



Cannabis Association of New Mexico  
539 Harold Dr  
Socorro, NM 87801

May 11, 2026

Director Todd Stevens  
Cannabis Control Division, Regulation and Licensing Department  
Delivered Via Email

Dear Director Stevens,

We are following up on the recent industry meeting on packaging compliance and enforcement, and want to highlight other issues on this topic that we're hearing from licensees across the state. We appreciate the opportunity to participate and recognize the effort by RLD and CCD to engage with stakeholders during this evolving process. However, many licensees left the meeting still uncertain about how these standards will ultimately be interpreted and enforced in practice.

Additionally, many attendees had understood the meeting would provide an opportunity for dialogue and direct engagement with regulators regarding industry concerns. As the meeting ultimately did not include a question-and-answer session or discussion with licensees, many participants were left without the opportunity to seek clarification on key compliance issues that continue to create uncertainty across the industry. We believe a more interactive discussion would be highly valuable moving forward.

In particular, while examples of packaging were presented, the discussion would have been significantly more helpful if accompanied by a clear checklist, defined compliance factors, or objective enforcement criteria that licensees could consistently apply to their products and operations. Without more concrete guidance, businesses are struggling to determine what specific changes are necessary to comply.

One area of ongoing concern relates to the interpretation of products deemed "attractive to minors." Licensees continue to report inconsistent feedback during inspections, including statements suggesting that packaging may be considered noncompliant simply for being colorful. As we understand the current rules, color alone is not identified as a prohibited factor. This has created confusion and uncertainty for businesses attempting to comply in good faith.

Similarly, there appears to be a broad and inconsistent interpretation surrounding what qualifies as a "cartoon" under the current rules. Licensees have reported varying enforcement standards depending on the inspector or location, making it difficult to understand where the regulatory boundaries are intended to be drawn. Additional clarification and objective definitions in this



area would greatly assist compliance efforts and help ensure more consistent enforcement statewide.

There is also ongoing uncertainty regarding enforcement timelines. Some licensees were previously advised that corrective-action periods would be available for certain packaging concerns identified during inspections, while others have experienced requests for immediate product removal. Further clarification regarding when compliance windows apply versus when immediate action is expected would help establish consistency across the industry.

Additionally, businesses continue to express concerns regarding inspection consistency and resolution processes. Receiving differing feedback across inspections or locations creates operational challenges for licensees attempting to proactively comply. More standardized guidance and inspection protocols would provide greater predictability and help businesses address concerns more efficiently.

To help with clarification moving forward, and on behalf of the industry, we would like to know a couple of details:

- Can we expect written guidance from CCD on child-appealing packaging? If so, what is the timeline?
- Are there criteria that field inspectors follow during inspections to determine whether products are considered child-attractive?
- Why are licensees now being required to remove physical ingredients from their edibles, such as Nerds?

We share these concerns and questions in the spirit of constructive collaboration with the goal of supporting a fair, transparent, and workable regulatory framework for all stakeholders. The industry remains committed to compliance and would greatly benefit from clearer written standards and more objective enforcement guidance moving forward.

To help streamline communication, we respectfully request that responses flow through our executive director, Matt Kennicott. His email is [matt@nmcannabis.org](mailto:matt@nmcannabis.org) or his cell number is (505) 507-3131

Thank you for your time and consideration. We look forward to continued dialogue on these important issues.

Sincerely,

Tony Martinez, Chairman

Kerry Mackey, Treasurer



*Will Brandenburg*

Will Brandenburg, Secretary

*Don Romero*

Don Romero

*Annie Rothrock*

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