

Adults Urged to Consume Responsibly as Retail Marijuana Establishments Commence Operations in Massachusetts

FOR IMMEDIATE RELEASE:

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BOSTON—Upon issuing notices today for two retail marijuana establishments to commence adult-use operations in Massachusetts, the Cannabis Control Commission (Commission) is urging adults who will enter stores for the first time to know the law and consume responsibly.

The Commission has authorized Cultivate Holdings, LLC and New England Treatment Access, LLC to start selling marijuana and marijuana products in three calendar days. The timing of the notices allows retailers to coordinate opening day logistics with their host community, local law enforcement, colleagues, and other essential stakeholders before sales begin.

“This signal to open retail marijuana establishments marks a major milestone for voters who approved legal, adult-use cannabis in our state,” Commission Chairman Steven J. Hoffman said. “To get here, licensees underwent thorough background checks, passed multiple inspections, and had their products tested, all to ensure public health and safety as this new industry gets up and running. As patrons look forward to visiting Massachusetts stores, we hope they will do their part by first familiarizing themselves with the law and understanding what is required of responsible consumers.”

Chapter 55 of the Acts of 2017 required the Commission to partner with the Department of Public Health on a public awareness campaign that highlights youth prevention strategies and consumers’ rights and obligations. Content is currently available to help [parents and guardians](#) discuss the risks of adolescent use with their children, and for [consumers](#) to learn about what is legal in Massachusetts.

The public is encouraged to visit [MoreAboutMJ.org](#), to become informed about the effects of marijuana consumption, gain access to prevention resources, and learn the basics of the adult-use cannabis law. Rack cards including “The Guide to Marijuana in Massachusetts” and “The Parents Guide to Marijuana in Massachusetts,” are free and available for order on the Massachusetts Health Promotion Clearinghouse [website](#).

Consumers should know:

- It is illegal to use marijuana while operating a vehicle. Adults should make plans for sober transportation when at risk of becoming impaired by marijuana or marijuana products.
- Like alcohol, consumers cannot have an open container of adult-use marijuana or marijuana products in the passenger area of a car while on the road or at a place where the public has access.
- Consuming marijuana or marijuana products in a public place is prohibited, as is smoking marijuana in any area where smoking tobacco is prohibited.
- Per transaction, a retailer cannot sell more than one ounce of marijuana or five grams of marijuana concentrate – which are also the possession limits in Massachusetts – to an individual who is age 21 or older.
- It is unlawful to carry marijuana or marijuana products across state lines or federal borders.
- The impairment effects of edible marijuana may be delayed by two hours or more. Start low, go slow.

For more information about the marijuana establishments that will soon be operating in Massachusetts, visit the Commission’s [website](#) at [MassCannabisControl.com](#).

The Commission is available to the public by phone at 617-701-8400, by email at CannabisCommission@mass.gov, and on [Facebook](#) and [Twitter](#).

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