

# **Cannabis Control Board Market Update**

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**House Committee on Government Operations**

**Friday, January 12, 2024**

**Brynn Hare, Executive Director**

# Adult-Use Cannabis Program Licensing Overview (Social Equity Licenses)

**Total Issued Employee ID Cards: 863**

**Total Issued Licenses: 560 (85)**

## Outdoor & Mixed Cultivation

Tier 1 Mixed: 97 (21)  
Tier 2 Mixed: 17 (2)  
Tier 3 Mixed: 7 (1)  
Tier 4 Mixed: 1  
Tier 5 Mixed: 3 (2)

Tier 1 Outdoor: 112 (6)  
Tier 2 Outdoor: 23 (3)  
Tier 3 Outdoor: 13 (4)  
Tier 4 Outdoor: 4 (1)  
Tier 5 Outdoor: 3

## Indoor Cultivation

Tier 1 Indoor: 97 (17)  
Tier 2 Indoor: 14 (3)  
Tier 3 Indoor: 7 (4)  
Tier 4 Indoor: 0  
Tier 5 Indoor: 1

**Total Cultivators: 399  
(64)**

## Manufacturing

Tier 1: 11 (2)  
Tier 2: 55 (7)  
Tier 3: 9 (1)

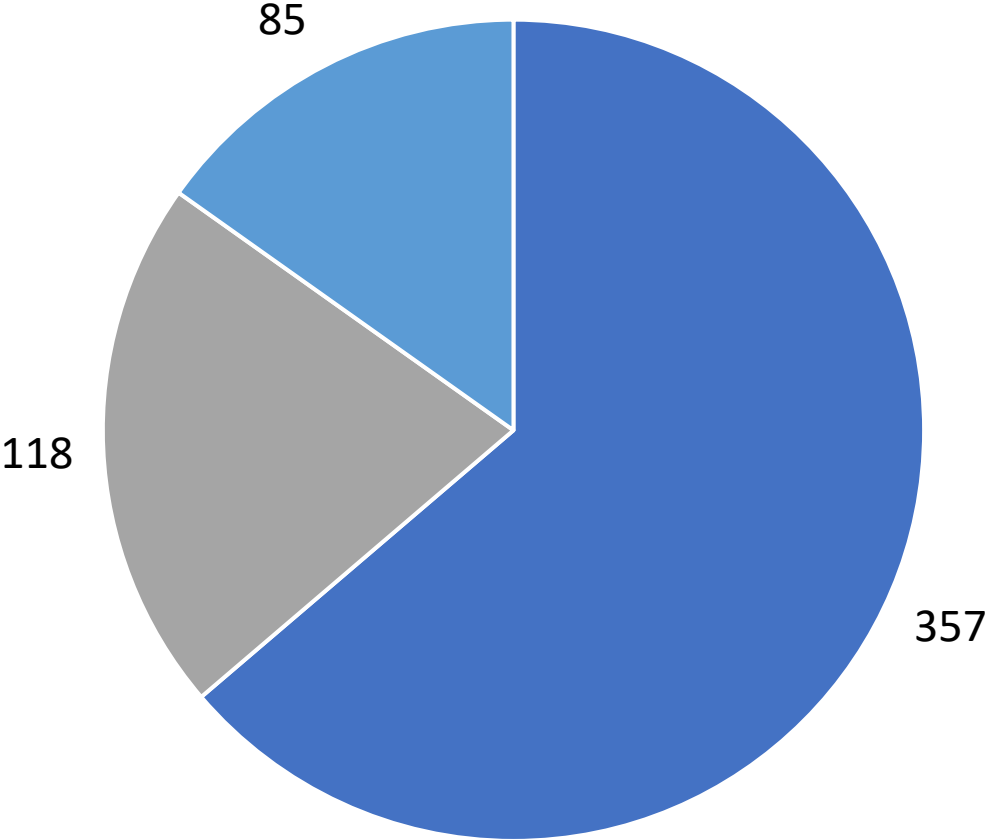
**Total: 75 (11)**

## Other

Retail: 73 (11)  
Testing Labs: 2  
Wholesale: 8 (1)  
Integrated: 3

# Adult-Use: Issued Licenses by Priority Status

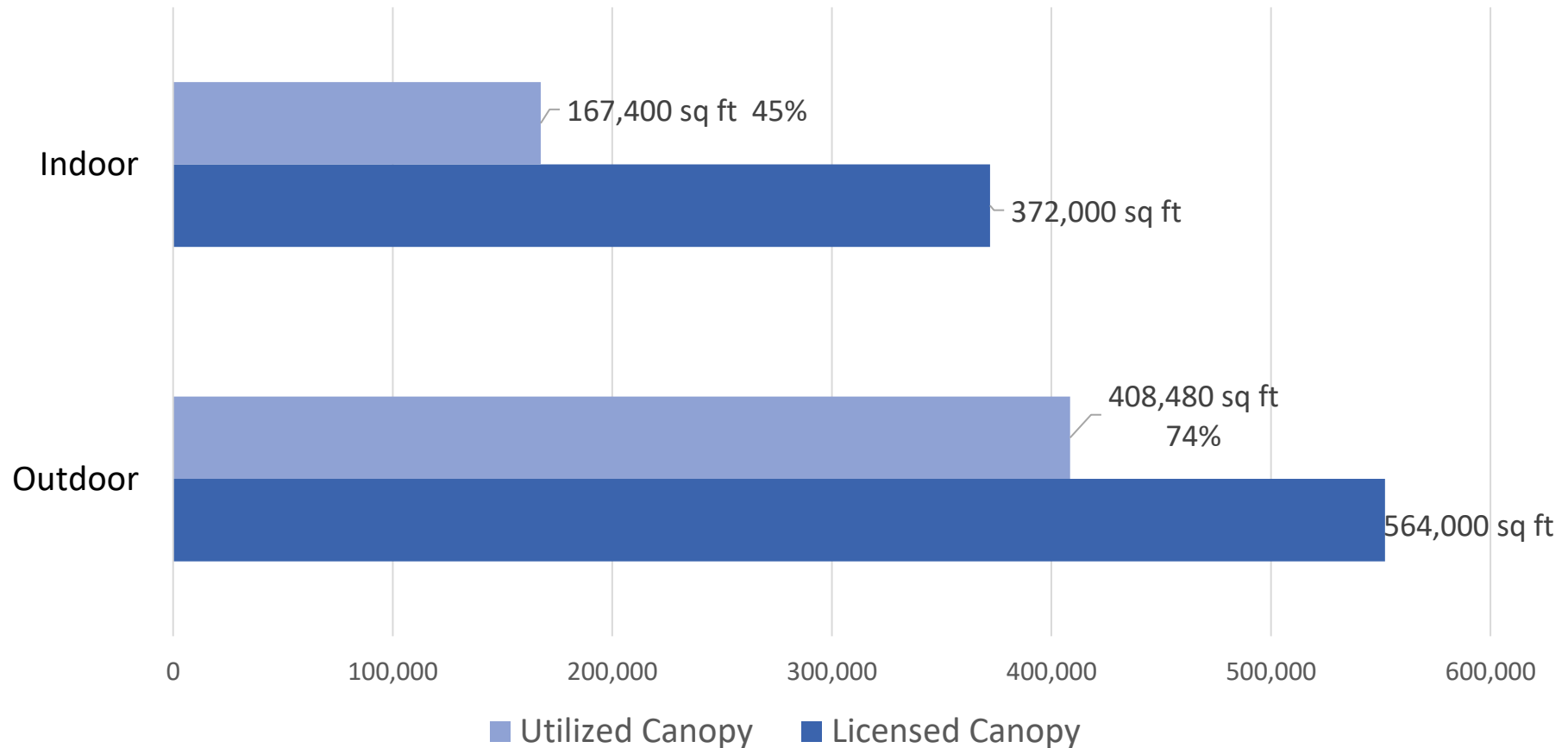
Total Licenses Issued: 560



■ Standard   ■ Economic Empowerment   ■ Social Equity

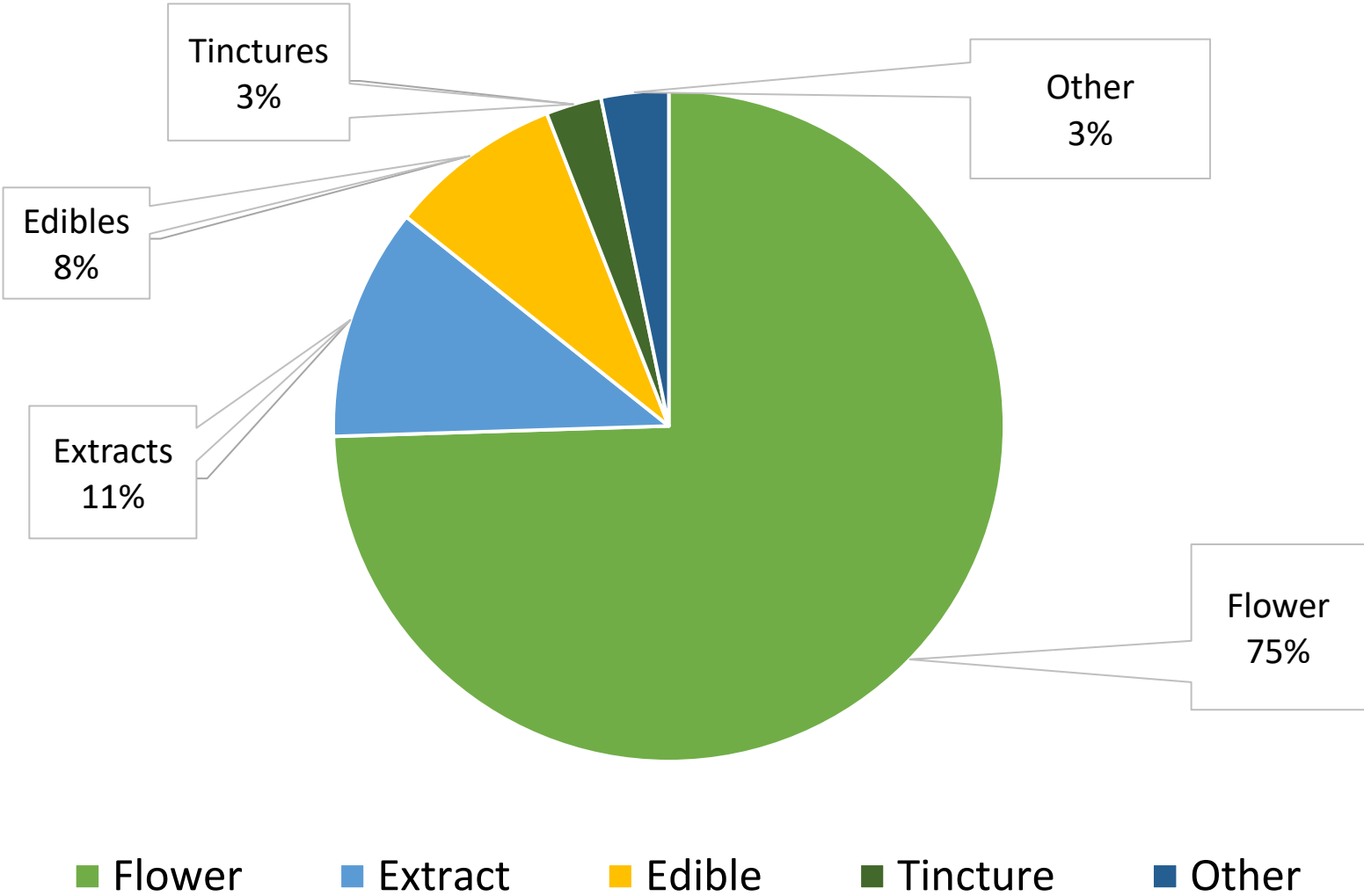
# Adult-Use: Canopy Size

## Licensed Canopy Square Footage Capacity vs. Utilization

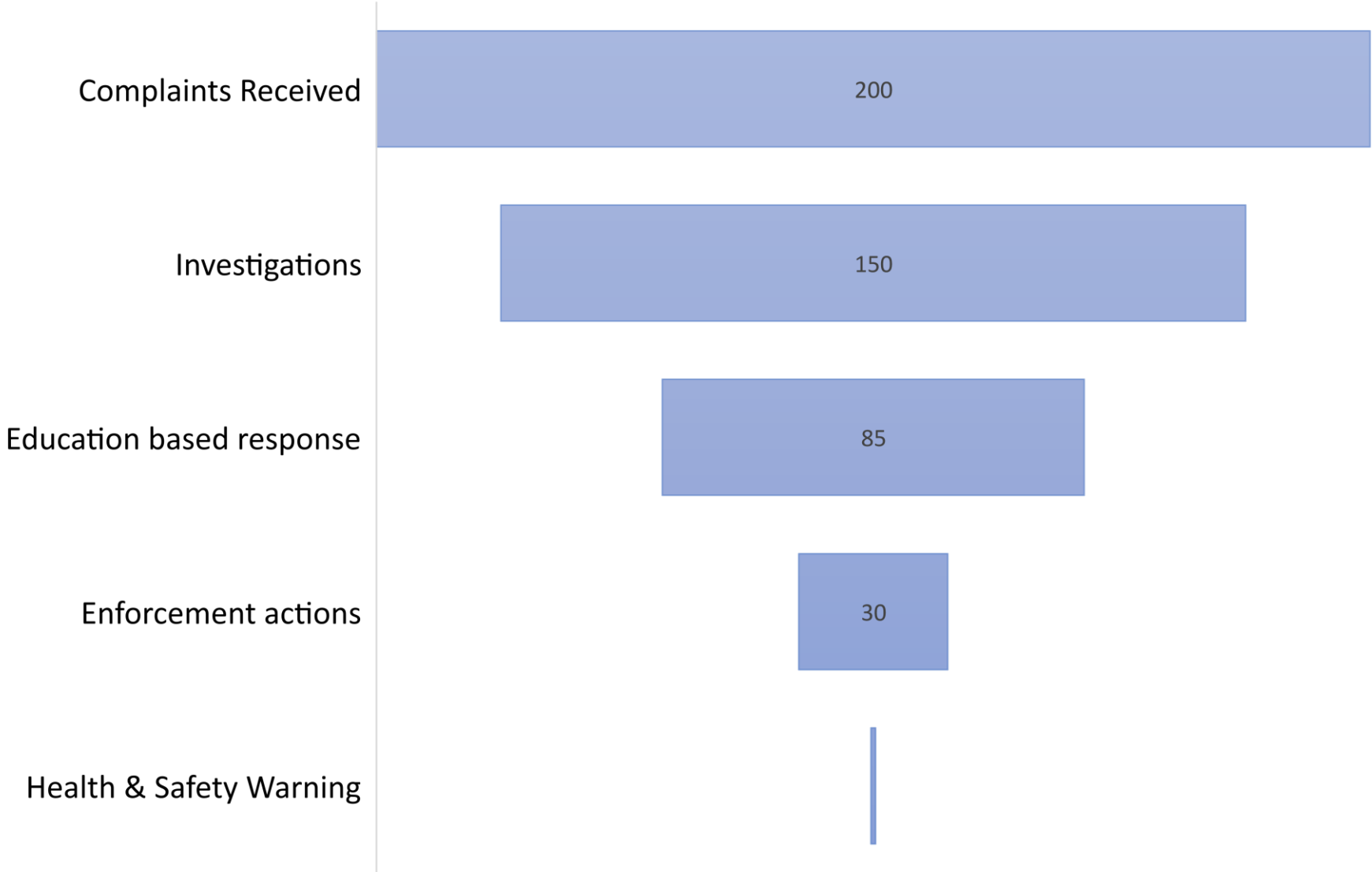


# Adult-Use: Registered Products

Total Registered Products: 3,808



# Adult-Use: Summary of Compliance Work



# Adult-Use: Application Processing Times

Priority Status	Average Days from Submission to Approval for Initial Application	Average Days from Submission to Approval for Renewal Application
Standard	88	66
Social Equity	66	59

# Adult-Use: Advertising Data

Total advertising submissions received and reviewed: 263

- Approved: 58%
- Denied: 40%
- Partial Approval: 2%

Reasons for denial\* pursuant to 7 V.S.A. § 864:

- 45%: Insufficient data to meet 15% youth audience composition threshold
- 30%: Missing health warning
- 15%: Deceptive, false, or misleading
- 15%: Offers prize, award, or inducement to purchase
- 5%: Appealing to children
- 5%: Represents that the use of cannabis has curative effects
- 2%: Other

\*There may be multiple reasons to deny a single submission.



# Adult-Use: Revenue

- May 2022 – December 2023 fee revenue: \$3.75M (application, license, product registration fees and administrative penalties)
- October 2022 – October 2023
  - Taxable sales \$97.03M
  - Excise tax revenue: \$13.58M
  - Sales tax: \$5.82M

# Medical Cannabis Program: 2009 - today

