



# Cannabis: Thinking Big and Moving Fast

How Thailand can Capture Its Fair Share of 2025's US\$146 Billion Legal Cannabis Industry<sup>1</sup>

## EXECUTIVE SUMMARY

Legal cannabis<sup>2</sup> is the world's [fastest-growing industry](#). Its sales of US\$7.7 billion in 2017 are expected to grow at 34.6% per year to reach [\\$146 billion in 2025](#). The price is high ([\\$2,360/kg](#) in the USA) because the world has only recently started to switch from growing cannabis illegally (which raises prices) to growing it legally (which lowers prices). Global supply and demand for cannabis is rising as [more nations legalize cannabis](#).

The [fundamentals of economics](#) say that the global supply of cannabis will eventually exceed the global demand for cannabis, causing the global price to collapse back to, or below, the wholesale price it had before it was made illegal (approximately US\$1000/ton in current US dollars: [1¢/gram](#)). Local price collapses have already been observed in the USA's states of [Washington](#) and [Oregon](#), when state-wide production exceeded state-wide demand. Experts agree that a ["Global Cannabis Price Collapse" is coming](#), but cannot predict, with certainty, when. The date range "2025, plus or minus two years" seems reasonable.

What happens *after* the Global Cannabis Price Collapse? What happens *after* cannabis becomes a globally-traded, tropically-produced commodity, like cocoa, coffee, and vanilla?

The [most likely outcome](#) is the "usual outcome"... which is *terrible*:

- [Cocoa](#): "Farmers may fall into the debt trap and sell a family member as a slave."
- [Coffee](#): "Nestlé admits slave labour risk on Brazil coffee plantations."
- [Vanilla](#): In Madagascar, the top vanilla exporter, "Nearly one in two children are stunted, meaning they are likely to grow up either physically or mentally disadvantaged."

The "usual outcome" would be so terrible for Thailand that it *must not be allowed to happen*.

Fortunately, [Thailand has a unique opportunity](#) to create a better outcome for all Thais. By "Thinking Big and Moving Fast," as described in this document, Thailand can (a) build Thailand's cannabis supply chain to benefit all Thais, and then (b) extend Thailand's supply chain to **capture Thailand's fair share of the global cannabis industry's profits**.

**Fair share:** What is Thailand's "fair share" of the global cannabis industry's profits? It is reasonable to say that Thailand's fair share is **at least half**, because Thailand's farmers created, across 1,500 years of selective breeding, the genetics that are now found in more than half of the West's legal medical and recreational cannabis strains. *Today, the West is profiting from its unfair appropriation of the legacy of Thailand's ancestors.*

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<sup>2</sup> In this document, the word "cannabis" refers any plant of the species scientifically known as *Cannabis sativa* L., which includes both hemp (ganjong, กัญชง) and marijuana (ganja, กัญชา).

Can Thailand's cannabis industry *really* capture at least half of the global industry's profits? **Yes.** [Switzerland does in watches](#); [Apple does in smartphones](#); Thailand can in cannabis – but only if Thailand *“Thinks Big and Moves Fast.”*

To win, Thailand must accomplish the following tasks before the Global Cannabis Price Collapse:

1. **Legalize** cannabis for any use (except non-medical use by minors) in any product (in regulated dosages).
2. **Invest** in Thailand's cannabis industry, to help it get *big, fast*.
3. Build the **institutions** that will push, and keep, Thailand's cannabis industry ahead.
4. Build a **brand** that offers a **“brand promise”** that global consumers [choose over any other](#), despite its higher price.
5. Build a quality control regime that **certifies** that Thailand's cannabis products reliably keeps Thailand's brand promise.
6. Expand production to gain efficiencies that make Thailand's integrated cannabis supply chain the world's **lowest-cost producer** of products that always meet Thailand's “brand promise.”
7. Prepare to **buy** a controlling interest in strategic non-Thai links in the global supply chain when their owners become desperate for cash during the Global Cannabis Price Collapse.

Cannabis offers [many opportunities to add value](#). Among these are the addition of cannabis derivatives to high-value pharmaceuticals, nutritional supplements, cosmetics, and packaged foods & beverages. This makes cannabis a much more profitable export than (for example) rice. Furthermore, cannabis is the disruptive ingredient that can carry Thai-made and Thai-branded consumer products into rich overseas markets that have been, until now, impenetrable. No other nation has this opportunity, because no other nation has [Thailand's unique combination of attributes](#).

Capturing even a small part of 2025's \$146 billion global cannabis industry could grow Thailand's [exports](#) significantly. Capturing just 4% would increase Thailand's exports by more than rice (\$5.4 billion). Capturing just 12% would increase Thailand's exports by more than rubber (\$16.3 billion). Capturing 25% -- \$36 billion – would make cannabis products Thailand's #2 export after “Machinery including computers (\$40 billion).” *Thinking Big and Moving Fast is the single best thing that Thailand can do, in the next five years, to improve its economy and spread the benefits of that improvement from farms to factories.*

Thailand will have allies in building an ethical supply chain. The [UN](#), [NGO's](#), and [commodity buyers](#) around the world agree that the “usual outcome” is terrible, and are likely to help Thailand avoid it. Cannabis is the first tropical crop around which a better outcome is possible from the beginning, because only cannabis (a) earns a high profit today, which can pay for the implementation of a better outcome, and (b) only cannabis is tracked “from seed to sale,” documenting its supply chain.

Thailand is in a race against time. With every passing day, the Global Cannabis Price Collapse approaches. Losing the race – or being prevented, by foreign multinationals, from even entering the race – will produce a terrible outcome for all Thais, especially Thailand's farmers. Winning the race will contribute to a prosperous future from which *all* Thais will benefit.

This document describes how Thailand can win that race.

[Complete version: <https://thaicannabiscorporation.com/2018/12/11/cannabis-thinking-big-and-moving-fast-the-bigfast-plan>]