



October 11, 2023

# Update on New Mexico's Cannabis Industry with the Cannabis Control Division

Linda M. Trujillo, Superintendent  
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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.



# PRIORITIES FOR THE DIVISION

- Compliance
- Protection of Public Health and Safety
- Fair Business Practices
- Limiting and Removing the Illicit Market from New Mexico



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# Total Cannabis Revenue

## April 1, 2022 – September 30, 2023

Between April 1, 2022, and September 30, 2023, New Mexico cannabis retailers have sold more than \$772 million in adult-use and medical cannabis combined.

- Medical Sales: \$270,331,653.60
- Adult-Use Sales: \$501,863,156.00
- Total Sales: \$772,194,801.63

# Top 10 Cities

## April 1, 2022 - September 30, 2023

City	Medical Sales	Adult-Use Sales	Total Sales ↓
▶ ALBUQUERQUE	\$108,549,606.35	\$153,188,752.02	\$261,738,358.39
▶ SANTA FE	\$24,314,011.99	\$34,735,612.97	\$59,049,624.97
▶ LAS CRUCES	\$23,571,958.04	\$34,922,382.48	\$58,494,340.55
▶ SUNLAND PARK	\$3,335,875.77	\$37,864,526.67	\$41,200,402.44
▶ HOBBS	\$6,538,499.80	\$29,592,014.68	\$36,130,514.49
▶ RIO RANCHO	\$12,936,748.96	\$14,442,286.31	\$27,379,035.27
▶ CARLSBAD	\$6,517,653.14	\$16,518,785.31	\$23,036,438.45
▶ CLOVIS	\$7,529,776.20	\$14,483,311.38	\$22,013,087.60
▶ ALAMOGORDO	\$9,404,321.51	\$9,715,754.81	\$19,120,076.31
▶ ROSWELL	\$8,504,405.48	\$9,505,555.80	\$18,009,961.27

# Total Cannabis Revenue

## January 1, 2023 – September 30, 2023

Between January 1, 2023, and September 30, 2023, New Mexico cannabis retailers have sold more than \$413 million in adult-use and medical cannabis combined.

- Medical Sales: \$126,198,753.91
- Adult-Use Sales: \$287,204,420.10
- Total Sales: \$413,403,174.01

# Top 10 Cities

## January 1, 2023 - September 30, 2023

City	Medical Sales	Adult Use Sales	Total Sales
ALBUQUERQUE	\$ 50,365,347.65	\$ 82,901,356.72	\$ 133,266,704.37
LAS CRUCES	\$ 10,776,767.23	\$ 18,599,656.05	\$ 29,376,423.29
SANTA FE	\$ 10,730,548.18	\$ 18,231,243.48	\$ 28,961,791.66
SUNLAND PARK	\$ 1,578,556.47	\$ 24,973,916.97	\$ 26,552,473.44
HOBBS	\$ 3,217,799.74	\$ 17,194,071.97	\$ 20,411,871.71
RIO RANCHO	\$ 5,539,283.44	\$ 7,652,158.87	\$ 13,191,442.31
CARLSBAD	\$ 3,269,458.58	\$ 9,386,911.94	\$ 12,656,370.53
CLOVIS	\$ 3,690,352.06	\$ 7,931,931.32	\$ 11,622,283.37
FARMINGTON	\$ 1,916,775.22	\$ 8,646,226.39	\$ 10,563,001.61
ALAMOGORDO	\$ 4,565,392.87	\$ 5,669,406.44	\$ 10,234,799.31

# Demographic Update

## Race

- White: ~ 73.7%
- Black or African American: ~ 4.4%
- Asian, Asian American, or Pacific Islander: ~ 3.4%
- American Indian or Alaska Native: ~ 3.1%
- Mixed Race: ~ 6.1%
- Other Race: ~ 9.3%

## Ethnicity

- Hispanic or other Latin origin: ~ 48.2%
- Non-Hispanic or other Latin origin: ~ 51.8%



# CCD Updates

- RFP requirements for seed to sale tracking system finalized with DOH
- Working collaboratively with TRD, OSE, DPS, and other agencies to build relationships and learn how we can aid each other in enforcement
- Sales Force Update - Online applications, renewals, and amendments
- Change to the license process ensures all supporting documentation is provided up front before issuing the license

# Compliance Update

## 572 Total Inspections between January 2023 – September 2023

- Retail Inspections: 409
- Producer Inspections: 129
- Manufacturer Inspections: 34

Total Violations Found:  
2,777

## 10 Total Notices of Contemplated Action Issued as of September 30, 2023

- Settlements: 4
- Pending Hearings: 2
- Revoked Licenses: 3
- Preliminary Injunctions Granted: 1

# Compliance Ramp Up

- Added seven additional officers in July, total of 13 officers as of today
- Efficiency in geo mapping
- Reorganization of officers
- Continued training with a focus on learning and development
- Daily tracking of statistics
- Following up on complaints
- Bio Track investigations
- Working with our partners in other departments

## 2,753 Total Premises Approved

### 156 Vertically Integrated (parent)

- Retail: 430
- Manufacturer: 290
- Producer: 148

\*Premises: 868

### 299 Micro Integrated (parent)

- Retail: 190
- Manufacturer: 266
- Producer: 211

\*Premises: 667

### 1,218 Individual Licenses

- Retailer: 393
- Manufacturer: 259
- Producer: 241
- Producer Microbusiness: 249
- Consumption Area: 21
- Courier: 48
- Testing Laboratory: 6
- Research Laboratory: 1

\*Parent: 1,069

# Legislative Ideas

- I. Amend NMSA 1978, 26-2C-7(J), “Commercial cannabis activity licensing; application; issuance and denial of a license,” to require biometric criminal history reports, which would allow the Division to conduct federal criminal background checks.
- II. Amend NMSA 1978, 26-2C-40, “Plant Limit,” to eliminate the revocation of plant count limits, which is set to expire December 31, 2025.
- III. Amend NMSA 1978, 26-2C-6(I), “Licensing cannabis activities; limitations; medical cannabis legacy licensing; cannabis shortage for medical program” to allow persons licensed pursuant to the Liquor Control Act to also be licensed pursuant to the Cannabis Regulation Act, provided that commercial liquor activities and commercial cannabis activities to not occur on the same licensed premise.
- IV. Amend NMSA 1978, 26-2C-2(GG), “Definitions” to clarify that integrated cannabis microbusinesses may retail products produced or manufactured from other integrated micro and micro producer cannabis licensees.
- V. Add authority for the CCD to order the seizure and destruction of unlawfully possessed cannabis and cannabis products and authorize the Department of Public Safety to carry out or oversee the seizure and destruction activities.



Thank You!



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## Contact

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