



- [Home](#)
- [SF STAT!](#)
- [Current Articles](#)
- [CURRENT ISSUE](#)
- [Online Newspapers](#)
- [WEEKLY NEWSLETTERS](#)
- [Media Kit](#)
- [Calendar](#)
- [Business Directory](#)
- [Video Interviews](#)
- [Contact](#)

Select Page

VidaCann: A Personal Passion for Organic Cannabis Cultivation

✖ As a Jacksonville-based cannabis company, VidaCann is owned and operated by lifelong Floridians who pride themselves on being a family company putting the patients of Florida first.

“VidaCann has a long history of professional greenhouse growing in Florida and has partnered with some of the best cannabis growers in the world in order to deliver high quality, high yielding cannabis plants,” says Peyton Moseley, vice president of product development for VidaComm.

All VidaCann products are manufactured in its state-of-the-art, cGMP compliant laboratory following strict standard operation procedures to ensure purity and consistency in every product. The company is in the process of opening a series of statewide dispensaries in order to provide accessibility to patients all over the state.

“From Pensacola to Miami, most Florida residents will have a dispensary very close to them,” explains Moseley. “We currently have 14 leases executed and are working to secure many more locations. Our Daytona location opened on June 19th and Deerfield Beach should be open in the coming weeks. We will also be offering statewide home delivery.”

Bringing New Product Lines to Florida

Moseley says that the company is proud to be partnered with two amazing cannabis brands and look forward to bringing both product lines to market in Florida:

Stanley Brothers: creators of the well-known Charlotte’s Web™ brand. The Stanley Brothers introduced a signature line of health and wellness THC products infused with Charlotte’s Web that provides exceptional quality and an unrivaled commitment to health, science, and research.

Tikun Olam: a world-renown cannabis wellness brand sold in Israel, Canada, Australia, and now the U.S. reaches tens of thousands of patients worldwide. Tikun Olam is dedicated to improving the quality of life of patients and providing them with strains and products they can trust. Tikun Olam products will not be available until this fall.

VidaCann has also partnered with a 501c3 non-profit based in Colorado called the Realm of Caring, according to Moseley. The Realm of Caring will provide patient support services via their call center. This includes dosing, drug interactions, financial assistance and many other great services.

“The Realm of Caring works with hospitals, doctors, and researchers to stay at the forefront of cannabis science, constantly striving to find new and better treatments and

applications for cannabinoid therapies,” says Moseley. “They also offer cannabis orientation classes for patients and for healthcare practitioners.”

Through the Realm of Caring, all VidaCann patients have the opportunity to be entered into an Observational Research Study overseen by John’s Hopkins University.

A Personal Interest

Moseley and his wife were instrumental in the fight to bring high CBD, low THC cannabis to Florida through Senate Bill 1030. They have a beautiful daughter named RayAnn who suffers from intractable epilepsy (actual genetic disorder is rare – KCNQ2), which means that she doesn’t respond to traditional therapies.

“She has been on over a dozen seizure meds, has a medical device implanted in her chest which is supposed to suppress seizures and is not a candidate for brain surgery as she has multi-focal spots which fire seizures—when not doing well,” says Moseley.

Because of this and the amazing success stories they were hearing, they started to look at cannabis as a possible treatment option for RayAnn.

“We saw the results that so many patients were having, including pediatric patients, and we wanted that for our daughter,” says Moseley. “The thought of us moving to Colorado to gain access to cannabis was becoming a real possibility but we ultimately decided to take the fight to Tallahassee.”

They worked with then Representative Matt Gaetz and Senator Bradley, sharing their story with legislators, and testifying before many committees and on both the House and Senate Floor.

“It was an honor to be involved in such an amazing process,” adds Moseley. “Our goal has always been to increase access for patients to safe and consistent cannabis products.”

Battling Misconceptions

Moseley acknowledges that there are many misconceptions about cannabis including:

- Cannabis makes you lazy and unmotivated
- Cannabis is a gateway drug
- Cannabis can kill you
- Cannabis doesn't work
- Cannabis kills brain cells
- Cannabis doesn't have medicinal value

"We combat these arguments and misconceptions with data," says Moseley. "We work with companies like Stanley Brothers and Tikun Olam, which provide quality data on their products. We utilize quality 3rd parties like the Realm of Caring and Johns Hopkins University to track patients data on our products."

In addition, they also look at research done in other countries that provide clinical data.

"We continue to educate the public and the medical community on a daily basis and we share the stories of success that we have seen," Moseley says.

Looking Ahead

Moseley believes that the Florida Department of Health has done an exceptional job regulating and implementing the Florida Cannabis program.

"In 2014, Florida started with a low-THC bill, which was a great start," he says. "It showed that cannabis is medicine and that there was a huge need for an expanded program which would help a higher number of patients gain access to this potentially life saving therapy option."

In 2015, the legislature expanded the program to allow terminally ill patients access to higher THC products. The same structure that was used to set the program up in 2014 was used to implement the Right to Try bill and ultimately was used to implement Amendment 2 (2016).

"Now we find ourselves in 2018 and the Department of Health will soon be coming out with the rules and regulations for

edibles,” Moseley says. “We are very excited to launch our edibles line when the regulations are complete. Our edibles kitchen is built-out and ready to go.”

Recently, there has also been some talk about allowing patients to access cannabis flower from licensed entities such as VidaCann. Obviously, this is a hot topic and Moseley says that they look forward to supporting whatever the final decision may be. With the changes at the state level and the potential for changes at a federal level, Moseley doesn't believe that they are far away from true research being done in Florida.

“It is very exciting watching the Florida cannabis program grow,” he says. “We now find ourselves with over 100,000 patients in the registry. More and more physicians are getting on board as they see the potential benefits of this plant and the limited negative side effects that come along with cannabis use. We are just at the tip of the iceberg with what we know about this plant.”

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- [Video News](#)
- [Datebook](#)

- [Calendar](#)
- [Business Directory](#)
- [Webinars](#)
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