

Cannabis Control Authority Update

08/17/2026

Background

History of the CCA

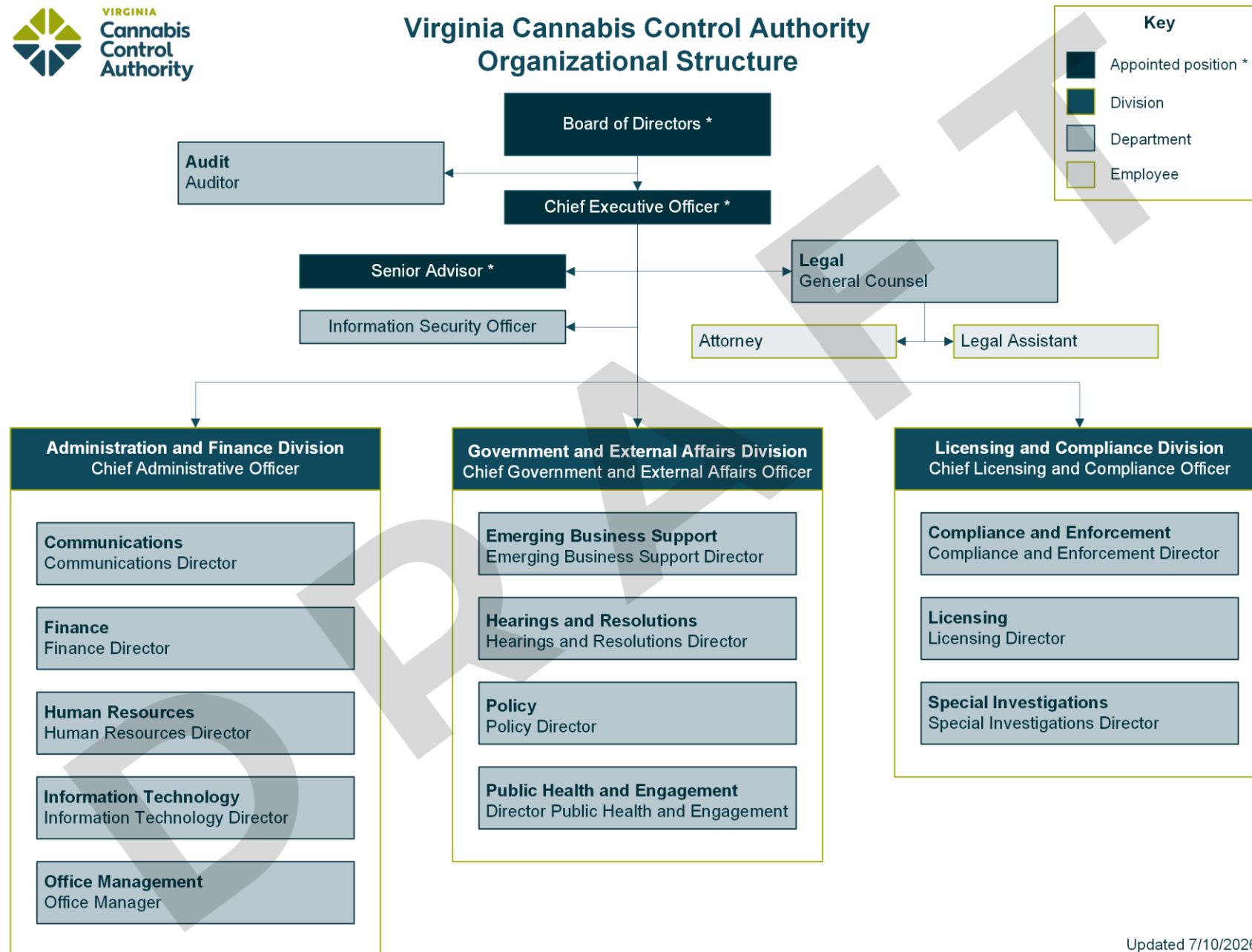
2021 Established by General Assembly

2022 First staff hired

2024 Began regulating medical cannabis



Virginia Cannabis Control Authority Organizational Structure



*Legal positions subject to approval by the OAG

Updated 7/10/2026



Leadership

- Board
 - John Keohane, *Chair*
 - Anthony Williams
 - Roxann Robinson
 - Tonya James
- Staff
 - Jamie Patten, Chief Administrative Officer & Acting Head
 - Shawn Casey, Chief Government & External Affairs Officer
 - Nikeya Thomas, Chief Compliance & Licensing Officer
 - Adam Ebbin, Senior Advisor

Hiring

- Recruiting 104 FTE
 - Completed recruitment for 22 positions since 7/1
 - 42 active recruitments in progress
 - 4 additional postings expected in next week
- Initial priorities:
 - Directors/managers
 - Emerging business support, including impact business support team
 - Compliance and enforcement staff
 - Licensing staff

Operations

- Office of Hemp Enforcement transition complete
- Seed-to-sale system updates
- New licensing, enforcement, and tax system
 - Go live in advance of accepting conversion and microbusiness applications by February 1, 2027
- Additional office space
- Establishing regional offices

Medical Cannabis

Program Updates

- Anticipate facility openings in Health Service Area 1
- Federal rescheduling
 - Drug Enforcement Administration oversight
 - Assessing other potential impacts
- Retail market transition
 - Product differentiation for patients
 - Best practices for operators to preserve patient access
 - Seed-to-sale tracking system updates will ensure retail and patient sales tracked separately



NAVIGATION

Sales

Plants

Map

Licensees

Information

Medical Sales Overview

Total Sales Amount
2026 (YTD)

\$107,077,634

Total Sales Transactions
2026 (YTD)

900,467

Average Flower Price per Gram
2026 (YTD)

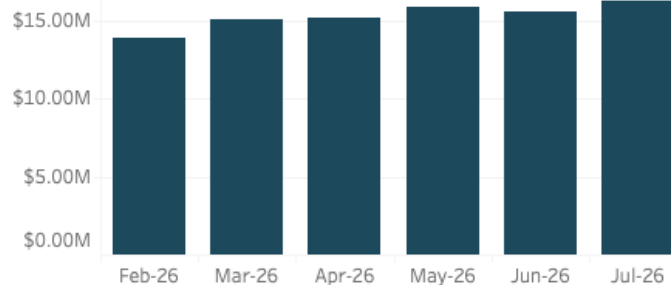
\$10.27

Median Flower Price per Gram
2026 (YTD)

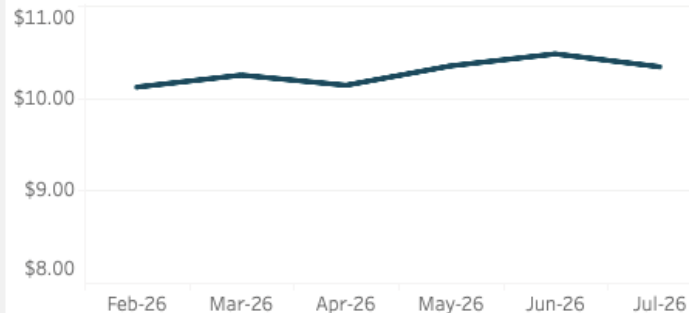
\$10.08

Monthly Sales Detail

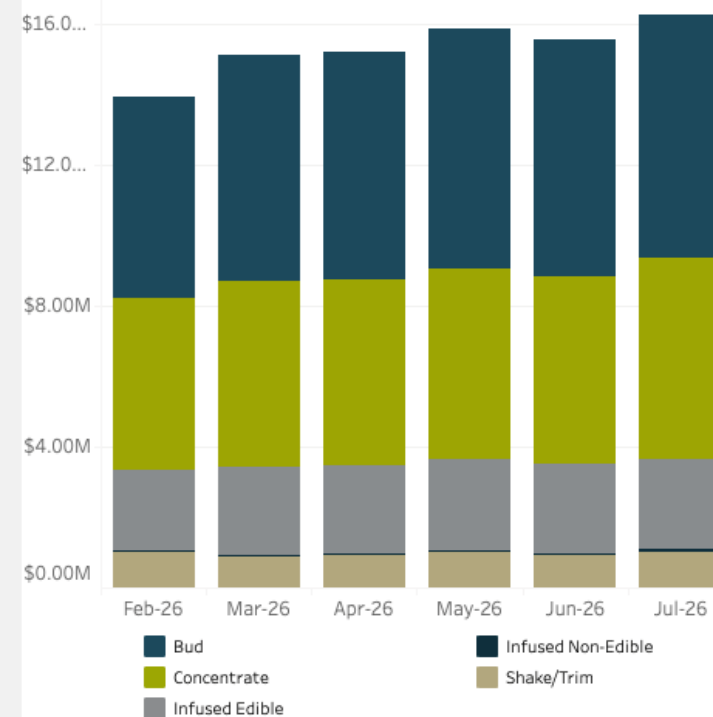
Total Monthly Sales



Average Price per Gram



Total Monthly Sales by Product

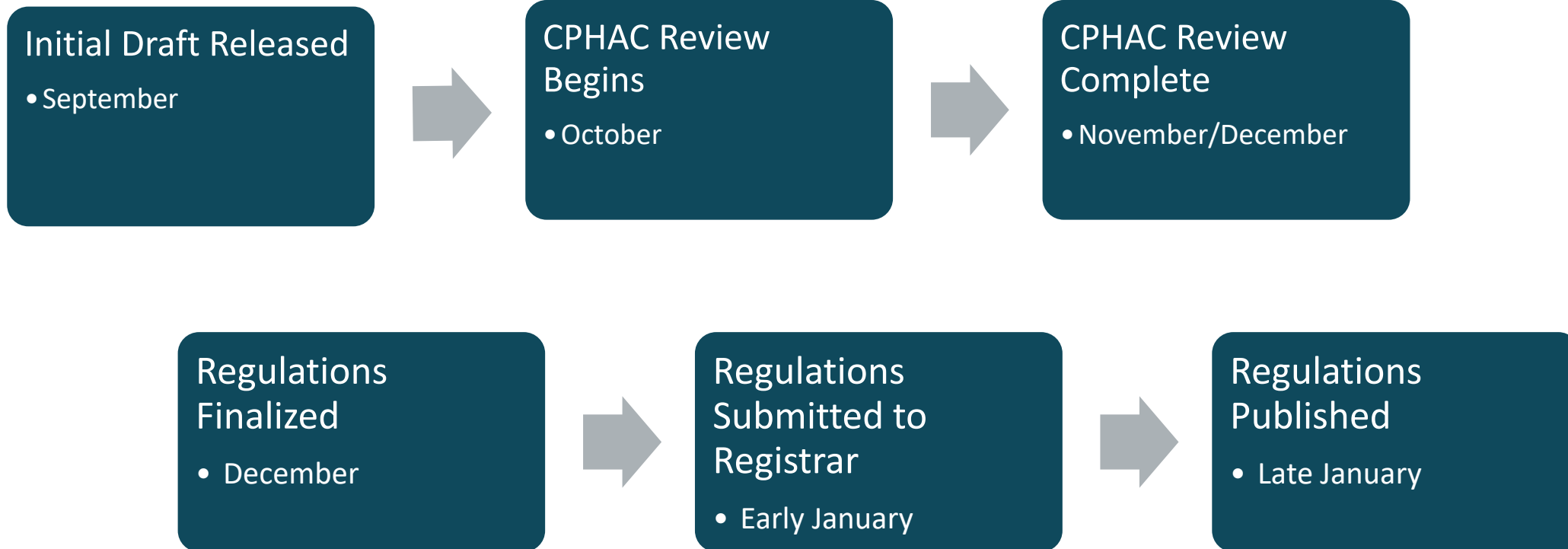
Data Last Updated:
8/6/2026
<https://cca.virginia.gov/data/dashboard>


Retail Market Regulations

External Engagement

- Cannabis Public Policy Consulting
 - Licensing numbers/potential caps
 - Report required by Enactment Clause #19
- Regulatory Input Form
 - Open from June 30, 2026 to July 21, 2026
 - Received 704 submissions
 - Some themes:
 - Pathways for hemp stakeholders
 - Support for small businesses
 - Protection of minors
 - Reinvestment of revenue for public education
- Email
 - rules@cca.virginia.gov

Regulatory Timeline



CPHAC Review

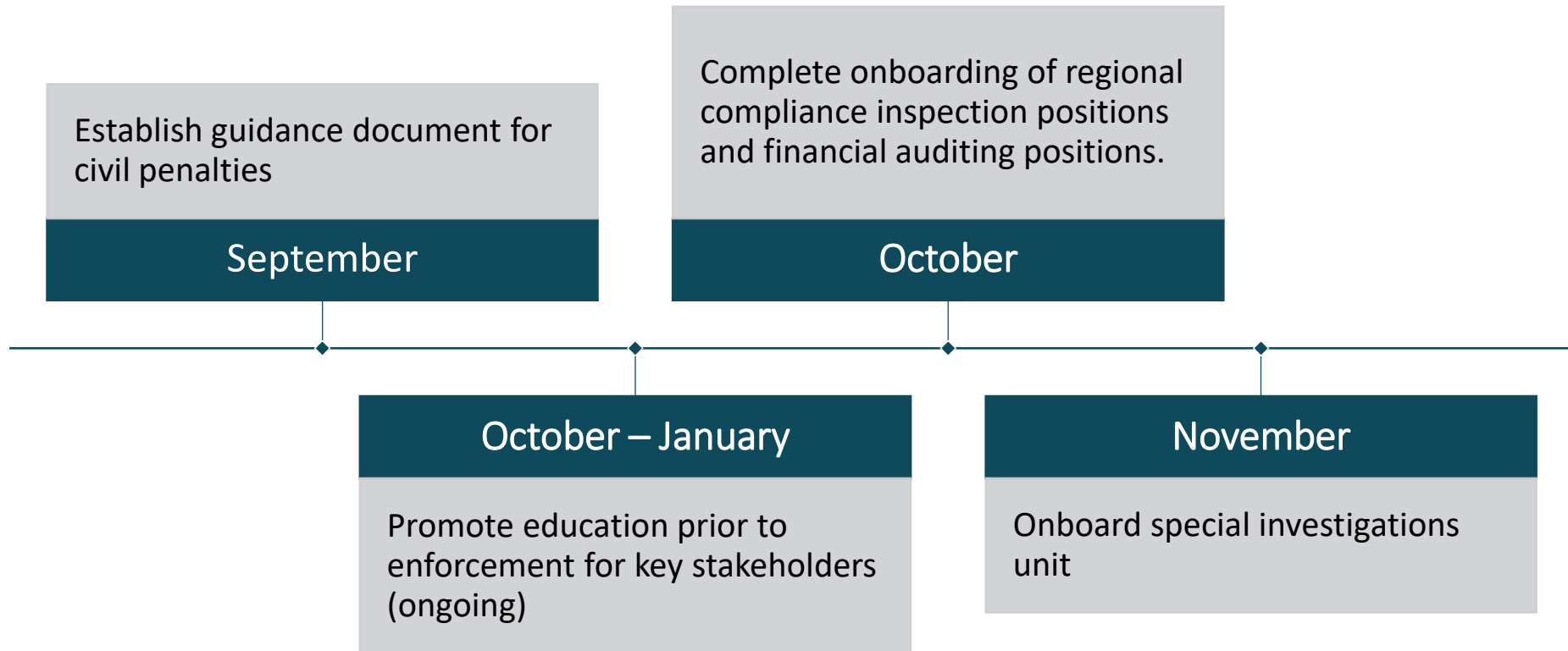
- Sanitary standards for product preparation
- Testing program
- Requirements for health and safety warning labels
- Maximum tetrahydrocannabinol level for retail marijuana products and other product and dispensing limitations on tetrahydrocannabinol;
- Criteria for evaluating new licensees based on the density of retail marijuana stores in the community and metrics that have similarly shown an association with negative community-level health outcomes or health disparities.

Compliance and Enforcement

Structure

- Regional compliance and enforcement teams
- Centralized intake and data analysis
- Statewide financial compliance and auditing team
- Special investigations unit
- Align enforcement with other regulatory agencies

Priorities



Public Education Campaigns

Goals

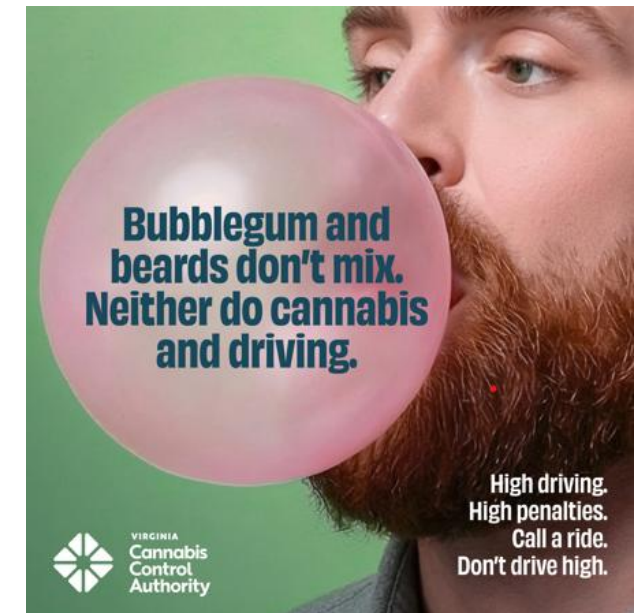
- Educate consumers on why they should buy regulated cannabis products, as opposed to unregulated cannabis products;
- Describe the potential benefits Virginia's medical cannabis program has for patients, including when the program might be the right choice for certain individuals;
- Highlight the ways purchasing cannabis and cannabis products from licensees supports farmers, small businesses, and community reinvestment;
- Inform consumers of how to recognize licensed retail marijuana stores and microbusinesses;
- Emphasize the risks and consequences of underage cannabis use; and
- Educate consumers on responsible cannabis consumption and health risks associated with cannabis consumption.

Timeline

- July 27, 2026: RFP issued
- August 18, 2026: Proposals due
- October 2026: Estimated contract award
- NLT April 1, 2027: Campaign launch

Safe Driving Campaign

Bad Combinations



Next Steps

- 3rd Safe Driving Survey going live in next few weeks
 - Expect final report by early October
- Increase campaign activity around fall/winter holidays and 4/20
- Plan to launch new Bad Combination advertisements by January

Questions?