

**Mission:** The Cannabis Regulatory Agency (CRA) will establish Michigan as the national model for a regulatory program that stimulates business growth while preserving safe consumer access to cannabis.

**Vision:** The CRA will:

- Improve Regulatory compliance through education and consultation
- Reduce barriers to professional licensure
- Enhance customer experience across all programs
- Provide efficient, effective, and timely services

**LARA Strategic Goal:** Reduce barriers to professional licensure

Field Operations Investigations and Inspections Section				
Goal	Action Plan	Start Date	End Date	Complete
Utilize the CRA's relationships with legislators, stakeholders, and CANNRA to enact legislation and establish policy that will promote stability and sustained growth within Michigan's marijuana industry, continue to ensure a fair and efficient licensing and regulatory process for licensees, protect consumers, and ensure Michigan's marijuana industry is prepared in the event of federal policy reform	Draft a survey to send to stakeholders requesting information on what they believe are their biggest challenges in being compliant, what they believe are the biggest public health and safety risks in the industry today, and what resources they believe they need to assist them in compliance.	1/1/2025	10/1/2025	Survey sent to licensees on 5/15/25. Results under review 6/12/25. Final review 9/11/25 Summary provided to leadership 10/25

Field Operations Inspections Section				
Goal	Action Plan	Start Date	End Date	Complete
Utilize the CRA's relationships with legislators, stakeholders, and CANNRA to enact legislation and establish policy that will promote stability and sustained growth within Michigan's marijuana industry, continue to ensure a fair and efficient licensing and regulatory process for licensees, protect consumers, and ensure Michigan's marijuana industry is prepared in the event of federal policy reform.	Continue to monitor the consistency of inspections throughout the agency and ensure employees are adhering to the established procedures by implementing the report writing audit procedures, creation and implementation of a field auditing program.	1/1/2025	Carry over field audit procedure to FY26	Procedures and associate documents finalized for report auditing procedure; official implementation scheduled for 4/1/25  Field Staff asked for one additional month training; official implementation pushed to 5/1/25  Report writing audit program fully implemented: 5/31/25

Scientific Section				
Goal	Action Plan	Start Date	End Date	Complete
Utilize the CRA's relationships with legislators, stakeholders, and CANNRA to enact legislation and establish policy that will promote stability and sustained growth within Michigan's marijuana industry, continue to ensure a fair and efficient licensing and regulatory process for licensees, protect consumers, and ensure Michigan's marijuana industry is prepared in the event of federal policy reform	Science section will revamp the mission of the Scientific Advisory work group to ensure a productive environment that contributes to the overall goal of consumer safety.	1/1/2025	Action Items will carry over to FY26	New mission and recruitment plan approved: 4/14/25 Solicitation Letter Approved: 4/23/25 Letter Distributed: 7/1/25 Candidates Reviewed: 8/28/25

**LARA Strategic Goal:** Provide efficient, effective, and timely services

Field Operations Investigations and Inspections Sections				
Goal	Action Plan	Start Date	End Date	Complete
Utilize data and feedback from stakeholders and CRA staff to identify and engage in specific continuous quality improvement initiatives that ensure the CRA has the appropriate organizational structures and processes in place to protect public health and safety and ensure the most efficient processes, without imposing unnecessary requirements on applicants and licensees.	Review data, identify trends, review conclusions and determine next steps, including if education is appropriate, including CMP and RF data by license type, category, etc.	1/1/2025	Action Items will carry over to FY26	Received Date: 9/8/25 Reviewed Data: 9/15/25 Summary provided to leadership: 9/24/25

Operations Support Section				
Goal	Action Plan	Start Date	End Date	Complete
Utilize data and feedback from stakeholders and CRA staff to identify and engage in specific continuous quality improvement initiatives that ensure the CRA has the appropriate organizational structures and processes in place to protect public health and safety and ensure the most efficient processes, without imposing unnecessary requirements on applicants and licensees.	Based on the feedback received from stakeholders and legislators, use compliance data reports generated from data entered in the statewide monitoring system to monitor licensees' compliance and review non-compliances for all licensees at set intervals.	1/1/2025	9/30/2025	Compliance Monitoring Plan Approved: 10/21/24 3-month SWOT: Provided 2/3/25 6-month SWOT: 5/7/2025 9-month SWOT: 8/28/25 Changes implemented: 10/1/25

Scientific Section				
Goal	Action Plan	Start Date	End Date	Complete
Utilize data and feedback from stakeholders and CRA staff to identify and engage in specific continuous quality improvement initiatives that ensure the CRA has the appropriate organizational structures and processes in place to protect public health and safety and ensure the most efficient processes, without imposing unnecessary requirements on applicants and licensees.	Monitor MCT failures being reported through the statewide monitoring system and refer for investigation. Review information gathered from field ops to develop a sampling plan to randomly audit packages at retail to ensure SCF methods are accurate.	1/1/2025	8/29/2025	<p>No action: data currently being collected - other priorities and alternative samplings occurring due to incoming CMPS; ref lab</p> <p>This project has implemented itself through routine procedures. MCT fails are captured and processor level and very few are needing follow up or investigation. Routine sampling via the Ref Lab in 2026 will capture what we need. Done: 8/29/25</p>
	Science section will review terpene usage as the source of contamination of marijuana products and provide education to CRA staff and licensees on findings.	1/1/2025	9/30/2025	<p>Inactive Ingredient Education Session: 4/10/25            First Draft of guidance document received: 5/30/25            Reviewed and made suggestions to New Rules instead of pursuing a guidance document: 9/30/25</p>
	Scientific section analysts will use data gleaned from Metrc along with I2 Analyst notebook, in partnership with the enforcement and licensing division to identify licenses that demonstrate a pattern of non-compliance related to chemical residue failures and metrc inconsistencies that suggest high potential for unregulated activity. The section will create a series of flags, based on past reports, that indicate this type of behavior and will notify the FO investigation section of this behavior to escalate investigation.	1/1/2025	8/29/2025	<p>Science Section provided ENF DIV training on I2; referral process established: 2/20/25</p> <p>Science Section Provided LIC DIV training on I2; referral process established: Done</p> <p>Science Section Provided LEG DIV training on I2; referral process established: Done</p> <p>Referrals are being made and I2 procedures are implemented. 8/29/25</p>

**LARA Strategic Goal:** Improve Regulatory compliance through education and consultation

Field Operations Inspections Section				
Goal	Action Plan	Start Date	End Date	Complete
Work with other SOM agencies to eliminate or reduce the illegal marijuana market, educate stakeholders and the public, and improve applicants and licensees' compliance with licensure and regulatory requirements.	Implement a corrective action plan process improvement plan to ensure corrections are made and maintained after MDARD deficiencies are noted.	1/1/2025	N/A	After discussion, this is not a MDARD specific project and will be drafted as a new strategic goal for FY26 to be re-designed to fit general corrective action and follow up needs across the industry.

Field Operations Investigations Section				
Goal	Action Plan	Start Date	End Date	Complete
Work with other SOM agencies to eliminate or reduce the illegal marijuana market, educate stakeholders and the public, and improve applicants and licensees' compliance with licensure and regulatory requirements.	Meet with partners at MLCC to identify investigative best practices.	1/1/2025	Action Items will carry over to FY26.	1st mtg: 8/15/25 2nd mtg: Scheduled for 10/29/25
	Using partnerships with MDARD, FDA, AFDO, MiCIA and CANNRA, develop a Recall Readiness Training session for CRA staff and licensees.	1/1/2025	Action Items will carry over to FY26.	Recall retrospective conducted internally, tasks assigned, all feedback received for Director Review: 4/15/25 Voluntary Recall Procedures completed: 6/10/25 Recall Effectiveness Check Pilot Program: 9/15/25

Enforcement Division Specialist				
Goal	Action Plan	Start Date	End Date	Complete
Work with other SOM agencies to eliminate or reduce the illegal marijuana market, educate stakeholders and the public, and improve applicants and licensees' compliance with licensure and regulatory requirements.	Division Specialist will revamp Beverage Submission Review process to ensure it is efficient and effective.	1/1/2025	Action Items will carry over to FY26	New bulletin language drafted, new process map for submission, SOPs open for review, Beverage mailbox requested, and a request for Accela process improvement is pending 4/7/25 All draft materials are ready for implementation: 9/11/25 Accela Process Improvement started: 10/15/25
	Division Specialist will draft a packaging and labeling guide document to help CRA staff and licensees consistently apply the rules to finished products that are available to consumers.	1/1/2025	Action Items will carry over to FY26	Created a package and label tool to score out labels: Pilot with FO starting 5/19/25 (30-day pilot) Package and Label Regulators Guide submitted: 6/10/25 SOP approved, not distributed: 8/27/25 Submitted to Brian for Approval: 8/27/25