



Yasser Marte/East Oregonian
Chris Adams, morning supervisor at Thur's Smoke Shop, Pendleton, shows a jar of marijuana buds on Monday, July 25, 2022. Cannabis prices have fallen in Oregon, and local dispensaries report customers are tending to buy less expensive product.



Yasser Marte/East Oregonian
A variety of marijuana jars line shelves Monday, July 25, 2022, at Thur's Smoke Shop, Pendleton.

Cannabis:

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"I think we're seeing a decline in vices, cannabis sales in particular," she said.

Krenzler also said an oversupply of product is pushing down prices. He pointed to Canada as a major source for that abundance.

The United States' northern neighbor has allowed "huge, major players to come in," he said, with massive greenhouses that come with big harvests. Too much product, and the prices plummet. That comes with some dire consequences, he said.

Larger farms and out-of-state farms might have more cushion against hard economic times, Krenzler explained, and can afford to lower their prices and recover to keep paying their bills. But smaller farms have less cushion, and sometimes they have investors to pay back. The situation allows big cannabis farms to cannibalize small farms.

Kind Leaf carries about 160 strains it sources from a variety of farms with a focus on family-owned, craft farmers, Krenzler said, and not all of those business partners are making it.

"We're seeing a lot of farms going out of business," Krenzler said, including a couple of cannabis producers Kind Leaf carries.

"Some of their products on our shelves are the final product," he said. "There's only so much we can do. Customers everywhere are feeling the same pain. If they're buying products, they're tending toward the cheaper products."

As farms Kind Leaf has

done business with go under, it means Kind Leaf is unable to purchase a large variety of edibles or vape pen products.

Jacki Zeckman is the store manager of Thur's Smoke Shop, also in Pendleton. He said the cannabis business is like a wave, "always up and down," and it takes finding the right partners to stay afloat. For the cannabis customer now, he said, prices are better.

Thur's top-shelf cannabis is going for \$10 a gram, lower than some other competing stores, he said, but the business always makes its margins.

Thur's customers have shifted in what they buy, he said, engaging in more budget conscientious shopping.

While the monetary volume in the store has dropped, foot traffic remains high.

"I still see quite a few people every day," Zeckman said. "I may not move as much, but I move more customer-friendly items."

Likewise, Kind Leaf has not experienced a slowdown in the number of sales, Krenzler said, but also is seeing customers spend their money differently. They stock up on cheaper products, for example, rather than premium goods.

Like any business, Zeckman said, surviving takes building partnerships. And in cannabis, that means working out mutually beneficial deals with suppliers all year long.

To get through this, Krenzler encouraged cannabis consumers to continue to support their favorite farms, so when the economic tide turns, they can produce the variety that people are used to.

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