



October 20, 2026

Economic and Rural Development and Policy Committee

Clay Bailey, Superintendent
New Mexico Regulation and Licensing Department

OUR PRIORITY IS YOUR PROTECTION



MISSION

The Cannabis Control Division's mission is to ensure the health and safety of all New Mexicans by responsibly licensing and regulating all commercial cannabis operations in the State of New Mexico. The division administers a regulatory structure that encourages a robust, responsible, and legitimate cannabis market while preserving safe consumer access to cannabis by implementing strong enforcement measures to prevent illicit and unsafe cannabis activity.



NMRLD

NEW MEXICO
REGULATION &
LICENSING DEPARTMENT

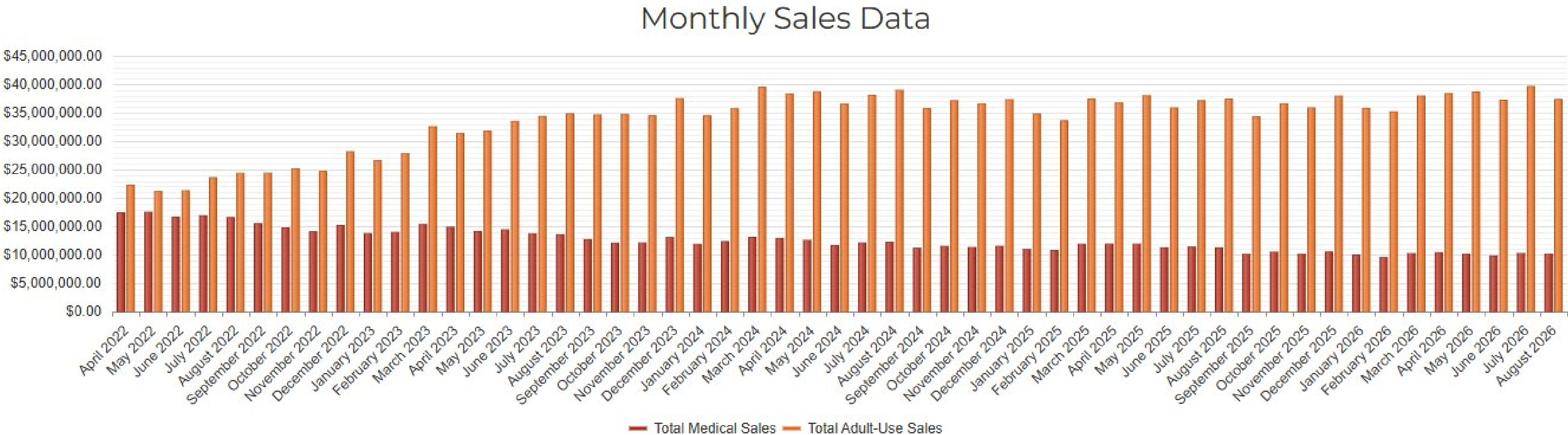


CANNABIS REVENUE UPDATE

Between April 1, 2022, and August 31, 2026, New Mexico cannabis retailers sold approximately **\$2.4 billion** in adult-use and medical cannabis combined.

Medical: Approximately \$663,261,668.39

Adult-Use: Approximately \$1,790,264,091.72



Top 10 Cities

April 1, 2022 – August 31, 2026

	City	Medical Sales	Medical Transactions	Adult-Use Sales	Adult-Use Transactio...	Total Sales ↓	Total Transactions
▶	ALBUQUERQUE	\$271,602,778.55	5,119,608	\$499,803,538.42	11,679,417	\$771,406,316.93	16,371,671
▶	SUNLAND PARK	\$10,179,258.52	184,816	\$205,258,096.65	4,743,841	\$215,437,355.14	4,898,003
▶	LAS CRUCES	\$53,959,879.34	1,269,624	\$106,168,411.09	3,316,881	\$160,128,290.50	4,515,448
▶	SANTA FE	\$53,164,352.99	1,006,661	\$103,699,968.25	2,598,714	\$156,864,321.24	3,532,867
▶	HOBBS	\$18,687,008.72	310,918	\$117,180,856.07	1,605,093	\$135,867,864.81	1,893,928
▶	FARMINGTON	\$13,045,970.41	284,352	\$56,928,530.35	1,690,614	\$69,974,500.77	1,956,213
▶	CLOVIS	\$17,361,443.71	399,419	\$52,610,597.08	1,066,802	\$69,972,040.83	1,443,914
▶	CARLSBAD	\$17,499,731.78	305,363	\$51,367,300.63	1,025,161	\$68,867,032.40	1,309,673
▶	RIO RANCHO	\$26,228,881.57	424,574	\$39,345,526.81	910,713	\$65,574,408.37	1,304,172
▶	ROSWELL	\$19,951,744.90	385,874	\$36,234,814.63	794,531	\$56,186,559.52	1,159,610

Data is self-reported by licensees using the seed-to-sale track and trace system and published online at **CROP.RLD.NM.GOV**.

Licensing Update

As of October 1, 2026, there are **948** principal licenses operating **1,354** premise locations that are performing **1,870** different cannabis activities.

Updated as of Oct. 1, 2026		Principal License	Licensed Premise	Licensed Activity
		This is the licensed activity that occurs at each premise. Multiple activities can occur at one premise.	This is one of the licensed areas a Principal License has registered with the CCD. A Principal License can register multiple premises. Two separate Principal Licenses can also choose to operate at one location / address, but those licensees will be listed as two distinct premises.	This is the licensed activity that occurs at each premise. Multiple activities can occur at one premise.
Total	948	1,354	1,870	
Producer	142	151	438	
Micro Producer	80	80	80	
Manufacturer	226	267	644	
Retailer	171	264	665	
Consumption Area	28	28	28	
Courier	8	8	8	
Testing Laboratory	6	7	7	
Research Laboratory	0	0	0	
Integrated Microbusiness (can include retailer, producer, and/or manufacturer)	174	210	*See explanation below	
Vertically Integrated (can include retailer, producer, and/or manufacturer)	113	339	*See explanation below	
*Licensed Activity totals for Integrated Microbusiness and Vertically Integrated Cannabis Establishments contribute to the Licensed Premise totals and are represented in the respective retail, producer/micro-producer, or manufacturer fields. These license types can have multiple activities per licensed premise.				

NEW MEXICO SEED-TO-SALE (NMS2S)

SUCCESSOR TRACK-AND-TRACE SYSTEM

September 4, 2026, the Cannabis Control Division launched NMS2S, the successor seed-to-sale tracking system built to meet New Mexico's specific cannabis regulatory needs.

- **Statutory Requirements:** The Cannabis Regulation Act requires CCD to establish seed-to-sale tracking requirements consistent with industry standards.
- **System Development:** Following a competitive bid process, the CCD selected Albuquerque-based Real Time Solutions to create the new software.
- **System Improvements:** NMS2S is designed to provide licensees with a more practical, intuitive, and responsive tracking system.

COMPLIANCE UPDATE

2,676 LOCATIONS INSPECTED BETWEEN JAN. 1, 2026, AND SEPT. 30, 2026.

20 total compliance officers

- 9 regionally placed (GRO funded positions)
- 1 remaining GRO position to fill

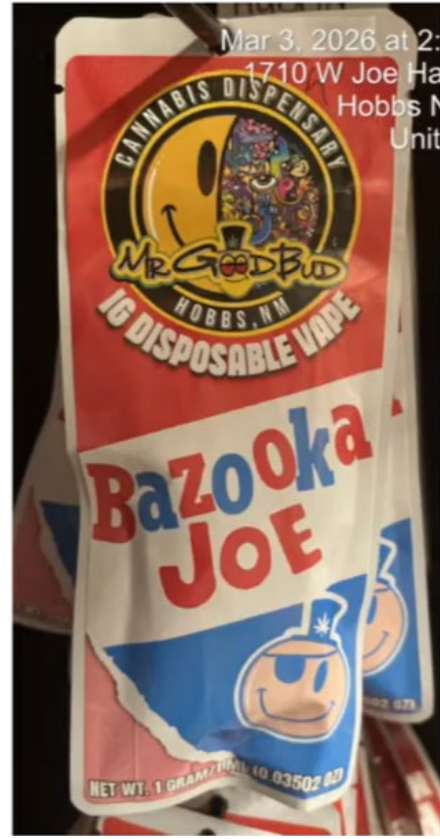
Inspections by Licensed Activity (Jan. 1 – Sept. 30):

- Retail Inspections: 1,372
- Producer Inspections: 894
- Manufacturer Inspections: 1,297
- Consumption Area Inspections: 41
- Testing Laboratory Inspections: 7
- Courier Inspections: 17

CANNABIS PACKAGING

- The CCD has been working with the cannabis industry to remove packaging that is appealing to minors.
- In April, the CCD presented to New Mexico cannabis industry licensees, stakeholders, and the public regarding current packaging, labeling, and branding requirements under the Cannabis Regulation Act and applicable rules.

Non-compliant packaging examples



ENFORCEMENT BUREAU

The RLD Enforcement Bureau was established under the Regulation and Licensing Department Act pursuant to House Bill 10 (2025). The Bureau, comprised of certified peace officers, is tasked with investigating criminal violations of the Cannabis Regulation Act.

Bureau Chief: Vince Mares

- 3 Special Agents in the field.
- 3 open Special Agent positions we are working to fill.



CRIMINAL ENFORCEMENT ACTIONS

AS OF OCTOBER 1, 2026:

- Investigations: **21**
- Product Embargoes: **8**
- Embargoed cannabis:
 - **2,111.08 pounds**
 - **11,173 plants**
 - **56.1 gallons** of cannabis products
- Destroyed cannabis: **24,815 pounds**

Photos from recent investigations





NMRLD

NEW MEXICO
REGULATION &
LICENSING DEPARTMENT

Contact

Clay Bailey, Superintendent
Clay.Bailey@rld.nm.gov

www.rld.nm.gov