

SENATE
STATE OF MINNESOTA
NINETY-THIRD SESSION

S.F. No. 5054

(SENATE AUTHORS: NELSON, Limmer and Duckworth)		
DATE	D-PG	OFFICIAL STATUS
03/18/2024	12412	Introduction and first reading
		Referred to Commerce and Consumer Protection
03/25/2024	12892	Authors added Limmer; Duckworth

1.1

A bill for an act

1.2

relating to commerce; modifying the limitations for cannabis advertisements;

1.3

amending Minnesota Statutes 2023 Supplement, section 342.64, subdivision 1.

1.4

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

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Section 1. Minnesota Statutes 2023 Supplement, section 342.64, subdivision 1, is amended

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to read:

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Subdivision 1. **Limitations applicable to all advertisements.** Cannabis businesses,

1.8

hemp businesses, and other persons shall not publish or cause to be published an

1.9

advertisement for a cannabis business, a hemp business, cannabis flower, a cannabis product,

1.10

a lower-potency hemp edible, or a hemp-derived consumer product in a manner that:

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(1) contains false or misleading statements;

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(2) contains ~~unverified~~ claims about the health or therapeutic benefits or effects of

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consuming cannabis flower, a cannabis product, a lower-potency hemp edible, or a

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hemp-derived consumer product;

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(3) promotes the overconsumption of cannabis flower, a cannabis product, a

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lower-potency hemp edible, or a hemp-derived consumer product;

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(4) depicts a person under 21 years of age consuming cannabis flower, a cannabis product,

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a lower-potency hemp edible, or a hemp-derived consumer product; or

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(5) includes an image designed or likely to appeal to individuals under 21 years of age,

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including cartoons, toys, animals, candy, dessert, or children, or any other likeness to images,

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characters, or phrases that is designed to be appealing to individuals under 21 years of age

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or encourage consumption by individuals under 21 years of age; ~~and~~

- 2.1 (6) contains an image of alcohol or a person or persons consuming alcohol; and
- 2.2 (7) does not contain a warning as specified by the office regarding impairment and health
- 2.3 risks.