

Efficiently scaling operations with Metrc Retail ID

How Strong Agronomy is accelerating label production and reducing waste with Retail ID

At Strong Agronomy, owner/operator Shyann Kenwood needed a faster, more flexible way to manage thousands of serialized Retail ID labels across hundreds of SKUs.

Her team adopted a CSV-based Retail ID workflow to merge unique serialized data for individual units directly into their professional print system.

This shift enabled the production of 6,400 labels per job, improved brand consistency, and eliminated redundant retail stickering saving time, money, and materials across the supply chain.

Combined with a new Aerojet printer and advanced variable-data software, Strong Agronomy accelerated throughput, improved accuracy, and reinforced its commitment to sustainability.

Background

Strong Agronomy is a California-based cultivator and manufacturer known for its sustainable farming practices, premium packaging, and data-driven compliance operations.

Each product label must include precise data on strain, farm, county, certification, and Certificate of Analysis (COA). For a brand managing over 150 strains and multiple grow sites, labeling became a bottleneck, both in production and for downstream partners.

“Our labels change constantly with different farms, different strains, OCal badges...everything,” Shyann explained. “We need to be able to handle a lot of variation.”

Load time cut from 2 hours to under 20 minutes — **an 85% speed improvement**

Label waste reduced from 10–15% to under 3% — **~75% less waste**

Retailer stickering eliminated — **saving \$35K+ across retail partners**

Brand consistency protected — **100% uniform shelf presentation** with no sticker overlap

Challenges

1. Label volume & variation

Strong Agronomy needed a flexible way to reflect each farm and strain's unique identity, combining detailed product data, brand imagery, and compliance information in one place. Their vision called for dynamic customization within a consistent framework, ensuring every package carried a scannable QR code that connected directly to trusted source data while still representing the individuality of their farms.

Each strain and farm combination required different logos, layouts, and compliance verbiage, totaling hundreds of distinct label files.

2. Throughput & loading times

With the old Trojan T2 printer using CQL Pro, loading large batches of variable data, such as 6,400 serialized Retail IDs, could take over two hours before printing began.

Jobs were frequently interrupted by lag, calibration, drift, or data sync issues.

66

"We hit a wall with the Trojan. It worked, but it couldn't keep up with how fast we were growing."

Shyann Kenwood
Strong Agronomy, owner/operator

99

3. Retail sticker costs

Before adding Retail IDs directly to their packaging, retailers had to apply separate stickers to every jar or bag before sale.

Those redundant labels added \$0.05–\$0.10 per unit in labor and materials — often covering Strong Agronomy's branding in the process.

4. Education & retail consistency

Even after implementing Retail ID, many retail partners didn't initially realize they no longer needed to sticker products.

Shyann pushed for clearer education, providing enablement materials and walkthroughs to help retailers transition to scanning-only workflows.

5. Brand integrity & shelf appeal

Retailer-applied stickers obscured logos and key design elements.

By integrating Retail ID directly on their packaging, Strong Agronomy retained control over shelf presentation and brand quality.

Solution

Strong Agronomy elected to implement a Retail ID CSV workflow, exporting uniquely serialized data from Metrc and merging it into their labeling software.

This allowed for dynamic label creation while maintaining brand control and compliance accuracy.

Why CSV worked for Strong Agronomy:

- **Creative flexibility:** The CSV workflow gave Strong Agronomy full control over design elements, allowing them to incorporate variable data, strain-specific details, and multiple certification marks within a single label layout.
- **Speed:** CSV merges automate data intake, removing the need to manually build separate templates.
- **Hardware integration:** The workflow syncs seamlessly with Aerojet printers and Aerojet RIP software, which is built for high-volume variable data printing.
- **Scalability:** CSV data lets the team manage new SKUs and farms without redesigning or reprogramming templates.

"CSV gives us control and speed," Shyann said. "We can print thousands of serialized Retail IDs without waiting hours or rebuilding templates."

Results

Metric	Old Printer (Trojan T2)	New Workflow (Aerojet + CSV)	Improvement with Retail ID
Load time for 6,400 codes	2 hours	< 20 minutes	Nearly 85% faster
Label waste	10–15% per roll	< 3%	Around 75% less waste
Retailer stickering	Required per unit	Eliminated	\$35K+ saved across retailers
Brand consistency	Often covered by stickers	Protected and uniform	100% shelf consistency

Retailer and distributor benefits

Reduced retailer costs

With Retail ID QR codes already on their packaging, retailers no longer have to print and apply their own secondary compliance stickers, a process that used to cost \$0.05–\$0.10 per unit in materials and labor.

Since launching Retail ID in April 2025, Strong Agronomy's partners have saved more than \$35,000 across approximately 750,000 units sold.

"They used to have someone spending hours stickering jars all day," Shyann said. "Now they open the box and it's ready to go."

Distributor efficiency

With serialized Retail ID QR codes already on individual units' packaging, products arrive ready for transfer and retail, cutting out relabeling and verification delays.

Inventory can be scanned directly into Metrc upon receipt, shortening turnaround time and improving data accuracy.

"Our distributors don't have to touch packaging anymore," Shyann explained. "They scan it once, and it's compliant all the way to the shelf."

Faster sell-through and loyalty

By reducing manual steps and ensuring every scan validates directly against data reported in Metrc, Strong Agronomy accelerated product intake, improved sell-through speed, and strengthened confidence in the brand's reliability for retailers.

Because retailers no longer lose time or money stickering, Strong Agronomy's products move faster and retain visual appeal.

This makes the brand a preferred partner for multi-store chains focused on operational efficiency.

"We've had buyers tell us they'd rather stock us," Shyann said. "It's less work for them - no stickering, no compliance headaches."

Sustainability impact

Although Shyann calls it "a small win," the sustainability impact is tangible:

- Eliminating redundant retail stickers prevents thousands of label rolls and ribbons from entering landfills.
- Strong Agronomy prints on biodegradable label stock and additive plastics, further reducing long-term waste.
- Fewer reprints and streamlined printer operations also cut energy use.

"When you're printing hundreds of thousands of labels, saving one roll adds up," Shyann said. "We're wasting less and producing faster."

Conclusion

Through Shyann's leadership, Strong Agronomy transformed its labeling operations from a manual, high-touch workflow into a data-driven, scalable, and sustainable system, while learning some important lessons along the way.

- **Printer upgrades matter:** Moving from the Trojan T2 to Aerojet reduced queue times and misprints.
- **Metrc CSV exports = flexibility:** Retail ID's CSV option allows advanced variable-data printing without compromising design.
- **Educate the field:** Retailer understanding drives faster adoption and reduces redundant work.
- **Track the ripple effect:** The biggest savings often appear downstream in retailer labor and distributor handling.
- **Transparency pays off:** By connecting each serialized QR code to the product, consumers can instantly verify origin, test results, and brand authenticity—turning compliance data into a trust-building tool at the point of sale.

By pairing Retail ID's CSV option with modern print technology, the team accelerated production, improved compliance accuracy, and saved partners thousands in labor and materials, all while protecting their brand identity.

66

"Retail ID isn't just about compliance for us. It's about making labeling faster, cleaner, and better for everyone from our production line to the shelf."

Shyann Kenwood
Strong Agronomy, owner/operator

99