

What is Metrc?

Metrc is the most trusted and experienced provider of cannabis regulatory systems in the United States. Our solution combines advanced software, radio-frequency identification (RFID) technology, a dedicated customer-support team, and a secure database to track and trace cannabis from growth, harvest, and processing to testing, transport, and sale. Metrc serves more than 520,000 users, including growers, manufacturers, testing facilities, transport providers, dispensaries, state regulators, and law enforcement officials across 31 regulatory contracts. We are proud to play a leading role in ensuring the safety and security of the nation's legal cannabis market.

How Metrc works

Cannabis legalization immediately tasks state governments with a host of challenging demands, including protecting public health, establishing new testing and tracking protocols, and securing the regulated market against illicit product. Metrc is a powerful ally in advancing all of these interests.

In states with regulated cannabis sales, cannabis businesses are required to account for all of their inventory at every stage of its development and production. Because Metrc's system tracks every legal product back to the original source plant, agencies are able to ensure no illicit cannabis enters the regulated market, and no cannabis products are diverted and sold unlawfully outside of it. Product destruction and disposal are similarly monitored to prevent diversion and unlawful sale. Metrc pioneered this precision track-and-trace system, providing a high level of detail and event history on every product sold.

Safety

Metrc protects public health.

Metrc's track-and-trace system allows regulators to quickly identify, isolate, and recall plants and packages that have been tested for contamination by laboratories and deemed unsafe. Metrc provided just this kind of support to states during the 2019 vaping crisis, helping prevent harmful products from reaching consumers.

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"This system gives us a clear, real-time view of medical cannabis across Virginia. We can see which products are popular, track plant growth, and understand sales trends. That information helps us protect patients, prevent illegal products from entering the market, and make smart decisions for the program's future."

Jamie Patten

Acting Head and Chief Administrative Officer of the CCA

[Source: Virginia Cannabis Control Authority](#)

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Transparency

Metrc expands regulator oversight.

We provide regulators with information on every cannabis product sold in the state, including growth, production, and transport details. It also eases the reporting burden, empowering agencies with up-to-the-minute information about market performance, sales growth, tax revenue, and enforcement.

The Metrc difference

Metrc works exclusively with state agencies, tailoring our systems to the demands of each state's regulatory environment. Metrc's success reflects investments in advanced technology and integrated software platforms that have been tried, tested, and perfected by Metrc engineers for more than two decades.

Metrc is more than a robust database. Our system uses advanced radio-frequency identification (RFID) tags to track plants, packages, and products as they progress through the supply chain, monitors their transport to retailers or manufacturers, and records their authorized sale.

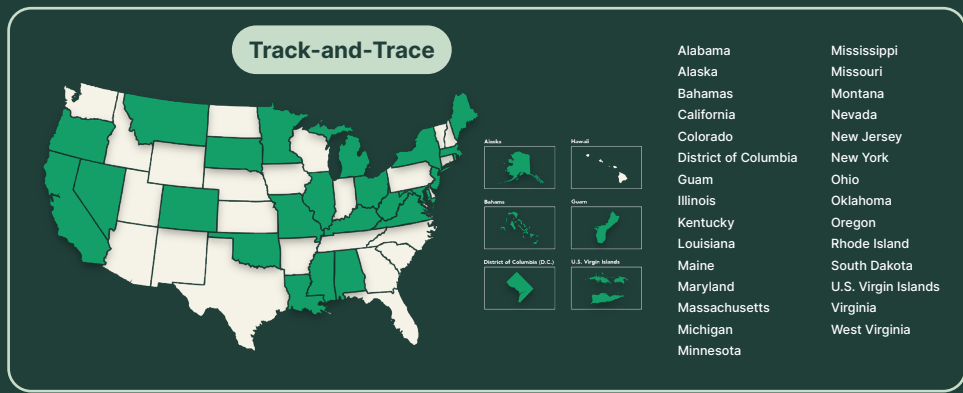
Security

Metrc safeguards the marketplace.

Our system accounts for every plant and product sold, discouraging market diversion and inversion. We also protect against fraud by being the only track-and-trace provider to manufacture our own chip-embedded RFID tags, ensuring centralized, consistent, and counterfeit-proof production.

Why Metrc?

Metrc is the most trusted provider of cannabis regulatory systems in the United States because of superior technology and an adaptable system shaped by decades of experience in the field. Here are some of the things that set Metrc apart:



Reliability

The most experienced track-and-trace provider in the nation.

Metrc designed the first track-and-trace system in close collaboration with state regulators in Colorado in 2011, and now provides track-and-trace solutions to 31 regulatory contracts - more than any other vendor. Metrc has never experienced a known security breach, has a record of 99.9% scheduled system uptime, and is the only track-and trace vendor with a 100% contract renewal rate.

Expertise

A partner to state government.

Metrc's foundation was built with regulation, compliance and public safety in mind at each turn. Together with an extensive network of regulatory partners willing to lend perspective, Metrc's mission is to empower states to safeguard public health, safety, and trust.

Flexibility

Nimble in a constantly changing industry.

Metrc's system was designed to be responsive and adaptable. Changes to an evolving cannabis marketplace can be quickly incorporated into the software without costly change fees or down time. Metrc also features an open API, which gives businesses with different inventory and tracking systems the ability to easily offload key data sets. The same approach also allows state medical registries to validate patient limits at the point of sale.

Service

A top-tier resource for customer support.

Metrc's solution provides unlimited support and training to industry and state users at no additional cost. Online courses help users successfully navigate the system and stay up-to-date with enhancements. Live, U.S. based support is available 12 hours a day, Monday through Friday—with 24/7 management coverage to handle any breaking emergency. Metrc also provides extended service on weekends to keep all of Metrc's 520,000+ users proficient and compliant with state requirements.

Affordability

Transparent, with highly competitive pricing.

Mindful of budget constraints faced by state governments and new agencies, Metrc offers a flexible and low-cost pricing structure. We bear the initial capital costs to develop, implement, and manage our system - meaning that the state is charged a low, flat fee. And our costs to the industry are kept affordable and proportionate to the size of the business - helping small businesses. There are no hidden charges, no expensive maintenance fees or one-time set-up costs, and no additional software or hardware required, other than a computer and internet.



\$85+ billion

in sales tracked



58,000+

Cannabis businesses
served



520,000+

System users