

Medical marijuana supporters taking cause to Legislature, not voters

By Peter Hecht, Sacramento Bee

Medical marijuana advocates are dropping efforts to qualify a November ballot initiative to regulate California's dispensary industry and instead plan a media campaign to lobby the Legislature to tackle the issue.

Cannabis industry groups including dispensaries, medical marijuana growers and a powerful union drafted the proposed measure in the face of an ongoing federal crackdown on California's \$1.5 billion medicinal pot trade.

But a top campaign director said today initiative planners instead have decided to run television and radio ads to urge lawmakers and Gov. Jerry Brown to enact rules governing how medical marijuana outlets operate in the state.

"We're not doing the initiative. We're pulling the plug on it," said Dan Rush, director of the Medical Cannabis and Hemp Division for the United Food and Commercial Workers, which has been organizing California pot workers for the past two years.

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