# Kris Krane on Biden's impact on the nationwide decriminalization of cannabis

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In the latest InvestorIntel interview, Tracy Weslosky speaks with Kris Krane, President of 4Front Ventures Corp. (CSE: FFNT | OTCQX: FFNTF) about the company's success in getting to a $1B market value in the cannabis business.

This InvestorIntel interview, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), has Kris describing how advocacy, professionalism and low-cost production at scale are the keys to make 4Front a success as they compete with other multi-state operators. With the announcement that New York is joining the ranks of legal, adult-use cannabis states and the anticipation that there could be 2-4 more states legalizing before year-end, it is imperative that a successful enterprise be ready for the evolution of the competition which leads to downward price compression. With a strong advocacy background, Kris is on the leading edge of Government policy and has some interesting, if not controversial, views on who's leading the charge for safe banking legislation and nationwide decriminalization.

To watch the full video, click here

**About 4Front Ventures**

4Front is a national multi-state cannabis operator and retailer, with a market advantage in mass-produced, low-cost quality branded cannabis products. 4Front manufactures and distributes a portfolio of over 25 cannabis distributed through retail outlets

and their chain of strategically positioned Mission branded dispensaries. 4Front has operations in Illinois, Massachusetts, California, Michigan, and Washington State. From plant genetics to the cannabis retail experience, 4Front's team applies expertise across the entire cannabis value chain.

To learn more about 4Front Ventures, click here