

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-000850

ENF No. 24-00922

_____/ **CONSENT ORDER AND STIPULATION**

CONSENT ORDER

On October 11, 2024, the Cannabis Regulatory Agency (CRA) issued a formal complaint against the adult use retailer license (no. AU-R-000850) 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 420.104(3)(b).

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 420.104(3)(b).

Accordingly, for this violation, IT IS ORDERED:

1. Respondent must pay a fine in the amount of four thousand and 00/100 dollars (\$4,000.00). 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. 24-00922” and “License No. AU-R-000850” 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. If Respondent fails to timely comply with the terms of this order, Respondent’s license shall be suspended until compliance is demonstrated.

3. 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.

4. Respondent shall be responsible for all costs and expenses incurred in complying with the terms and conditions of this consent order.

5. 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 =
bhanna@michigan.gov C = US O = CRA OU = CRA
Date: 2025.06.06 11:49:17 -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. After receiving delivery of two packages of marijuana product meant for another retailer and not returning them or sending them to the correct location for approximately 1 to 2 months, Respondent candidly acknowledged their error when speaking with the CRA's regulation agent during the investigation and immediately rectified the situation by creating new manifests and shipping them to their intended destinations.
 - b. There is no evidence that the products referenced in the complaint entered the supply chain or were made available to patients or consumers.
 - c. 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 12:51:38 -04'00'

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

Erika S. Julien
Erika S. Julien (P63724)
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: 6/3/2025

M. Bahoura
Mike Bahoura (P80205)
Attorney for Respondent
Dated: 6-3-2025

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-000850

ENF.: 24-00922

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.

FACTUAL ALLEGATIONS AND INTENDED ACTION OF THE CRA

3. Respondent holds an active state license under the MRTMA to operate an adult use marijuana retailer establishment in the state of Michigan.
4. Respondent operated at 727 Riverside Ave., Iron River, Michigan 49935, at all

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

LARA is an equal opportunity employer/program

times relevant to this complaint.

5. Following an investigation, the CRA determined that Respondent violated the MRTMA and/or administrative rules promulgated thereunder as set forth below:

- a. On July 12, 2024, the CRA received a complaint a former employee of the Respondent. The complaint alleged that Respondent had inventory that was not accounted for and sold marijuana products under different statewide monitoring system (Metrc) tags.
- b. On August 27, 2024, a CRA Regulation Agent (RA) conducted on onsite visit to Respondent's establishment and spoke with Respondent's Regional Manager, P.H., who denied the allegations.
- c. While conducting the visit, the CRA RA observed two packages, Magic Gushers 1A405030000507B000280564 (with tag number ending in – 0564) and Power Puff Girls 1A405030001524C000012538 (with tag number ending in –2538), which P.H. claimed were sent to Respondent by mistake. Magic Gushers (with tag number ending in –0564) was supposed to be sent to another of Respondent's locations, while Power Puff Girl (with tag number ending in –2538) was to be delivered to another retail store (Higher Love). P.H. admitted that the packages were in Respondent's possession for an extended period, where managers failed to do anything with them.
- d. On the same day, the CRA RA discovered that these two marijuana products were not tracked consistently in Metrc. P.H. confirmed the Power Puff Girls (with tag number ending in –2538) marijuana product was delivered on July 4, 2024, and the Magic Gushers (with tag number ending in –0564) was delivered on August 22, 2024, however, both packages were still in Respondent's possession, until August 28, 2024, despite Respondent's rejection of both packages in Metrc.

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

LARA is an equal opportunity employer/program

- e. On August 28, 2024, Respondent created new manifests to deliver the marijuana products to their original destinations.

Count I

Respondent's actions as described above in paragraphs c, d and e demonstrate a violation of Mich Admin Code, R 420.104(3)(b), which states a marijuana retailer shall comply with all of the following: (b) Accurately enter all transactions, current inventory, and other information into the statewide monitoring system as required in these rules.

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:

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

LARA is an equal opportunity employer/program

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: 10/11/24

By: Alyssa A. Grissom Digitally signed by Alyssa A. Grissom
Date: 2024.10.11 11:43:05 -04'00'

Alyssa A. Grissom
Legal Section Manager
Cannabis Regulatory Agency

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

LARA is an equal opportunity employer/program