



# Supply chain traceability to secure regulated markets

# Facilitating compliance in regulated cannabis markets

Metrc is the leading provider of cannabis regulatory systems in the United States. Through a combination of solutions, our centralized, secure platform acts as a single source of truth by offering real-time visibility across the entire legal cannabis supply chain and enabling monitoring of potential threats to public safety – mitigating risk before it becomes an issue.

**Metrc consolidates over 300 data points into one platform through advanced, cloud-based software, proprietary radio-frequency identification (RFID) technology, and dedicated services.**

## Providing transparency to identify risks

Every cannabis plant, package, and product must be properly identified, accounted for, and reported in real time to regulators – ensuring a secure supply chain. By linking product information together across the supply chain, regulators have instant access to a product's location, chain of custody, origin, and other related data, thus helping limit inversion and diversion.

### Did you know?

Inversion is the sale of illicit product within a legal operation, and diversion is the transfer of legal product into the illicit market.

Data collected in Metrc allows for the identification of potential risks – informing investigations, ensuring all businesses are playing by the same rules, and making more efficient use of regulators' time.

## Strengthening commerce and public safety

Products reported in Metrc must be tested for contaminants, potency, and harmful compounds. Any products that fail testing are prevented by our system from being transferred or sold – and must ultimately be remediated or destroyed.

Through enhanced functionality, regulators can quickly identify, isolate, and place a regulatory hold on potentially unsafe plants, products, and packages, and pinpoint potentially unsafe products (and any derivative products) in the supply chain to prevent transfer or sale.

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**“A cornerstone of the state's regulatory structure is a statewide 'seed-to-sale' inventory tracking system, known as Metrc.”**

Colorado Department of Revenue Audit

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## Informing policy creation

With information on every regulated cannabis product in a jurisdiction, such as harvest yield, test results, chain-of-custody information, transport details, and final sale, data stored in Metrc can enhance policymaking through supply chain transparency. Aggregate data can be shared publicly through annual reports and online dashboards to show the state of the industry and how it has changed over time. Furthermore, this data helps inform effective policy around supply and demand, product availability, and public health and safety – both now and in the future.

To monitor threats, protect the public, and maintain quality standards through sophisticated legal cannabis supply chain traceability technology, visit [metrc.com](https://metrc.com).