

CSP C-Store Cannabis Board Launches Industry Training Initiative to Strengthen Hemp and Cannabis Compliance

Partnership with Element Training gives convenience retailers accessible, county-specific training for employees.

CHICAGO, IL, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- The CSP C-Store Cannabis

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*Beecher Vaillancourt,
Founding Principal at Global
Organic Distro*

Board has partnered with Element Training, a training provider, to expand access to hemp and cannabis education for convenience store operators and their teams.

The training covers product knowledge, ID checks, and applicable federal, state and county regulations, with content tailored to the location of each store.

“Our channel takes age-gating and selling intoxicating products very seriously,” said Melissa Vonder Haar, Managing Director of TradeWorks for iSee Store Innovations and Chair of CSP's C-Store Cannabis Board. “This could prove to be a valuable piece of evidence as

states seek to lock our channel out of THC and other age-restricted categories. BLNCD, Keef, and Torch immediately volunteered to help fund getting the training off the ground, while several retailers volunteered to help develop the tool — meaning Element was developed specifically for convenience retailers, by convenience retailers.”

That retailer-driven approach is particularly important as convenience stores navigate a rapidly changing and often inconsistent regulatory landscape.

“The greatest challenge is navigating inconsistent state and local requirements for age verification, potency, labeling, packaging, and product placement,” said John Giarrante, Senior Vice President Business Development, Torch Drinks LLC. “That uncertainty underscores the urgent need for Congress to pass regulations or implement an extension to establish a clear, responsible federal framework.”

As retailers navigate those requirements, employees also need to be prepared to answer customer questions and provide a knowledgeable experience at the point of sale.

“It is all about the customer experience, both in the store and with the products,” said Blake Patterson, Chief Revenue Officer, Keef Brands. “Most of the states that are bringing in Hemp-THC are new to cannabis. Workers on the front lines engaging with the customer is paramount. For many people this is a new intoxicant, and they have questions about dosing, milligrams, brands, etc. A bad experience, stemming simply from a lack of understanding could alienate a customer, while a short thoughtful conversation from an educated employee could not only retain the customer but bring in new ones.”

The Element Training program is designed to be easy for employees to complete and simple for retailers to implement. The program consists of seven short lessons that take approximately 25 minutes to complete on a mobile device, covering topics including ID verification, product knowledge, THC, THCA and CBD, and applicable state and federal requirements.

Employees receive a verifiable certificate upon completion that includes a unique certificate ID and QR code, allowing retailers, regulators, insurers, and auditors to confirm completion. Retailers also have access to a compliance library outlining county, state, and federal requirements and flagging updates when regulations change.

“It’s important for the C-Store Cannabis Board to address training as an industry to provide consistency, confidence, and community for retailers looking to meet their customers evolving needs while protecting their businesses,” said Beecher Vaillancourt, Founding Principal at Global Organic Distro and CSP Cannabis Board Member.

What it costs

Add one location or 500—enter them manually, upload a CSV, or simply paste your website URL and let the locator pull your locations for you.

Choose the payment option that works best for your business: pay for all locations in one convenient charge, or give each location its own payment link so it can pay for itself. Each location includes unlimited staff access. For current pricing and rates, visit [Element Training App](#).

Promo codes are available for launch and multi-location groups, so be sure to ask before checking out. Note: the annual fee goes towards the upkeep of the training program provided by Alchemy Digital Collective.

The initiative is built around a straightforward standard for convenience retailers: Sell It Right. Know the Rules. Get Certified.

To enroll stores or get started, visit the [CSP Cannabis Forum website](#).

About the CSP C-Store Cannabis Board

The CSP C-Store Cannabis Board brings together convenience retailers, suppliers and category experts to help the industry navigate the evolving hemp and cannabis landscape. The board works to identify challenges, share practical guidance and advance responsible, compliant practices for convenience retailers.

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