



FOR IMMEDIATE RELEASE

CONTACT: Rose Tantraphol
Moonsail North
rose@moonsailnorth.com
517.775.2152

MiCIA Announces Gubernatorial Endorsement, Calls John James ‘The Clear Choice for the Cannabis Industry’ *James has vowed to repeal or reduce the 24% tax that has put the industry at risk*

LANSING, Mich. — (Sept. 16, 2026)—The **Michigan Cannabis Industry Association** (MiCIA) today announced its endorsement of **John James** in the November race for governor, pointing to his strong support of cannabis businesses and workers.

“John James is the clear choice for the cannabis industry,” MiCIA Executive Director **Robin Schneider** said. “John has taken the time to meet with MiCIA members to better understand the serious financial challenges we face due to the unconstitutional 24% cannabis tax established last year. He has [released clear statements about this stance on cannabis](#), and he has been fully transparent. We welcome his vocal and committed support of our industry.”

Michigan's licensed cannabis industry supports thousands of jobs across the state and has generated significant tax revenue and investment since the market opened. However, the unconstitutional 24% tax enacted last year has put that industry at risk, shuttering operations and killing jobs. The increased tax burden has also made it difficult for the cannabis industry — comprised primarily of small businesses — to continue to offer healthcare and other benefits to staff, forcing staff to turn to government-funded healthcare options.

“Our industry, which has been an economic driver for Michigan, now faces a devastating financial reality. We need a leader who will boldly support the cannabis industry and fight for our workers and our businesses,” Schneider said. “John understands that the unlawful 24% tax pushes customers to the illicit market, and he has vowed to repeal or sharply reduce the tax. He pledges to work to eliminate rules that burden compliant businesses while promoting workplace and community safety, keeping intoxicating products out of the hands of children and protecting consumers.”

Since it was legalized in 2018, the cannabis industry has created 47,000 new jobs, pumped \$331 million annually to schools, roads, and other public priorities, and generated \$188 million in annual sales taxes.

“The cannabis industry is a passionate one,” Schneider said. “We have fought every single day since the Michigan Legislature unlawfully saddled the additional 24% tax on our businesses to ensure that the will of voters is respected and not watered down. This endorsement for James is part of our work to ensure that the will of voters who made cannabis legal in Michigan continues to be respected.”

###

The Michigan Cannabis Industry Association (MiCIA) is the state's leading cannabis trade association. MiCIA advocates for safe, sensible cannabis policy for a thriving, well-regulated industry. For more information, go to <https://micia.org>.