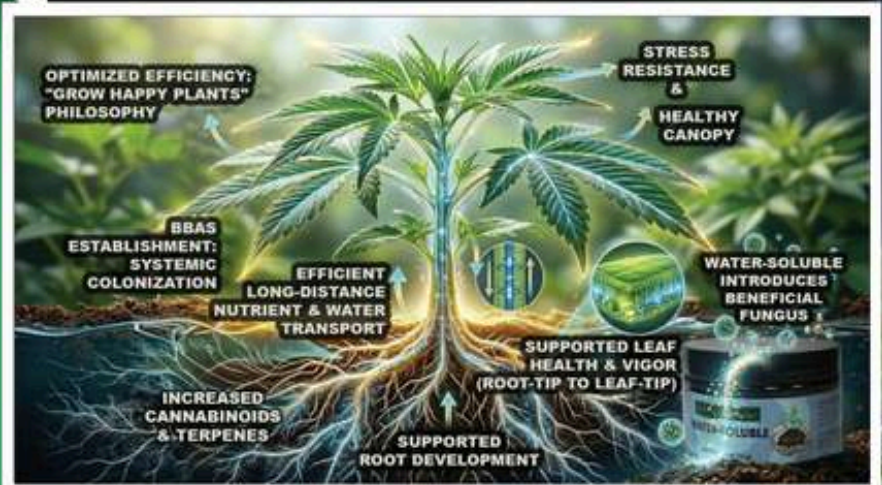
Make sure you're reviewing the most current version, as rules can be updated—always check the effective date listed in the document header.



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# HOME CULTIVATION

Growing cannabis isn't just about the harvest—it's about control, patience, and understanding the plant...



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12-Foot tall  
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**HOME CULTIVATION IN NEW YORK**  
*Is Growing Your Own Cannabis Right for You?*

<b>✓ Why You SHOULD Grow</b>	<b>✗ Why You Might NOT Want To</b>
<b>Control Your Quality</b> You control nutrients, inputs, and environment.	<b>Upfront Cost</b> \$500–\$2,000+ setup expenses.
<b>Long-Term Savings</b> Lower cost per gram after initial setup.	<b>Time Commitment</b> Daily care for 3–5 months per cycle.
<b>Deeper Connection</b> Growing changes how you experience cannabis.	<b>Risk of Failure</b> Mold, pests, and nutrient issues.
<b>Unique Genetics</b> Access rare strains not found in dispensaries.	<b>Space &amp; Smell</b> Needs ventilation & dedicated space.
<b>Self-Sufficiency</b> No reliance on supply or pricing swings.	<b>Legal Limits</b> Plant counts & security rules.
<b>Grow If You...</b>	<b>Buy If You...</b>
<ul style="list-style-type: none"><li>✓ Like hands-on projects</li><li>✓ Want full control</li><li>✓ Are willing to learn</li><li>✓ Consume regularly</li></ul>	<ul style="list-style-type: none"><li>✓ Want convenience</li><li>✓ Have limited space</li><li>✓ Prefer consistency</li><li>✓ Don't want the hassle</li></ul>

• Growing isn't just about cannabis—it's about the experience.

## Home Cultivation in New York: Is it Right for You?

With legalization in New York, home cultivation is now an option for adult cannabis consumers—but deciding whether to grow your own isn't as simple as it sounds.

### The Reality of Home Cultivation

On one hand, cultivating at home offers unmatched control. Growers can choose their genetics, manage nutrients, and create the ideal environment, resulting in a product they fully understand and trust.

Over time, it can also reduce the cost per gram and provide access to unique strains not always available in dispensaries. For many, the biggest benefit is the experience itself—growing cannabis builds a deeper connection to the plant and the process.

On the other hand, home cultivation requires commitment. Initial setup costs can range from several hundred to a few thousand dollars, and successful grows demand daily attention over multiple months.

There's also a learning curve, with risks like pests, mold, or poor yields. Space, odor control, and compliance with state regulations must also be considered.

Ultimately, home cultivation isn't for everyone. It's best suited for those willing to invest time, effort, and patience.

For others, the convenience and consistency of dispensary products may be the better choice.

We are not attorneys. This article is for general information only. If you have questions about your specific situation, you should consult a qualified attorney.

# NOW THAT YOU'VE DECIDED TO GROW

## A Western New York Grower's Guide

### Why growing changes your relationship with Cannabis

**Growing cannabis changes your relationship with the plant** in a way that buying it never can. When you grow, you stop seeing cannabis as just a product and start understanding it as a living thing that requires attention, care, and patience. You begin to notice the small details—the way leaves respond to light, how the plant signals stress, and how different environments shape its growth.

**Over time, this process builds a deeper appreciation for what goes into every harvest.** You realize that quality isn't accidental—it's the result of consistent effort, observation, and restraint. Waiting for the right moment to harvest, drying it properly, and curing it slowly all teach discipline. You can't rush the process, and that alone changes how you value the final product.

**Growing also creates a sense of connection. You're not just consuming cannabis—you've participated in its entire lifecycle.** That connection often leads to more mindful use and a stronger respect for the plant itself.

**In the end, growing turns cannabis from something you use into something you understand.** And once that shift happens, your perspective never really goes back.

### Indoor vs. Outdoor: the 716 Reality

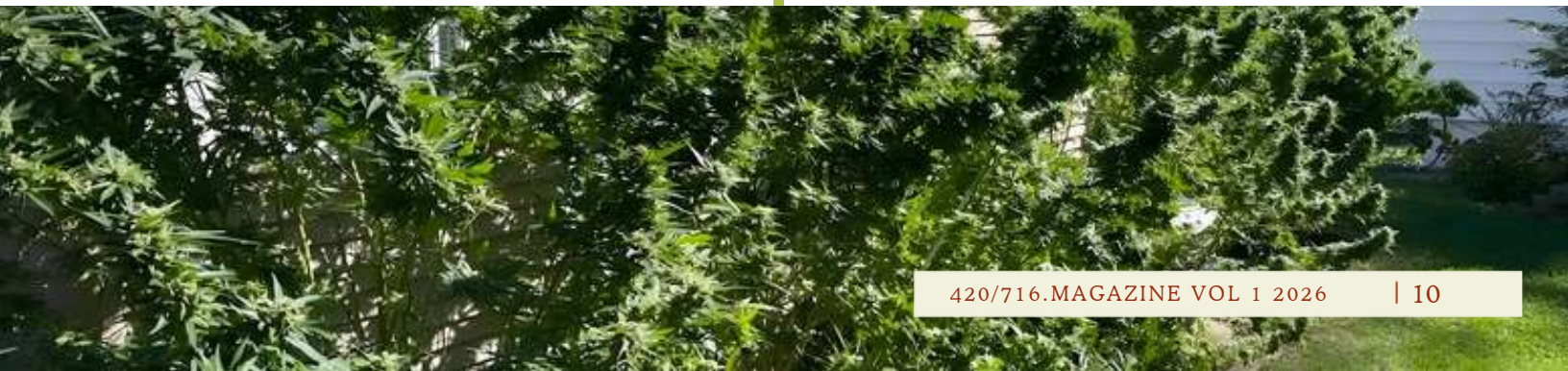
**In warmer climates, outdoor growing is a no-brainer.** But in Western New York, your decision between indoor and outdoor cultivation defines your entire experience.

**Outdoor growing offers simplicity and scale—but it comes with risk.** Short seasons, unpredictable weather, and late-summer humidity can make or break a harvest.

**Indoor growing, on the other hand, gives you control.** Light, temperature, airflow—it's all in your hands. The tradeoff? Cost and complexity.

For most new growers in the 716, indoor setups offer a more consistent and forgiving path forward.

***“In Western New York, growing isn't just a choice —it's a strategy.”***



# BUILDING YOUR FOUNDATION

## Medium & Method: Choosing How You Grow

How you grow cannabis is just as important as what you grow. Your choice of medium and method will shape everything from growth speed to yield and how much attention your plants require.

**Soil is the most traditional and beginner-friendly option.** It offers a natural buffer for nutrients, making it more forgiving if you make mistakes. Many growers prefer soil because it produces rich flavors and requires less precision. For those just starting out, soil is often the easiest path to a successful first harvest.

**Hydroponics, on the other hand, is all about control.** Plants are grown in water with nutrients delivered directly to the roots. This can lead to faster growth and larger yields, but it also requires close monitoring. Small mistakes in feeding or pH can quickly affect plant health, so hydro is better suited for growers willing to stay hands-on.

**Hybrid systems bridge the gap between the two.** Options like coco coir or living soil systems offer more control than traditional soil while still providing some forgiveness. These methods are becoming increasingly popular as growers look for balance.

**In the end, your medium determines your margin for error—and your level of involvement.**

## Germination & Seedling: Where Every Grow Begins

**Every successful grow starts with a strong beginning, and that means getting through the germination and seedling stages the right way.** These early phases may seem simple, but they set the foundation for everything that follows.

**Germination begins when a seed is exposed to moisture, warmth, and darkness.** Within a few days, the shell cracks and a small taproot emerges. This root is the plant's lifeline, so handling it gently is critical. Whether you use a paper towel method or plant directly into your medium, consistency is key. Keep conditions warm—around 70–80°F—and avoid overwatering.

**Once the seed breaks the surface, it enters the seedling stage.** At this point, the plant develops its first set of leaves and begins building a root system. Seedlings require soft, consistent light, minimal nutrients, and careful watering. Too much light, water, or feeding can easily stress or stunt growth.

**This stage typically lasts 1–2 weeks, and while growth may seem slow, important development is happening below the surface.** Strong roots lead to strong plants.

**Patience and restraint are essential here.** If you give your plants a stable start, they'll reward you with healthier growth in every stage that follows.



# DIALING IN YOUR GROW

## A Western New York Grower's Guide

### Genetics & Strains: What Works in the 716

**Choosing the right genetics is one of the most important decisions a grower in Western New York can make.** Our region's short growing season and unpredictable late-season weather mean that not all strains will perform well outdoors.

**For best results, growers should focus on early-harvest genetics that can finish before the heavy moisture and cooler temperatures of late September.** Strains like Candy Kush, Blue Cheese, Bubble Kush, Fat Banana, Green Crack Punch, Hulkberry, Lemon Skunk, Northern Light, Pineapple, and Purple Punch are strong candidates. These genetics tend to mature earlier, reducing the risk of crop loss due to mold and weather.

**Mold resistance is critical in the 716, and this is where Purple Punch genetics stand out.** Any strain containing Purple Punch lineage is known for its resilience in humid conditions, making it a reliable option for outdoor growers.

**When it comes to plant types, autoflowers are especially well-suited for Western New York.** Because they flower based on age rather than light cycle, they can be timed to finish by early September—before mold typically becomes an issue.

**Photoperiod plants can still be successful, but they require careful strain selection and timing.** In the 716, smart genetics aren't optional—they're the difference between success and disappointment.

### Vegetative & Pre-Flowering: Building the Plant

**Once a seedling is established, cannabis enters the vegetative stage, where growth takes off.** This is when the plant builds its structure—developing strong stems, dense foliage, and multiple growth sites that will later become bud locations.

**During vegetation, the focus is on light, nutrients, and training.** Indoor growers typically run an 18-hour light cycle, while outdoor plants naturally expand through long summer days. Nitrogen becomes especially important in this phase, fueling leafy growth and overall plant health.

**This is also the time to shape your plant.** Techniques like topping, low-stress training (LST), and pruning help control height and increase yield potential. The more evenly light is distributed across the canopy, the better your results will be later.

**As the plant matures, it transitions into the pre-flowering stage.** This is where early signs of sex appear—small pistils for females or pollen sacs for males. Identifying and removing males (if growing from regular seeds) is critical to prevent pollination.

Pre-flower is the plant's way of preparing for bloom. Growth slows slightly, structure stabilizes, and energy begins shifting toward flower production. This stage is all about preparation. A well-built plant in veg leads to a successful harvest later on.



# FINISHING STRONG

## Flowering & Harvest: Where It All Comes Together

**The flowering stage is where all your hard work starts to show.** This is when cannabis plants shift their energy from growth to producing buds rich in cannabinoids and terpenes.

**For indoor growers, this phase begins by switching the light cycle to 12 hours on / 12 hours off, while outdoor plants naturally enter flowering as days shorten.**

**During flowering, plants require careful attention. Nutrient needs shift toward phosphorus and potassium, while humidity should be lowered to reduce the risk of mold—especially important in Western New York.** Buds begin to form, swell, and develop their aroma, and this is when environmental control becomes critical.

**As harvest approaches, timing is everything.** The best indicator isn't the calendar—it's the plant itself. Growers look at trichomes, the tiny resin glands on the buds. Clear trichomes indicate the plant isn't ready, cloudy suggests peak potency, and amber signals a more relaxing effect.

**Harvesting too early or too late can significantly impact quality.** When the time is right, plants are cut and prepared for drying.

**This stage is the payoff.** After weeks of care and patience, flowering and harvest bring everything together—transforming your grow into finished, usable flower.

## Don't Toss Those Leaves: Smart Ways Home Growers Can Use Every Part of the Cannabis Plant

**When it comes time to harvest, most home cultivators are focused on one thing: the flower.**

**But what often ends up in the trim pile—those cannabis leaves—still holds real value.** While leaves don't carry the same potency as buds, they contain a range of beneficial compounds like minor cannabinoids, terpenes, and flavonoids that can be used in a variety of practical ways.

**Fan leaves, the large iconic leaves with minimal trichomes, are ideal for raw applications.** Many growers juice them or blend them into smoothies for a boost of plant-based nutrients and antioxidants. They won't get you high, but they can be a healthy addition to your routine.

**Sugar leaves, the smaller leaves closer to the flower, are coated in trichomes and are perfect for infusions.** These can be used to make cannabutter, oils, or tinctures—great starting points for homemade edibles or topicals. With proper decarboxylation, these leaves can deliver mild but noticeable effects.

**Leaves can also play a role in wellness.** Simple cannabis teas can be made for relaxation, while infused oils can be turned into salves for localized relief. And if DIY projects aren't your thing, composting your leaves returns valuable nutrients back to your soil, closing the loop for your next grow cycle.

**The takeaway is simple: cannabis is a full-spectrum plant.** By using more than just the flower, home growers can reduce waste, save money, and build a deeper connection to the cultivation process.

# FINISHING STRONG

## Curing: Where Quality Is Defined

Curing is the final step in the grow process—and arguably the most important when it comes to quality. After drying, your flower may look ready, but it hasn't reached its full potential. Proper curing is what transforms good cannabis into great cannabis.

Once buds are dried, they're placed in airtight glass jars. Over the first week or two, jars should be opened regularly—a process known as “burping”—to release excess moisture and allow fresh air in. This helps stabilize humidity inside the jar and prevents mold from forming.

During curing, chlorophyll continues to break down, which improves flavor, aroma, and smoothness. Terpenes are preserved and develop more fully, giving each strain its unique character. Rushing this process often results in harsh smoke and muted flavor.

Maintaining proper humidity is key. Many growers use Boveda packs (58% or 62%) to keep conditions stable and protect terpene content.

A proper cure takes at least 2 to 4 weeks, though longer cures can further enhance quality.

This stage requires patience—but it's worth it. Curing is where your grow truly finishes, and where the difference between average and premium flower is made.

## Drying Done Right: The 60/60 Rule

One experienced grower summed it up simply: “If you control the dry, you control the quality.” That's where the 60°F / 60% RH rule comes in—a widely trusted guideline for drying cannabis properly.

Keeping your drying environment at around 60 degrees Fahrenheit and 60% relative humidity creates the ideal conditions for a slow, even dry. This pace is critical. Drying too quickly can trap chlorophyll in the plant, leading to a harsh taste and loss of aroma. Drying too slowly, on the other hand, increases the risk of mold.

An added benefit of the 60/60 rule is odor control. Lower temperatures help limit the intensity of smell during the drying process, which can be important for maintaining discretion.

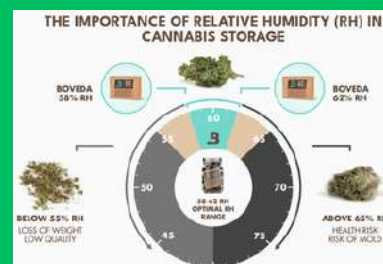
The process typically takes 7 to 14 days, depending on plant size and environmental consistency. During this time, plants should be hung in a dark space with good airflow. Darkness helps preserve cannabinoids and terpenes, while airflow prevents moisture buildup.

The goal isn't just to dry the plant—it's to prepare it for curing. When done right, the 60/60 method sets the foundation for smooth, flavorful, and high-quality flower.

## PRO TIP: LOCK IN TERPENES

Use Boveda packs (58% or 62%) during curing to maintain ideal humidity levels. This helps preserve aroma, flavor, and smoothness while preventing your flower from becoming too dry or overly moist.

<https://bovedainc.com/cannabis/>





# Terpene Queen

## EVERY DAY TERPS

**Terpenes, or “terps,” are a big reason cannabis is so fun to explore.** They are the natural compounds that give flower its smell and flavor, whether that means citrus, pine, gas, fruit, earth, or spice. In plain English, terpenes help give each strain its own personality and play a big role in what makes one cultivar feel different from another.

**Here’s the cool part: terpenes are not unique to cannabis.** They are everywhere in everyday life. The smell of fresh-cut lemons, a walk through a pine forest, herbs in the kitchen, and even certain shampoos, cleaners, and perfumes all come from terpenes. Scientists have identified more than 20,000 terpenes in nature.

**One of the best-known terpenes is limonene, famous for its bright, zesty citrus aroma.** It is found in cannabis, but also in lemons, limes, oranges, mint, and juniper. That fresh, clean scent you notice in some strains or products often comes from limonene.

**In nature, terpenes help plants survive by attracting pollinators, discouraging pests, and sending chemical signals through the air.** In cannabis, they help shape aroma, flavor, and the overall vibe of the experience. Terps are the everyday compounds that make cannabis more colorful, flavorful, and memorable.

***“Terps hit your nose before they hit your head  
—that’s where the experience begins.”***

Terpene Queen is Brittany Hagar.



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# KUSHMART

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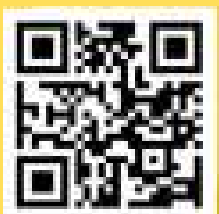
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**21+ ONLY**

# LOGANBERRY & BLUE CHEESE

## A LOCAL PAIRING WORTH TALKING ABOUT



Buffalo has always had its own flavor.

From classic summer drinks to hometown food traditions, Western New York has a way of turning local favorites into identity. Now that same spirit is showing up in cannabis, with creative products that feel distinctly 420/716.

One standout example is the loganberry-infused THC drink, which takes a flavor Buffalonians know and love and gives it a modern twist. Sweet, tart, and familiar, it brings local nostalgia into the legal cannabis market in a fresh way.

On the flower side, Buffalo Blue Cheese #17 shows that the same creativity is happening with premium cannabis flower. With its bold aroma, memorable flavor, and Buffalo-inspired branding, it reflects the personality of the 716 market.

Together, these products show how Western New York cannabis brands are creating items that feel local and original.



*This story is not encouraging consumers to use both products together. Do not ingest a THC drink and smoke or vape flower at the same time, as combining methods may intensify effects and lead to an uncomfortable experience.*



# 4/20 CELEBRATION

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1



2



3



Artwork Courtesy of Starlight Studio and Art Gallery, Buffalo NY  
 To have your 420 products reviewed in future issues, contact  
 us at: [publisher@420716.com](mailto:publisher@420716.com)



1

## Cap Junkie from Lions Mane Infusions

**Cap Junkie from Lions Mane Infusions retailed at \$68 for 7g of indoor flower, a fair price in the New York market and a product well worth trying.** For consumers seeking a relaxing, therapeutic anytime-of-day experience, this one stands out. Opening the bag reveals warm spice, soft floral notes, and a light citrus finish. The buds are dense, bright green, and properly cured—neither too dry nor too wet. Testing at 0.73% beta-caryophyllene and 0.56% linalool, Cap Junkie is a terpene-rich option well suited for easing stress, anxiety, aches, and pain, while also serving as an effective sleep aid.

2

## Trop Cherry by House of Sacchi

**Trop Cherry by House of Sacchi takes me back to summer 2023, when I first discovered the brand while standing in line at the opening of Dank on Main Street.** At the time, Sacchi was a startup candid about the industry's growing pains. Since then, I've watched the team evolve from what I considered mid-grade quality into a producer of high-quality, thoughtful strains and product lines. Their Trop Cherry may be the crown jewel. With dense purple buds and 0.69% limonene, it opens with a sweet, candy-like aroma and delivers a smooth, properly cured smoke. This one was truly proper—and has me excited to see what Sacchi does next.

3

## Skyworld's Buffalo Bleu Cheese

**Skyworld's Buffalo Bleu Cheese #17 may not smell or taste like its name suggests, but for Western New Yorkers cheering on Josh Allen and the Bills, this cultivar is worth seeking out.** A cross of Peanut Butter Cherry Pie x (Pakistani F1 x Moroccan F2), it features 0.3% limonene and 0.3% ocimene, delivering earthy citrus notes. Relaxing, appetite-stimulating, and stress-relieving, Buffalo Bleu Cheese #17 is a great choice for consumers looking to elevate the party the right way. Shoutout to the Skyworld team—they keep producing standout cultivars worth watching.

# HOW TO READ AN ADULT-USE CANNABIS LABEL

*in New York*



## What's in your product?

- Different products have different potency, meaning they have different amounts of THC, CBD, and other cannabinoids. The amount of these compounds in your product can change how it affects you.
- **On edibles** (like chews or lozenges), check labels for nutritional fact information, the amount of cannabinoids (in milligrams, or mg) per serving and in the entire container.
- **On inhalables** (like pre-rolls or flower), check labels for the percentage (%) of the product that consists of each cannabinoid. These products will typically list the cultivar (or strain) of cannabis that is inside.

## Quality Assurance Information

- Labels include a QR code that links to the Certificate of Analysis (CoA). A CoA will tell you the results of testing for harmful contaminants as well as which specific cannabinoids are present in a product.
- Cannabis can change when it is exposed to air or other contaminants, so your CoA will not be accurate forever. To see if your CoA is still accurate, look at the "Expiration Date" if you haven't opened the product since you bought it, or look at the "Use By Date" if it has been opened.

## Warning!

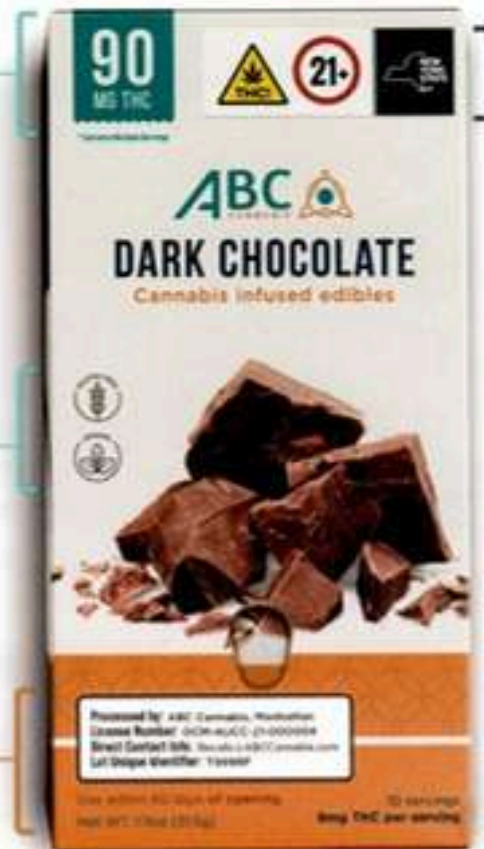
- Labels include warnings to avoid accidental consumption and information to help people consume responsibly.
- The Poison Center phone number is listed in case you feel bad after using the product or if someone consumes the product by mistake. Call: (800) 122-2222

## How to Use & Store

- Your product will tell you how to use it and how to store it. Keep your product in the original child-resistant packaging. Store all products—especially edibles—away, out of sight, and out of reach from young people and pets!

## Universal Symbol

- You will see this symbol on all legal (i.e. regulated) adult-use cannabis products. This symbol is easily recognizable to allow you to quickly tell whether a product contains THC or not.



Office of Cannabis Management



If you have general questions regarding the Office of Cannabis Management, please call us at **1-888-OCM-5151** (1-888-626-5151) or email us: [info@ocm.ny.gov](mailto:info@ocm.ny.gov)  
Scan for more information or visit [cannabis.ny.gov](http://cannabis.ny.gov)

## INNOCENCE CANNABIS

Appleton, NY

In New York's growing adult-use cannabis market, Innocence Cannabis stands out as a microbusiness rooted in wellness, sustainability, and seed-to-sale craftsmanship.

Its fully vertical model gives the company control over cultivation, manufacturing, distribution, and retail, helping preserve quality at every stage. Owner Tom Szulist entered cannabis after discovering the plant's unique benefits and began working with CBD in 2019.

In 2022, he became one of New York's first conditional cannabis cultivators.

Innocence Cannabis pairs small-batch production with eco-conscious practices and a strong focus on education, transparency, and trust.

More than selling products, the company is helping reshape cannabis culture through care, purpose, and integrity.

### FAST FACTS

**Location:** 6730 Lake Rd, Appleton, NY 14008

**License Type:** MicroBusiness

**Ownership:** Local

**Focus:** Rooted in Wellness: How Innocence Cannabis Is Redefining Craft Cannabis in New York



Learn more about this dispensary



### FAST FACTS

**Location:** 650 Orchard Park Road, West Seneca NY 14224

**License Type:** Recreational

**Focus:** Professionally run business built on compliance, hospitality, product variety, and strong community connection.



Learn more about this dispensary

## DEVIL'S LETTUCE

West Seneca, NY

**Devil's Lettuce: A Homegrown Dispensary Built on Grit and Growth.** Devil's Lettuce has become a standout adult-use dispensary in Western New York by pairing steady growth with a customer-first approach. What began as a modest retail concept has grown into a fully compliant cannabis storefront carrying more than 70 brands and roughly 1,000 products.

From the start, the mission has been simple: create a welcoming, no-pressure shopping experience. The open layout and relaxed atmosphere allow customers to browse comfortably, while a knowledgeable team helps guide each person based on individual needs rather than pushing products.

Several staff members have furthered their education by becoming certified Master of Cannabis specialists, strengthening the dispensary's focus on education and responsible retailing.

# CONNECT. ORGANIZE. ADVANCE.

BUFFALO CANNABIS NETWORK

EST. 2022



Not a marketplace.  
Not a hype machine.  
Just THE network.

## BENEFITS

### NETWORKING SOLUTIONS

Connecting people who are actually building cannabis in Buffalo. No fluff. No noise.

### LOCAL VISIBILITY

Editorial features, listings, and cultural context, without the hard sell.

### INDUSTRY CONNECTIONS

Operators, brands, and creatives, already talking to each other.

## OUR MEMBERS

### DISPENSARY OPERATORS

Looking to be part of the local conversation? *You're already invited.*

### CREATIVES

Photographers, designers, writers, strategists. If you live here, this is for you.

### PROCESSORS, CULTIVATORS

Brands Built in Buffalo. Grown with intention.



### INDUSTRY FAMILY

Become part of BCN'S community and start building meaningful connections today.

## JOIN TODAY

Dispensaries,  
Brands, Creatives,  
Investors, Operators,  
Policy Makers



Building Buffalo's  
Cannabis Future,  
Together

[buffalocannabisnetwork.com](http://buffalocannabisnetwork.com)

50+  
EVENTS

1500+ EMAIL  
SUBSCRIBERS

4 YEAR  
TRACK RECORD

## CLASSIFIEDS

### OPERATOR SEEKING CONTEXT

Licensed. Operational. Busy. Trying to understand the local ecosystem faster.

### EDITOR, WRITER (FREELANCE)

Cannabis-adjacent experience preferred. Not interested in rewriting press releases.

### MEDIA BUYER, STRATEGIST

Knows paid channels. We need better organic context.

### NYC DISTRO PARTNER

Not starting from zero. Just need the right connections.



### CREATIVE DIRECTOR, PHOTOGRAPHER

Strong portfolio. Buffalo-based. Looking for work that actually circulates here.

### MARKETING MANAGER (DISPENSARY)

Have budget. Have compliance handled. Need better local visibility than boosted posts.

### HELP! WITH EMAIL LIST.

Vendors, agencies, "partners." Just want to know what actually matters here.

### THIS IS NOT A JOB POST

It's a network.  
Buffalo Cannabis Network  
[buffalocannabisnetwork.com](http://buffalocannabisnetwork.com)

## YETI CANNA

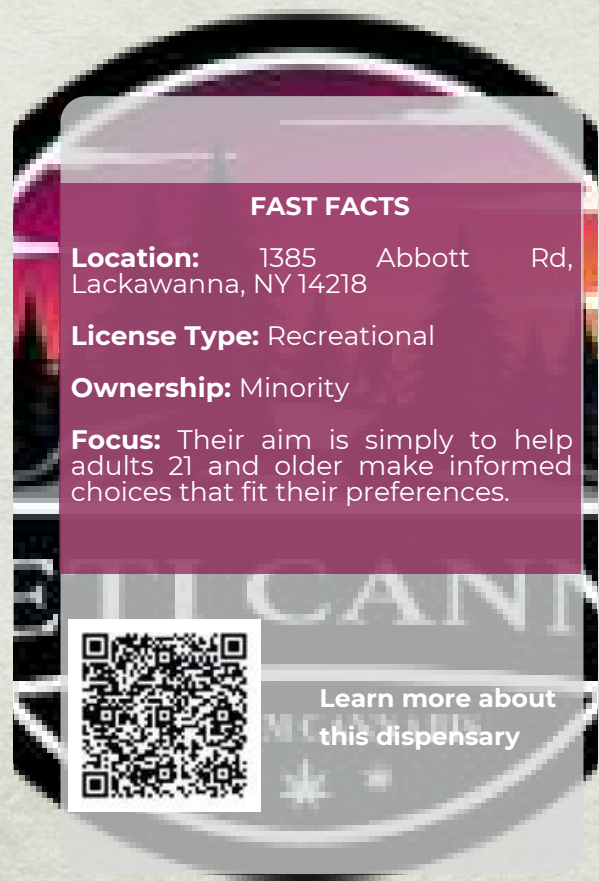
Lackawanna, NY

Located along Abbott Road in Lackawanna, Yeti Canna is a licensed adult-use dispensary with deep roots in Western New York's cannabis history.

Long active in the region prior to legalization, Yeti now operates fully within New York State's regulated market. Inside its calm, thoughtfully designed space—known as “The Cannabis Cave”—customers can explore a wide range of state-licensed products, including flower, pre-rolls, edibles, concentrates, vapes, and accessories.

Staff are trained to provide factual, guideline-compliant information, helping adults 21 and over understand product differences without making medical claims.

Yeti Canna's mission is simple: provide a consistent, compliant, and welcoming retail environment that supports informed choices while remaining connected to the local community it has served for years.



### FAST FACTS

**Location:** 1385 Abbott Rd, Lackawanna, NY 14218

**License Type:** Recreational

**Ownership:** Minority

**Focus:** Their aim is simply to help adults 21 and older make informed choices that fit their preferences.



Learn more about  
this dispensary

### FAST FACTS

**Location:** 2760 Union Road  
Cheektowaga, NY 14227

**License Type:** Recreational

**Focus:** Licensed dispensary with a creative hub rooted in community and craftsmanship



Learn more about  
this dispensary

## HAPPY TIMES CANNABIS COMPANY

Union Road Cheektowaga, NY

Happy Times Cannabis Co. is a New York-based, family-owned dispensary chain built on a hospitality-first approach.

The company places a strong emphasis on education, helping consumers better understand the products and brands on its shelves. That focus makes the experience approachable for new consumers while still serving the needs of more established shoppers.

With four locations in Western New York and one in Staten Island, Happy Times continues to expand while maintaining a community-centered feel.

More than simply selling cannabis, the brand is working to create a welcoming retail experience shaped by service, guidance, and a positive connection with consumers.

# MARKETING YOUR DISPENSARY WITHOUT LOSING YOUR LICENSE

## The good news? Marketing does work—when done right.

Legal cannabis is booming in New York—and so is the competition. New dispensaries are popping up fast, which means standing out is no longer optional. But marketing in this industry isn't just challenging—it's risky.

Unlike most businesses, cannabis advertising is heavily regulated, closely monitored, and often confusing. The rules—buried in New York's 9 NYCRR Parts 128 and 129—are written for compliance, not clarity. And with the New York Office of Cannabis Management taking a strict stance, even small mistakes can lead to serious penalties—fines ranging from \$10,000 to \$100,000 per violation.



## Here's where dispensaries get tripped up: the little things.

**A simple Instagram post?** A violation if the audience isn't at least 77% adults. A direct mail campaign? Non-compliant if even one piece lands within 500 feet of a school. Billboards? Prohibited as of late 2025. These aren't edge cases—they're common mistakes happening across the state.

Execution is everything. Many traditional agencies don't understand cannabis compliance, and that puts dispensaries at risk. Under New York rules, you can be held responsible even when a third party makes the mistake.

Smart operators treat compliance as part of marketing, not an afterthought. At W Marketing Group, we build strategies that work within OCM rules.

**Next month:** how Every Door Direct Mail can reach local customers in your area safely.

Chris Wronski, CEO of W Marketing Group  
716-550-2115 | [nyscannabismarketing.com](http://nyscannabismarketing.com)

## BUFFALO CANNABIS NETWORK

Buffalo, NY

**Founded in 2022, Buffalo Cannabis Network (BCN) was created to connect people navigating New York's emerging legal cannabis industry.**

What began as informal coffee meetups evolved into a structured community focused on building real relationships among operators, service providers, advocates, and supporters.

BCN hosts educational sessions, networking events, and industry gatherings across Western New York, emphasizing trust, collaboration, and practical support over sales-driven programming. Its impact is best seen through the connections it fosters—helping businesses find partners, advisors, and resources during complex licensing and launch phases.

BCN's mission is simple but powerful: strengthen the industry by bringing people together before, during, and after the market takes shape, reinforcing Buffalo's long-standing tradition of relationship-driven business.

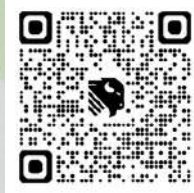
### FAST FACTS

**Founded:** 2022

**Location:** Buffalo, NY

**Focus:** Cannabis industry networking and education

**Mission:** Building connections across the 716 cannabis community



**Learn more about this Business**

### FAST FACTS

**Location:** 8545 Main Street, Williamsville NY 14221

**Business Type:** Distributor

**Ownership:** Local

**Focus:** Prime Superior is a practical tool for growers who want healthier, stronger, more resilient plants this season.



**Learn more about this brand**

## PRIME SUPERIOR

FROM LPC NATURALS,

Williamsville, NY

**Grow Happy Plants This Spring with Prime Superior**

Spring is when growers reset—seeds are popped, beds are prepped, and foundations are built. Prime Superior from LPC Naturals is designed to strengthen that foundation from the start.

**Built around the idea "Grow Happy Plants," Prime Superior supports plant efficiency instead of forcing growth.** Its water-soluble formula introduces *Beauveria bassiana* (Bbas), a beneficial fungus that lives within the plant and helps support nutrient uptake, root development, and overall vigor.

Unlike many soil-based microbial products, Bbas works inside the plant and continues supporting it through the growth cycle, even during stress. All-natural and easy to apply, Prime Superior works in soil, hydro, containers, greenhouses, and gardens. It's a practical tool for growers who want healthier, stronger, more resilient plants this season.

# 716 VISITOR'S GUIDE TO 420 IN THE IN THE 716 AREA

## NEXT ISSUE: SUMMER 2026

**CANNATOURISM** IS A BIG OPPORTUNITY TO REACH **14+ MILLION** VISITORS TO THE 716 AREA **THIS SUMMER.**

- ✓ Local Dispensaries
- ✓ Friendly Lodging
- ✓ Best Places to Light Up

**AD DEADLINE: MAY 28, 2026**  
SUMMER 2026 ISSUE

- ✓ Reach millions of summer visitors
- ✓ Feature your cannabis-friendly business
- ✓ Don't miss out on this hot issue!

# 420/716

— MAGAZINE —

*The voice of the 420 community in the 716*

[www.420716.com](http://www.420716.com)





# SOLVENTLESS CUP

## THE SOLVENTLESS CUP 2026

WHERE CRAFT CANNABIS MEETS COMMUNITY IN WESTERN NEW YORK

Western New York's cannabis scene is stepping into a new era—and the Solventless Cup 2026 is leading the charge.

Hosted by **AudioKush**, this highly anticipated event is more than just a competition—it's a celebration of craftsmanship, culture, and New York's evolving legal cannabis market.

With a focus on **solventless extraction**, the Cup highlights a purist approach to concentrates—no chemicals, no shortcuts, just heat, pressure, and skill.

But what makes this event stand out isn't just the product—it's the people.

From cultivators and processors to budtenders and enthusiasts, the Solventless Cup shines a spotlight on Western New York's growing cannabis community.

Judging will include both **industry experts** and **consumer participation**, delivering real-world feedback on what truly resonates in today's market.

For the 420/716 community, this is the moment we've been waiting for.

As the market matures, one thing is clear: Western New York isn't just participating—it's starting to lead.



JULY

09-10  
2026

SCAN FOR  
EVENT INFO



**“No solvents, No shortcuts.  
Just pure expression of the plant.”**

## AURORA PREMIUM GENETICS

Tonawanda, NY

**Aurora Premium Genetics is built on intention, with respect for the plant, the land, and the people who grow it.** Specializing in cannabis genetics and outdoor cultivation, APG believes quality begins long before harvest.

Founder Anthony Dux brings more than 20 years of research and cultivation experience, supported by Cornell University accreditation in Cannabis and Horticultural Genetics.

Sustainability is central to the company's mission, guiding the use of organic inputs, recycled materials, and cultivation methods that work with nature. Beyond genetics, APG provides consulting, field visits, and education for cultivators seeking better results.

Aurora Premium Genetics reflects a growing 716 cannabis movement grounded in stewardship, education, healing, and long-term thinking across the region.

### FAST FACTS

**Founded:** 2002

**Location:** Tonawanda, NY

**Focus:** Specializing in cannabis genetics and outdoor cultivation

**Mission:** Cannabis. Nature. Healing. Medicine.



Learn more about this Business

### FAST FACTS

**Phone:** 716-550-2115

**Email:** csw@wmarketinggroup.com

**Web:** nyscannabismarketing.com

**Ownership:** Private

**Focus:** W Marketing Group positions itself as a trusted partner for cannabis businesses seeking growth without compliance risk.



Learn more about this company

MARKETING GROUP

## W MARKETING GROUP

Lockport, NY

**W Marketing Group is a Buffalo/Lockport-based agency bringing compliance-first marketing to New York's cannabis industry.**

In 2025, the firm developed a cannabis marketing methodology reviewed by the New York Cannabis Control Board, with its "Geographic vs. Individual Marketing" framework receiving strong attention.

W Marketing Group helps licensed dispensaries grow through compliant EDDM, email and SMS campaigns, local SEO, loyalty programs, broadcast advertising, compliance audits, and grand opening support.

The agency emphasizes protecting licenses while driving measurable results, including strong customer response and ROI. By combining marketing strategy with regulatory awareness.

# Devil's Lettuce: A Homegrown Dispensary Built on Grit and Growth

**Devil's Lettuce is a true Western New York cannabis story, built through resilience, hard work, and a commitment to customer care.** The dispensary's path began after owner Jason McGirr suffered severe injuries in a 2018 crash caused by a drunk driver. During recovery, he turned to CBD for relief, an experience that introduced him to the cannabis and hemp space and ultimately inspired a new direction.

After opening a hemp store in North Tonawanda and building relationships with vendors, Jason learned he qualified for a provisional cannabis license in New York. He applied as majority owner, with close friend Lou joining as his partner. Following Lou's tragic death in 2022, the project moved forward, and Devil's Lettuce continued taking shape.

Even through licensing delays and legal setbacks, Jason pressed on, working days in his drywall business and nights building out the store. Devil's Lettuce made its first sale in April 2024.

Since then, it has grown from about 20 brands to more than 70, with roughly 1,000 products. The dispensary is known for its welcoming atmosphere, educational focus, and team-first approach to helping customers find the right fit.

## Community Outreach

**Devil's Lettuce is proud to sponsor local endeavors like the Solventless Cup and SUNY Niagara Cannabis Conference.**

Even the Devil gives back to his community. We are proud to have the opportunity and privilege to work with:

- West Seneca Food Bank,
- Niagara Community Missions,
- Special Olympics and
- SPCA Serving Erie County



## YOU DESERVE EXPERT GUIDANCE.

*Whether you're new or experienced, we help find the right fit for your needs.*

At Devil's Lettuce, our knowledgeable team doesn't just sell cannabis — we help you understand it. Navigate strains, dosages, and find the right fit for your needs.

### WHY SHOP DEVIL'S LETTUCE?

- ✓ Largest Selection in Western New York
- ✓ Flower • Vapes
- ✓ Edibles • Concentrates
- ✓ Open-Concept Layout
- ✓ Family Owned & Operated

650 Orchard Park Rd., West Seneca, NY 14224

716-671-8500 Proud Sponsors of the West Seneca Food Pantry.

[devilslettuce.net](http://devilslettuce.net) OCM-CAURD-24-00090 | Must be 21+



Scan & Learn





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Start Planning Today

SPONSORED CONTENT

# #1 Smoke Shop in Orchard Park



## Smoke Mafia Smoke Shop

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*Elevate Your Smoking Experience*

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716-508-8241  SmokeMafia716