

Pioneer Valley Trading Company LLC

MCN283542

MPN282092

MRN284022

APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Pioneer Valley Trading Company LLC
99 Medeiros Way, Westfield, MA 01085

2. Type of license sought (if cultivation, its tier level and outside/inside operation) and information regarding the application submission:

Cultivation, Tier 5/Indoor (30,001 – 40,000 sq. ft.)
Product Manufacturing
Retail

The application was reopened three (3) times for additional information.

3. The applicant is a licensee or applicant for other Marijuana Establishment and/or Medical Marijuana Treatment Center license(s):

The applicant is not an applicant or licensee for any other license type.

4. List of all required individuals and their roles in the Marijuana Establishment:

Individual	Role
Michael Albert	Person Having Direct/Indirect Control
Richard Fiore	Person Having Direct/Indirect Control

5. List of all required entities and their roles in the Marijuana Establishment:

No other entity appears to have ownership or control over this proposed Marijuana Establishment.

6. Applicant's priority status:

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Expedited Applicant (Veteran-Owned Business)

7. The applicant and municipality executed a Host Community Agreement on December 16, 2020.
8. The applicant conducted a community outreach meeting on January 8, 2022 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the City/Town Westfield on April 19, 2022 stating the applicant was in compliance with all local ordinances or bylaws.
10. The applicant proposed the following goals for its Plan to Positively Impact Disproportionately Harmed People:

#	Goal
1	Seek and identify 2 Social Equity applicants and 1 Economic Empowerment Applicant in need of help and guidance on licensure, per year, who fulfill the Primary Target Group (PTG) description, and to provide the applicant direct mentor-to-mentee application and business development assistance.

BACKGROUND CHECK REVIEW

11. There were no disclosures of any past civil or criminal actions, occupational license issues, or marijuana-related business interests in other jurisdictions.
12. There were no concerns arising from background checks on the individuals or entities associated with the application.

MANAGEMENT AND OPERATIONS PROFILE REVIEW

13. The applicant states that it can be operational within 1-2 years of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Cultivating and Product Manufacturing

Day(s)	Hours of Operation
Monday-Sunday	9:00 a.m. to 9:00 p.m.

Retail

Day(s)	Hours of Operation
Monday-Sunday	10:00 a.m. to 6:00 p.m.



15. The applicant submitted all required summaries of plans, policies, and procedures for the operation of the proposed establishment. The summaries were determined to be substantially compliant with the Commission's regulations.
16. The applicant proposed the following goals for its Diversity Plan:

#	Goal
1	Recruit 55% or more women; 10% minorities; 10% LGBTQ+; 30% veterans, and 10% those with disabilities or at least 50% of all employees matching the above diverse employees for its hiring initiatives.
2	Partner with 15% of wholesale partners who are minority-owned, 25% women-owned, 10% disability-owned, 10% contractors and vendors who are veteran owned, and 10% LGBTQ+ owned.
3	Provide 100% of diverse staff to shadow with or apply for management or supervisory positions.
4	An employee promotion goal wherein at least 70% of the employees who receive promotions within our first year of operations are diverse, with a breakdown of 25% women, 15% minorities, 10% LGBTQ+, 10% veterans, 10% persons with disabilities.

17. Summary of cultivation plan (if applicable):

The applicant submitted a cultivation plan that demonstrates the ability to comply with the Commission's regulations.

18. Summary of products to be produced and/or sold (if applicable):

#	Product
1	Gummies (cherry, lemon)
2	Hard candies (cherry, lemon)
3	Chocolate bars

19. Plan for obtaining marijuana or marijuana products (if applicable):

The applicant will obtain marijuana or marijuana products by contracting with other licensed establishments.

RECOMMENDATION

Commission staff recommend provisional licensure with the following conditions:

1. Final license is subject to inspection to ascertain compliance with Commission regulations.
2. Final license is subject to inspection to ascertain compliance with applicable state laws, local codes, ordinances or bylaws, and local licensing requirements.

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3. Final licensure is subject to the applicant providing Commission staff, upon inspection, with a detailed list of all proposed products to be produced with specific information as to types, forms, shapes, colors, and flavors.
4. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.
5. The applicant shall cooperate with and provide information to Commission staff.
6. Provisional licensure is subject to the payment of the appropriate license fee.
7. Final license is subject to the applicant informing the Commission of its “Additional Operational Plans for Indoor Cultivators and Product Manufacturers” as it relates to Quality Control Samples. Quality Control Sample opt-in by a licensee must be included in your SOP Plan in accordance with 935 CMR 500.130(9) and 935 CMR 500.120(14).
8. Final license is subject to the applicant, in accordance with 935 CMR 500.146(5) providing the Commission with a copy of its consumer education. To ensure compliance, consumer educational materials shall include subsections; a – j, as listed in said regulation and must also include the phone number for the Massachusetts Substance Use Helpline.

The applicant has demonstrated compliance with the laws and regulations of the Commonwealth and suitability for licensure. Therefore, the applicant is recommended for provisional licensure.

