



# Massachusetts Office of Travel & Tourism & Advisory Commission on Travel & Tourism

December 10, 2018

KAY DOYLE, COMMISSIONER  
CANNABIS CONTROL COMMISSION

**November, 2016**

Question 4 approved by  
Massachusetts voters



**September, 2017**

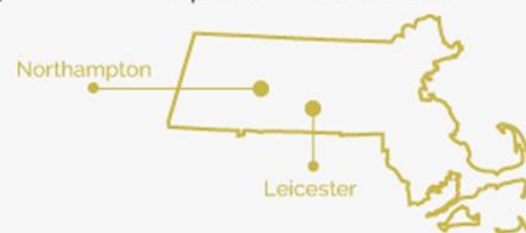
Cannabis Control Commission  
appointed by the Governor,  
Attorney General, and Treasurer

**April, 2018**

Marijuana Establishment  
licensing process opens

**November 20, 2018**

First Retail Marijuana Establishments  
open in Massachusetts



**July, 2017**

Enabling legislation, Chapter 55  
of the Acts of 2017 was signed  
into law

**March, 2018**

Filed final regulations: Secretary  
of State published on March  
23rd



**June, 2018**

Issued the first provisional  
license

# Marijuana Establishment Licensing Applications | November 20, 2018

RMD Priority: 100

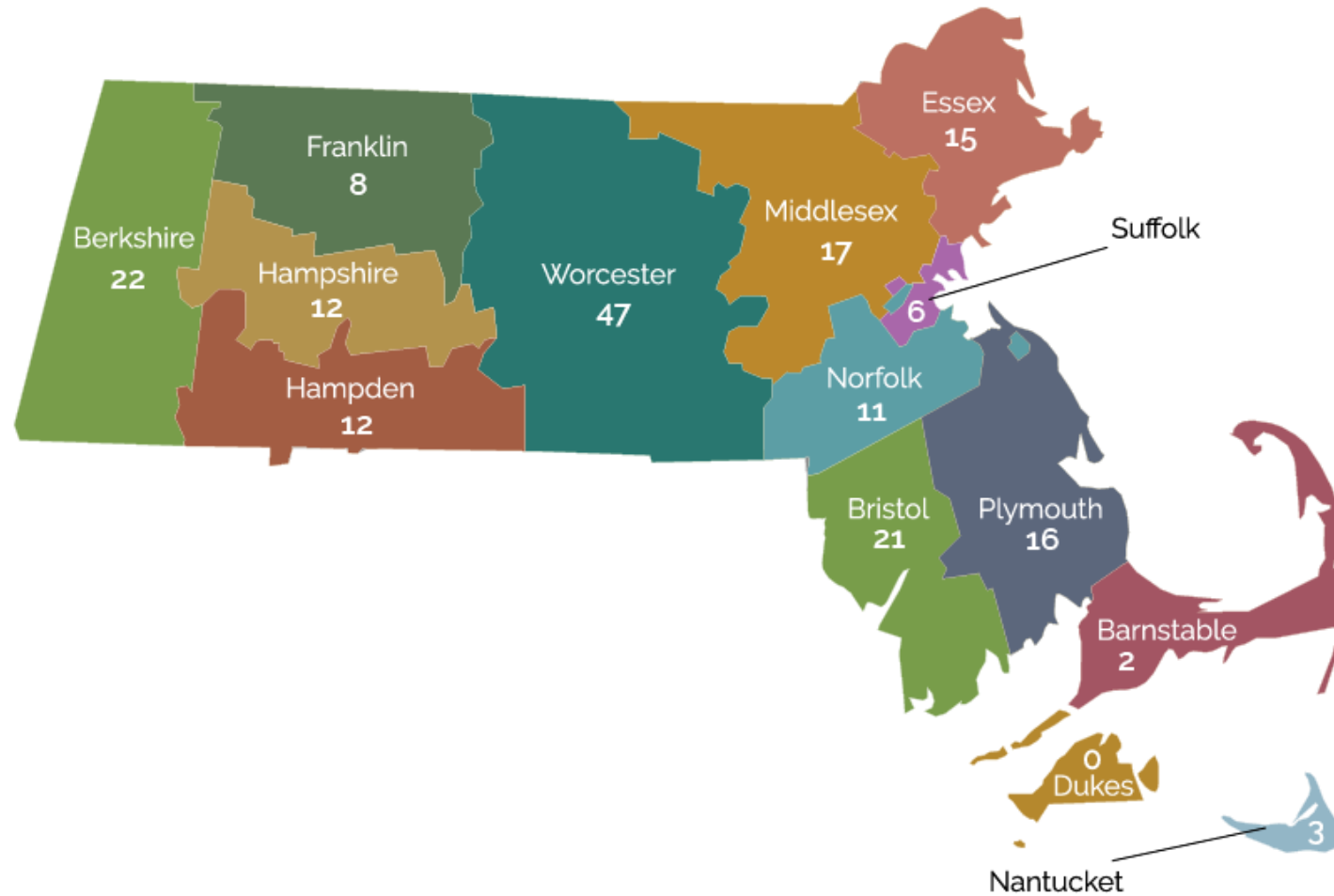
Economic Empowerment  
Priority: 4

General Applicant: 88

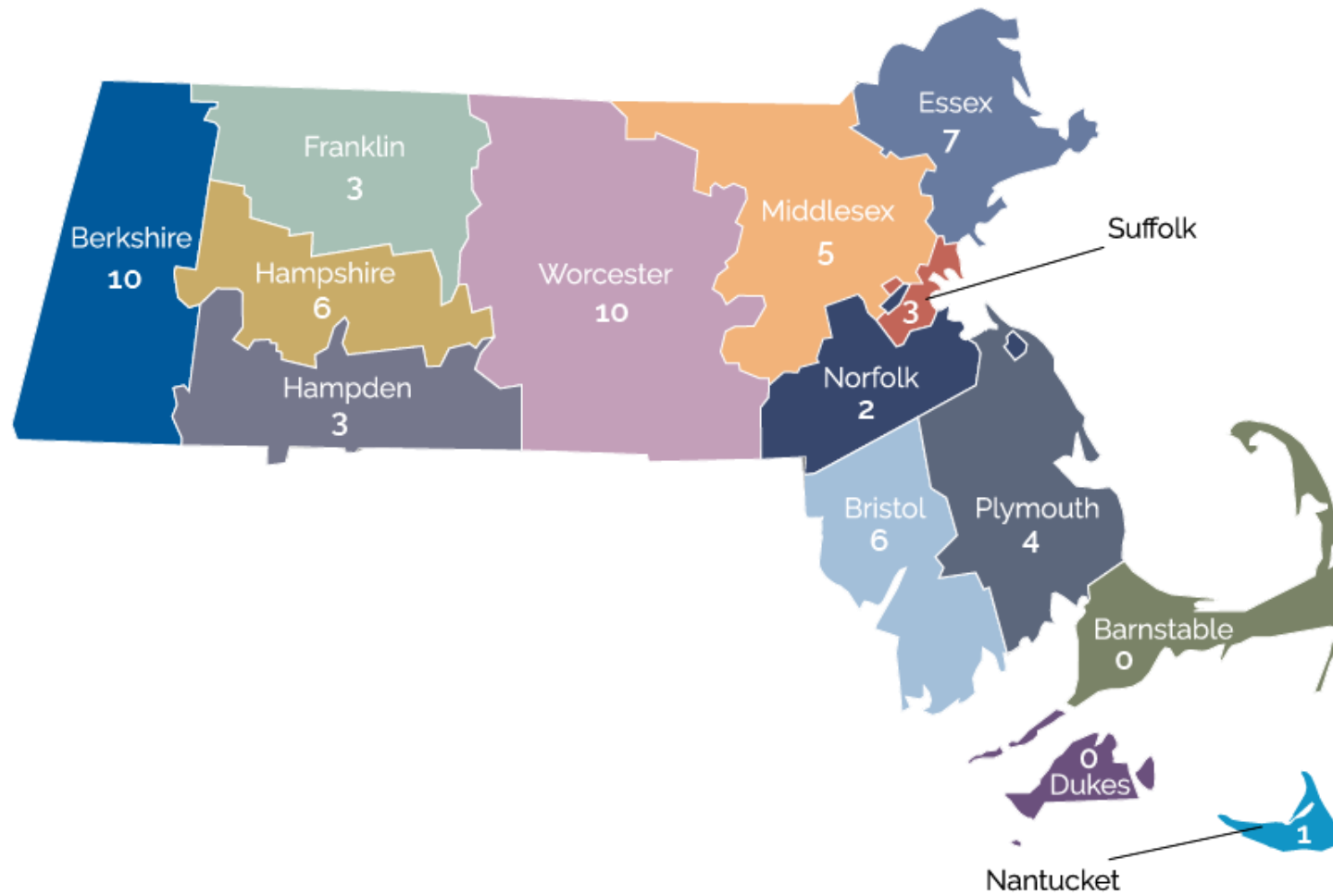
The 192 applications represent  
100 separate entities.

Type	4 Packets	PL	FL	Op
Craft Marijuana Cooperative	0	0	0	0
Independent Testing Laboratory	3	2	2	2
Marijuana Cultivator	65	23	4	1
Marijuana Microbusiness	5	1	0	0
Marijuana Product Manufacturer	51	23	4	1
Marijuana Research Facility	4	0	0	0
Marijuana Retailer	60	25	5	2
Marijuana Transporter with Other Existing ME License	3	2	1	0
Third Party Transporter	1	0	0	0
<b>Total</b>	<b>192</b>	<b>76</b>	<b>16</b>	<b>6</b>

## Licensing Applications | November 20, 2018



## Retail Applications | November 20, 2018



## OVERVIEW OF REGULATIONS: TYPES OF LICENSES

Cultivation



Craft  
Cooperatives



Micro Businesses



Product  
Manufacturing



Independent  
Testing Labs



Research



Transporter



Retail



Delivery -  
deferred



Social  
Consumption -  
deferred





# Marijuana Retailer

Examples of Current Medical Use  
of Marijuana Retail Location



# Marijuana Retailer

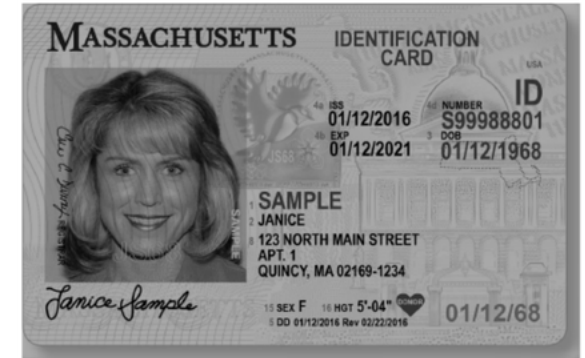
Examples of Current Medical Use  
of Marijuana Retail Location





# Access to Retail Stores

- Retailers must check government issued ID to demonstrate someone is 21 years of age or older before allowing anyone access to marijuana establishment for adult use.
- For co-located medical marijuana dispensaries and adult use marijuana establishments, retailers must check government issued ID to demonstrate someone is 21 years of age OR check that someone has a DPH Program ID card showing they are a patient and a government ID showing they are 18 years of age or older.



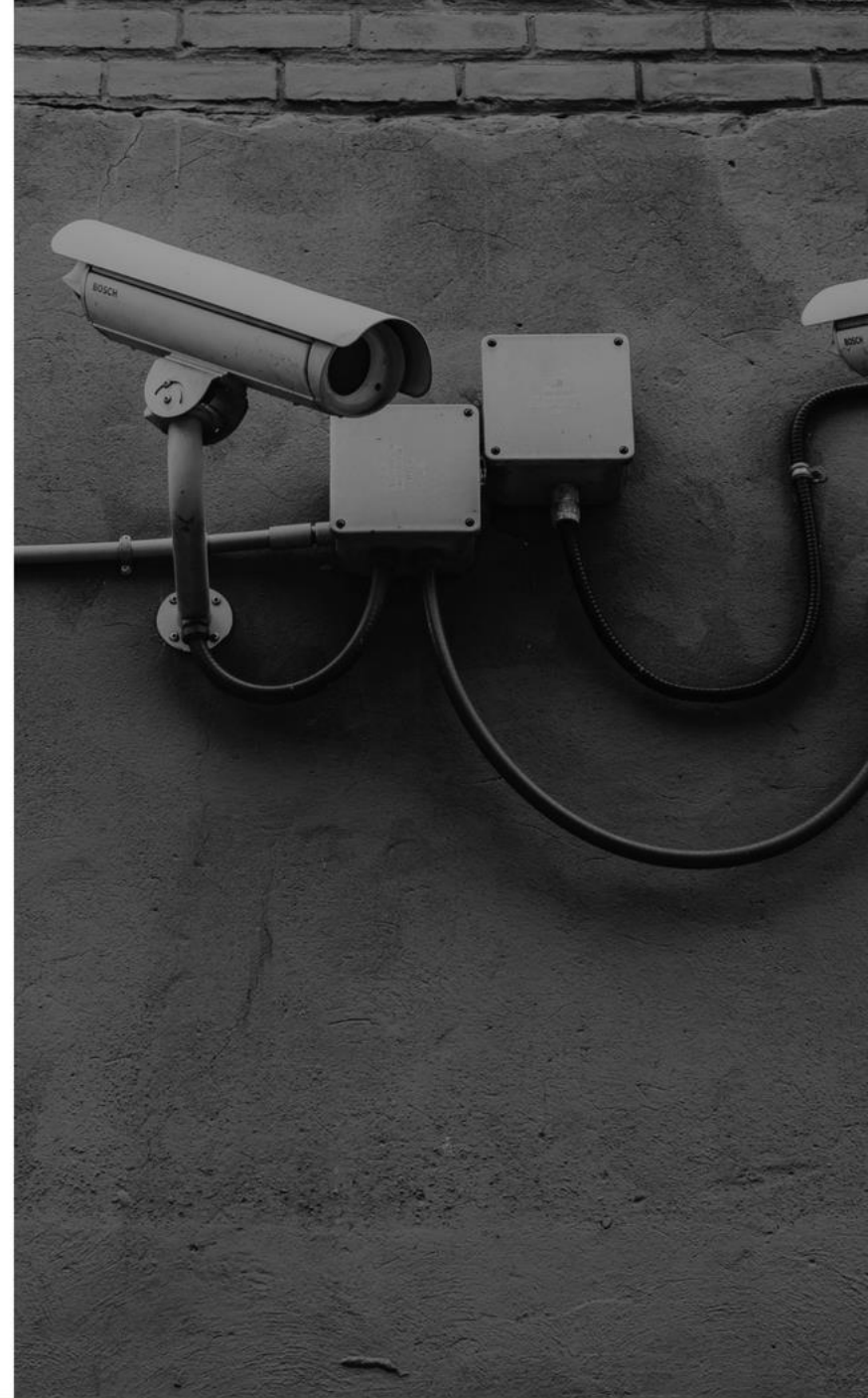
# Operational Requirements

- All marijuana and marijuana products must be handled in compliance with sanitary requirements.
- Edible marijuana products are not considered food under the law, but must be handled in compliance with sanitary requirements for wholesale manufacturing, retail sale and transportation of food.
- All marijuana and marijuana products must be tested in compliance with the testing protocols established by the Department of Public Health.
- All marijuana and marijuana products must be tracked from seed to sale in interoperable database.
- \$5,000 bond or cash to be posted in the event of the need to destroy cannabis or cannabis products.
- Required compliance with existing state laws on cultivation, waste disposal, etc.
- Energy conservation and environmental requirements.



# Security Requirements

- Cultivators, marijuana product manufacturers, independent laboratories and research facilities must restrict access to only authorized employees and visitors;  
All inventory must be tracked on the interoperable system set by the Commission;
- Must be alarmed;
- Visitors must be logged;
- Marijuana and marijuana products must be stored in limited access areas;
- 24 hour video surveillance is required;
- Must be sufficiently lit to allow readable image to be captured;
- Security plan filed with local law enforcement.



# The Media Plan

**Broadcast - TV, radio, etc.**





# Personal Use Limits

- **Personal possession (also the limit on retail transactions):**  
Strict limitation of up to 1 ounce marijuana or 5 grams of marijuana concentrate per consumer
- **Primary residence**  
Possessing up to 10 ounces of marijuana and any marijuana produced by marijuana plants cultivated on the premises and possessing, cultivating or processing not more than 6 marijuana plants for personal use so long as not more than 12 plants are cultivated on the premises at once
- **Gifting Limit:**  
up to 1 ounce marijuana or 5 grams of marijuana concentrate to a person over 21 years of age, but the gift cannot be advertised or promoted to the public





# PUBLIC CONSUMPTION LIMITS

- No smoking cannabis in public
- No smoking cannabis anywhere that smoking tobacco is prohibited, such as:

Workplaces

Museums

Restrooms

Libraries

Restaurants

Health care facilities

Bars

Child care facilities

Places of public transportation

Camp buildings

Theaters

Conventions centers

Stadiums

Auditoriums

Schools

Universities

**For a complete list**

**Auditoriums and a list of exceptions,**

**Schools see G.L. c.270 §22**

**Universities**

# Delivery and On-site Social Consumption

## Adult-Use (Recreational) Delivery and On-site Social Consumption PROHIBITED.

- Current regulations explicitly prohibit home delivery and on-site social consumption of adult-use recreational marijuana products.
  - DPH allows some existing medical marijuana dispensaries to deliver to patients.
- Commission has agreed to open discussions again in 2019 and collect information in the intervening months.
- Affirmative local approval required to allow social consumption if and when Commission authorizes.



# Warning Graphics on Marijuana and Marijuana Products



# Permitted Practices

- CAN have logo, but logo CAN'T use medical symbols, images of marijuana, related paraphernalia, and colloquial references to cannabis and marijuana are prohibited from use in this logo;
- Sponsorship of a charitable, sporting or similar event, but marketing limit to audience expected to be 85% 21 years and older according to data;
- Locked display cases inside each establishment;
- Any marketing shall include statement "Please Consume Responsibly" and at least 2 other warnings from menu of choices;
- All marketing must include warning developed by DPH.





# Prohibited Practices

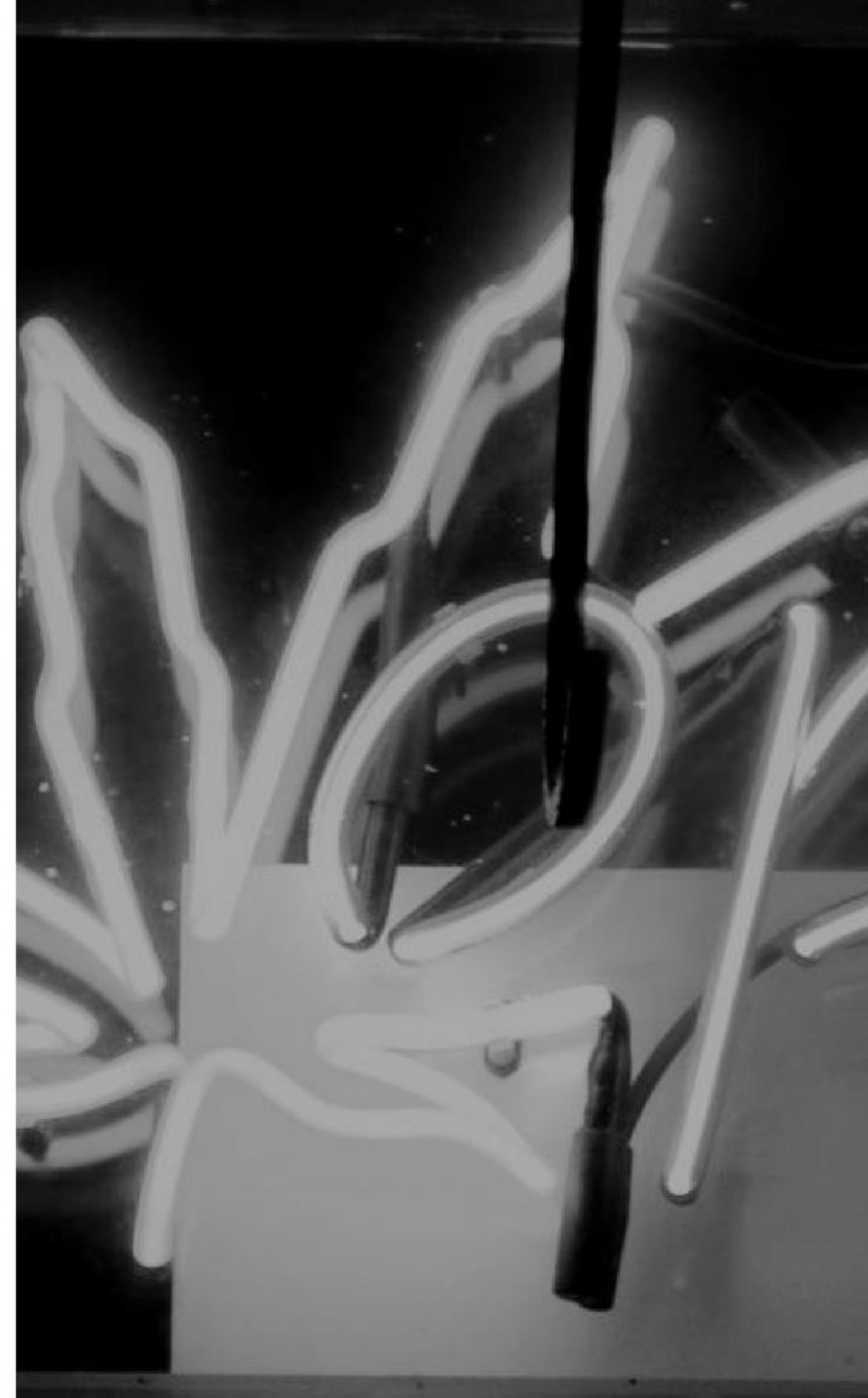
- Deceptive, false, untrue, or misleading marketing;
- No TV, radio, internet or other electronic communication, billboard or other outdoor advertising, or print publication unless at least 85 per cent of the audience is reasonably expected to be 21 years of age or older as determined by data;
- Using statements, designs, representations, pictures or illustrations that portray anyone less than 21 years of age;
- Mascots, cartoons, brand sponsorships and celebrity endorsements deemed to appeal to a person less than 21 year of age;
- False or misleading statements concerning other licensees and the conduct and products of such other licensees;





# Prohibited Practices (cont'd)

- Promotional items prohibited by the Commission, including, but not limited to, giveaways, coupons, or “free” or “donated” marijuana;
- Representations of safety, curative or therapeutic effects, other than labeling required pursuant by regulations, unless supported by evidence or data;
- Installation of any neon signage or any illuminated external signage that fails to comply with all local ordinances and requirements;
- Installation of any external signage that is illuminated beyond the period of 30 minutes before sundown until closing;
- Use of vehicles equipped with radio or loud speakers;



# Prohibited Practices (cont'd)

- The use of radio or loud speaker equipment in any Marijuana Establishment for advertising;
- Advertising, marketing, and branding at, or in connection with, a charitable, sporting or similar event, unless at least 85 per cent of the audience is reasonably expected to be 21 years of age or older, as determined by data;
- Operation of any website of a Marijuana Establishment that fails to verify that the entrant is at least 21 years of age;
- Use of unsolicited pop-up advertisements on the internet;



# Prohibited Practices (cont'd)

- Marketing in or on public or private vehicles, at bus stops, taxi stands, transportation waiting areas, train stations, airports, or other similar transportation venues, including, wrapping vehicles;
- Marketing marijuana or marijuana products, on clothing, cups, drink holders, apparel accessories, electronic equipment or accessories, sporting equipment, novelty items and similar portable promotional items;
- Signs or other printed matter advertising any brand or kind of marijuana product displayed on the exterior or interior of any licensed premises wherein marijuana products are not regularly and usually kept for sale;
- Marketing price of marijuana or marijuana products, except they can have list in store and on website;





# Prohibited Practices (cont'd)

- Display of marijuana or marijuana products so as to be clearly visible to a person from the exterior of a Marijuana Establishment;
- Any marketing that fails to contain a health warning by DPH;
- Improper or objectionable nature, including obscene or suggestive statements.



# Labeling Requirements

- Requirements specified for type of product;
- Name and contact information of creator;
- Cannabinoid profile, as well as ingredients;
- Warning re: allergen;
- DPH warning;
- Graphic symbol indicating product contains marijuana and that it is dangerous to children;
- Serving size;
- Batch and serial number;
- Confirmation of testing;
- Directions for use.



soyle

## Nutrition Facts

Serving Size (149g)  
Servings Per Pouch 3

Amount Per Serving	Soylent Powder
Calories	510
Calories from Fat	45

Total Fat 5g\*

Saturated Fat 1g

Trans Fat 0g

Cholesterol 0mg

Sodium 350mg

Potassium 1155mg

Total Carbohydrate 84g

Dietary Fiber 9g

Sugars 2g

Protein 38g

\*Amount in Soylent Powder with Oil Blend contributes an additional 100 Calories, 19g Total Fat (2g Saturated Fat), 15mg Cholesterol, 100mg Sodium, 100mg Potassium, 10g Total Carbohydrate, 10g Dietary Fiber, and 10g Sugars.

\*\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories	2,000
Total Fat	Less than	65g
Sat Fat	Less than	20g
Cholesterol	Less than	300mg
Sodium	Less than	2,400mg
Potassium	Less than	3,500mg
Total Carbohydrate		300g
Dietary Fiber		25g

Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4

LDT-M14246P01 09.15

Net Weight: 447g (15.8oz)



# Comprehensive Packaging Requirements:

- Certified by independent third party to be child-resistant;
- Re-sealable;
- Opaque, plain design;
- No neon colors;
- No resemblance to existing non-marijuana consumer products;
- No designs, brands or names typically marketed to minors;
- No symbols or celebrities that are commonly used to market products to minors;
- No images of minors; or
- No words that refer to products that are commonly associated with minors or marketed to minors.



# Comprehensive packaging requirements (cont'd):

- Packaging for marijuana product beverages shall be packaged solely in a single serving size. Multiple serving marijuana product beverages are strictly prohibited for sale;
- Each single serving of an Edible MIP contained in a multiple-serving package shall be marked, stamped or otherwise imprinted with a symbol or easily recognizable mark issued by the Commission that indicates that the single serving is a Marijuana Product;
- Serving size shall be determined by the processor but in no instance shall an individual serving size of any MARIJUANA PRODUCT contain more than five (5) milligrams of delta-nine-tetrahydrocannabinol ( $\Delta$ 9-THC).





# Training

- Marijuana establishment agents must have 8 hours of training per year;
- 2 hours must be Responsible Vendor Training, mandatory for staff handling marijuana, voluntary for others;
- Responsible Vendor Training Programs will be registered with the Commission and will not be commonly owned with marijuana establishments.
- Responsible Vendor Training Programs must include Core Curriculum set by Commission.





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