

STATE OF MICHIGAN
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
CANNABIS REGULATORY AGENCY

In the Matter of

Rocky North, LLC dba Green Pharm
License No. AU-R-000624

ENF No. 24-00948

_____/ CONSENT ORDER AND STIPULATION

CONSENT ORDER

On October 4, 2024, the Cannabis Regulatory Agency (CRA) issued a formal complaint against the adult use retailer license (no. AU-R-000624) of Rocky North, LLC dba Green Pharm (Respondent) under the Michigan Regulation and Taxation of Marihuana Act (MRTMA), MCL 333.27951 *et seq.*, and administrative rules promulgated thereunder. The complaint alleged Respondent violated Mich Admin Code, R 420.502(3), R420.502(5), and R 420.505(1)(a).

The executive director or designee reviewed the stipulation contained in this document and agrees the public interest is best served by resolution of the complaint. Therefore, the executive director or designee finds that the allegations contained in the complaint are true and that Respondent violated Mich Admin Code, R 420.502(3), R420.502(5), and R 420.505(1)(a).

Accordingly, for these violations, IT IS ORDERED:

1. Respondent must pay a fine in the amount of six thousand five hundred and 00/100 dollars (\$6,500.00). This fine shall be paid within 30 days of the effective date of this order by check, money order, or online through Accela Citizen Access (ACA). CRA guidance on how to make compliance payments online

is available under “Tips for Licensees” at www.michigan.gov/cra/bulletins. Checks or money orders shall be made payable to the State of Michigan with “ENF No. 24-00948” and “License No. AU-R-000624” clearly displayed on the check or money order and mailed to: Department of Licensing and Regulatory Affairs, Cannabis Regulatory Agency, P.O. Box 30205, Lansing, Michigan 48909.

2. Respondent’s license shall be suspended for one (1) day. This suspension shall begin 10 days after the effective date of this order.
3. If Respondent fails to timely comply with the terms of this order, Respondent’s license shall be suspended until compliance is demonstrated.
4. Unless otherwise specified in this order, Respondent shall direct any communications to the CRA that are required by the terms of this order to CRA-CSS@michigan.gov.
5. Respondent shall be responsible for all costs and expenses incurred in complying with the terms and conditions of this consent order.
6. If Respondent violates any term or condition set forth in this order, Respondent may be subject to additional fines and/or other sanctions.

This order shall be effective 30 days after the date signed by the CRA’s executive director or designee, as set forth below.

CANNABIS REGULATORY AGENCY

Signed on: 6/6/2025

By: **Brian Hanna**
Executive Director Brian Hanna
or Designee
Cannabis Regulatory Agency

Digitally signed by: Brian Hanna
DN: CN = Brian Hanna email =
bhannab@michigan.gov C = US O = CRA OU = CRA
Date: 2025.06.06 13:42:00 -0400

STIPULATION

The parties stipulate to the following:

1. The facts alleged in the formal complaint are true and constitute a violation of the MRTMA and administrative rules promulgated thereunder.
2. Respondent understands and intends that by signing this stipulation, Respondent is waiving the right under the MRTMA, administrative rules promulgated thereunder, and the Administrative Procedures Act of 1969, MCL 24.201 *et seq.*, to require the CRA to prove the charges set forth in the complaint by presentation of evidence and legal authority and to present a defense to the charges.
3. The parties considered the following in reaching this agreement:
 - a. Respondent candidly acknowledged that their third party-software integrator function failed to alert that marijuana products were put on administrative hold when they were sold. Upon discovery of this issue during the CRA's investigation, they immediately turned it on and checked all their systems to avoid recurrence of the same issue in the future.
 - b. Respondent implemented a revised standard operating procedure for POS and Internal Inventory Transfers that is intended to prevent future recurrences and was approved by the CRA on 04/21/25.
 - c. Respondent represents that the incident stemmed from its own misunderstandings of their software, rather than an intentional disregard of applicable rules.
 - d. Respondent was cooperative and wishes to resolve the allegations without the need for and expense of an administrative hearing.
4. The CRA's Legal Division director or designee must approve this proposed agreement before it is forwarded to the CRA's executive director or designee for review and issuance of the above consent order. The parties reserve

the right to proceed to an administrative hearing without prejudice to either party, should the CRA's Legal Division director, executive director, or designees reject the proposed consent order.

By signing this stipulation, the parties confirm that they have read, understand, and agree with the terms of the consent order.

AGREED TO BY:

Alyssa A. Grissom Digitally signed by Alyssa A. Grissom
Date: 2025.06.05 12:53:40 -04'00'

Alyssa A. Grissom
Legal Division Director
or Designee
Cannabis Regulatory Agency
Dated: 6/5/2025

Erika S. Julien
Erika S. Julien (P63124)
Assistant Attorney General
Attorney for Cannabis Regulatory Agency
Dated: 6/4/2025

AGREED TO BY:

Rocky Denha
Rocky Denha
Authorized Representative
On behalf of Respondent
Rocky North, LLC dba Green Pharm
Dated: 5-27-2025

Mike Bahoura
Mike Bahoura (P80205)
Attorney for Respondent
Dated: 5/27/25

STATE OF MICHIGAN
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
CANNABIS REGULATORY AGENCY

In the Matter of

Rocky North, LLC
dba Green Pharm
License No: AU-R-000624

ENF No: 24-00948

FORMAL COMPLAINT

The Cannabis Regulatory Agency (CRA) files this formal complaint against Rocky North, LLC dba Green Pharm (Respondent) alleging upon information and belief as follows:

1. The CRA is authorized under the Michigan Regulation and Taxation of Marihuana Act (MRTMA), MCL 333.27951, *et seq.*, and Executive Reorganization Order No.2019-2, MCL 333.27001, to investigate alleged violations of the MRTMA and the administrative rules promulgated thereunder, take disciplinary action to prevent such violations, and impose fines and other sanctions against applicants and licensees that violate the MRTMA or administrative rules.

2. Section 8(1)(d) of the MRTMA provides that the administrative rules must ensure the health, safety, and security of the public and integrity of the marijuana establishment operations.

3. Mich Admin Code, R 420.16(4) provides that the CRA is authorized to place an administrative hold on marihuana product during a pending investigation for an alleged violation of the MRTMA or the administrative rules.

4. R 420.805(5) provides that the CRA may take disciplinary action against licensees that sell or transfer marijuana product that has been placed on administrative hold.

CANNABIS REGULATORY AGENCY
2407 NORTH GRAND RIVER • P.O. BOX 30205 • LANSING, MICHIGAN 48909
www.michigan.gov/CRA

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FACTUAL ALLEGATIONS AND INTENDED ACTION OF THE CRA

5. Respondent holds an active state license under the MRTMA to operate an adult use retailer establishment in the state of Michigan.
6. Respondent operated at 812 East 9 Mile Road, Hazel Park, Michigan 48030 at all times relevant to this complaint.
7. Following an investigation, the CRA determined that Respondent violated the MRTMA and/or administrative rules promulgated thereunder as set forth below:
 - a. On May 21, 2024, the CRA placed statewide monitoring system (Metrc) tag number 1A4050300028C59000001632 (tag number ending –1632) on administrative hold during a pending investigation.
 - b. On May 21, 2024, Respondent made 1 sale from tag number ending –1632, while on administrative hold.
 - c. On May 22, 2024, Respondent made 1 sale from tag number ending –1632, while on administrative hold.
 - d. On May 24, 2024, Respondent made 2 sales from tag number ending –1632, while on administrative hold.
 - e. On May 27, 2024, Respondent made 2 sales from tag number ending –1632, while on administrative hold.
 - f. On June 15, 2024, Respondent made 1 sale from tag number ending –1632, while on administrative hold, and finished the package.
 - g. Respondent failed to verify in Metrc that the package was on administrative hold prior to completing these sales.

Count I

Respondent's actions as described above in paragraphs a, b, c, d, e, f, and g, demonstrate a violation of Mich Admin Code, R 420.502(3) which states in relevant part, a marihuana business shall not sell or transfer a marihuana product that has been placed on administrative hold.

Count II

Respondent's actions as described above in paragraphs a, b, c, d, e, f, and g, demonstrate a violation of Mich Admin Code, R 420.502(5) which states in relevant part, prior to selling or transferring a marihuana product, a marihuana business must verify in the statewide monitoring system that the product has not been placed on an administrative hold.

Count III

Respondent's actions as described above in paragraphs a, b, c, d, e, f, and g, demonstrate a violation of Mich Admin Code, R 420.505(1)(a), which states in relevant part, a marihuana sales location shall verify prior to selling or transferring marihuana product to a marihuana customer that the product has not been placed on administrative hold.

THEREFORE, based on the above, the CRA gives notice of its intent to impose fines and/or other sanctions against Respondent's license, which may include the suspension, revocation, restriction, and/or refusal to renew Respondent's license.

Pursuant to Mich Admin Code, R 420.704(2), any party aggrieved by an action of the CRA suspending, revoking, restricting, or refusing to renew a license, or imposing a fine, shall be given a hearing upon request. A request for a hearing must be submitted to the CRA in writing within 21 days after service of this complaint. Notice served by certified mail is considered complete on the business day following the date of the mailing.

Respondent also has the right to request a compliance conference under Mich Admin Code, R 420.704(1). A compliance conference is an informal meeting at which Respondent has the opportunity to discuss the allegations in this complaint and demonstrate compliance under the MRTMA and/or the administrative rules. A compliance conference request must be submitted to the CRA in writing.

Hearing and compliance conference requests must be submitted in writing by one

of the following methods:

By Mail: Department of Licensing & Regulatory Affairs
Cannabis Regulatory Agency
P.O. Box 30205
Lansing, Michigan 48909

In Person: Department of Licensing & Regulatory Affairs
Cannabis Regulatory Agency
2407 North Grand River
Lansing, Michigan 48906

By Email: CRA-LegalHearings@michigan.gov

If Respondent fails to timely respond to this formal complaint, a contested case hearing will be scheduled to resolve this matter.

Questions about this complaint should be directed to the Cannabis Regulatory Agency's legal section at (517) 284-8599 or CRA-LegalHearings@michigan.gov.

Dated: 10/4/24

By: Alyssa A. Grissom Digitally signed by Alyssa A. Grissom
Date: 2024.10.04
14:03:36 -04'00'

Alyssa A. Grissom
Legal Section Manager
Cannabis Regulatory Agency