

## **Seed-to-Sale Tracking Workshops for the Adult-Use Cannabis Industry Slated for Boston, Worcester, Springfield**

For Immediate Release:

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Boston—Starting on June 26, the Cannabis Control Commission and Franwell will co-host six, statewide workshops to educate the public on Metrc, a required technology that tracks the cultivation, manufacturing, transportation, inventory, and sale of adult-use cannabis.

Metrc is utilized in 10 states and Washington D.C. and is a requirement of licensure in Massachusetts. State law mandates that licensees interface with a seed-to-sale tracking platform.

“The Metrc system will serve as a critical compliance tool that will allow the Commission to centrally monitor the movement of marijuana plants and products as they progress throughout the legal market,” Executive Director Shawn Collins said. “We encourage anyone pursuing – or even thinking about applying for – a license to come learn about the technology that will be fundamental to standing up a safe and effective adult-use industry in Massachusetts.”

The seed-to-sale tracking system utilizes Radio Frequency Identification (RFID) technology and serialized plant and package tags for “end to end” oversight of marijuana throughout a value chain. By recording activities such as testing and transportation, the platform will serve as the system of record to help promote public health and public safety, support Commission investigatory activities, and record establishment’s inventory and transactions clearly and securely.

Workshop presentations will occur twice a day, starting at 9 a.m. and 1 p.m., over three days in Boston, Worcester and Springfield:

- **Tuesday, June 26** at the John W. McCormack Building, 1 Ashburton Place, Boston, MA 02108 (21st Floor, Conference Rooms 1 and 2)
- **Wednesday, June 27** at Worcester State University, 486 Chandler St, Worcester, MA 01602 (Sullivan Academic Center, Eager Auditorium)
- **Thursday, June 28** at the Springfield State Office Building, 436 Dwight Street, Springfield, MA 01103 (Room B42)

To [register](#) for a road show, watch a [training video](#), or learn more, visit the Metrc [Massachusetts page](#) or contact the Metrc support team at 1-877-566-6506.

For general information, contact the Cannabis Control Commission at 617-701-8400, visit [masscannabiscontrol.com](http://masscannabiscontrol.com) or follow [@MA\\_Cannabis](https://twitter.com/MA_Cannabis) on Twitter.

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