

Broccoli serves up cannabis content with taste, style, and a puff of psychedelia—a look inside the female-led magazine.



Broccoli Issue 4, cover art by Adrienne Kammerer (above); Aurelians by Nong Rak, Broccoli Issue 6 (opposite)

Launched in 2017 by an all-women crew of creative cannabis lovers, *Broccoli* hit the scene as the first pot-infused periodical to combine a distinct feminine angle with high design standards and a genuinely mind-expanding scope. The magazine's inaugural issue featured a series of hemp-spiked ikebana arrangements by florist Amy Merrick; a recent cover story takes readers on a journey through magical multimedia dreamscapes by Toronto-based artist Diana Lynn Vandermeulen. Editorial contributions, some of which relate to weed rather remotely, have covered everything from smoking etiquette to the activism of a pop artist nun.

"A good story can be just like a good high. It expands the borders of your imagination and gets you in touch with your senses, to help gain a better understanding of your inner and outer universe," says Anja Charbonneau, *Broccoli's* founder and creative director. "We love the somewhat secret pleasure of noticing minutiae and equally enjoy asking big questions about our world."

The not so secret pleasure of cannabis consumption is an essential part of that world but by no means a dominant one. "For our readers, cannabis is one element in the constellation of their lives; it's not the sole focus and nor does it control them."

Made for and by curious and creative souls who smoke weed but do other brilliant things too, *Broccoli* cuts through hazy stoner stereotypes with a clear editorial mission. As part of their goal of helping to normalize cannabis on a global scale, Charbonneau and her team want to show "that people who consume it can be creative, passionate, and successful," she explains. The trained photographer observed legalization unfold in Oregon, where she lives, but as a longtime weed user and magazine maker, she felt that something was missing. "The world of weed flipped from a shady scene of dealers to a stylish, consumer-friendly one offering good products and

