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Burgeoning Industry Highlighted at State Fair's New "Discovering Cannabis" Exhibit

Albuquerque, NM – New Mexico State Fairgoers can expect to see a brand-new educational exhibit at this year's event. State Fair officials announced the brand-new "Discovering Cannabis" exhibit today. The exhibit is the first of its kind in New Mexico and will serve to educate the public on New Mexico's newest agricultural industry. The Fair, and exhibit sponsor Verdes Cannabis, have teamed up to provide a safe space for the cannabis curious to ask questions, get information, and learn more about how the recent legalization of recreational cannabis will impact the state's economy. The 21 and over exhibit will be located inside the Manuel Lujan Building on the fairgrounds.

"This is what the Fair does," stated State Fair general manager, Dan Mourning. "Our mission is to support New Mexico industry and educate our community. And let's face it, a lot of people have a lot of questions about cannabis. We want folks to get solid, factual information provided by professionals and experts who have committed their careers to getting this industry off the ground in New Mexico."

The Discovering Cannabis exhibit's programming will include several educational talks covering varying subjects like growing your own cannabis, how cannabis works in the body, and how to use it to help with different symptom relief, among others. The educational gallery is aimed at helping people navigate the available products on the market, how to find targeted relief, speak with local cannabis brands, learn about the plant, and the advocacy behind New Mexico's newest industry.

"We are honored to be the exhibit sponsor at the Discovering Cannabis exhibit this year. For over a decade, we have been dedicated to providing comprehensive and reliable cannabis education to our clients and our community. We are so excited to have the opportunity to share our knowledge and our passion around cannabis with our New Mexico community at the State Fair," said Verdes Cannabis marketing manager, Celeste Melchor.

In addition, exhibitgoers will find a wide variety of vendors and distributors of cannabis related products. Cannabis will not be offered or available for consumption in the exhibit or on the fairgrounds.

The 2022 New Mexico State Fair runs from September 8 – 18, 2022. For more information on the New Mexico State Fair, please visit <https://statefair.exponm.com>.

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