

# MARYLAND CANNABIS ADMINISTRATION

## MISSION

The Maryland Cannabis Administration (MCA) aims to provide an equitable, safe and accessible medical and adult-use cannabis program for qualifying patients and adult consumers.

## VISION

To collaborate with stakeholders in fostering a high-quality and inclusive cannabis industry that serves as a national model.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

**Goal 1.** Ensure Marylanders have sufficient access to medical and adult-use cannabis through the issuance of licenses and fairly-priced cannabis supply to meet the State's demand.

**Obj. 1.1** Number of licenses issued by the Administration.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Number of Grower Licenses	18	18	18	18	20	47	47
Number of Processor Licenses	18	18	21	31	24	92	92
Number of Dispensary Licenses	95	97	97	112	107	228	228

**Obj. 1.2** Cost of cannabis in the State.

Performance Measures (Calendar Year)	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.	2027 Est.
Total retail sales in Maryland (millions)	\$ 564.85	\$ 510.56	\$ 796.28	\$ 1,119.14	\$ 1,194.14	\$ 1,253.85	\$ 1,316.54
Average cost per gram of cannabis	\$ 10.43	\$ 7.90	\$ 9.10	\$ 9.64	\$ 8.57	\$ 8.57	\$ 8.57

**Goal 2.** Ensure continued patient and caregiver access to medical cannabis.

**Obj. 2.1** The number of patients, certifying providers, and caregivers registered with the MCA will trend with statewide demand.

**Obj. 2.2** Number of days to process applications for patients looking to register with the MCA.

Performance Measures (Calendar Year)	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.	2027 Est.
Number of Patients Registered	147,070	162,863	160,000	115,148	89,471	98,418	103,339
Number of Certifying Providers Registered	1,511	1,544	1,500	1,449	1,352	1,487	1,562

**Goal 3.** Provide accurate and comprehensive information on the State's cannabis program to prospective licensees, consumers, and the public.

**Obj. 3.1** The MCA will regularly engage with the public to increase awareness and understanding of the State's cannabis program.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Number of visitors to Maryland Cannabis Administration website	N/A	N/A	369,000	473,830	301,034	331,137	364,251
Number of impressions on social media	N/A	N/A	2,588,700	4,014,330	40,950,450	40,955,450	40,955,450
<sup>1</sup> Number of attendees at outreach events	N/A	N/A	778	536	636	700	750

Notes

<sup>1</sup> Most recent "actual" year date is estimated