



Quarterly Data Report

Q2 2024



(All data in this report is as of July 12, 2024, unless otherwise stated.)

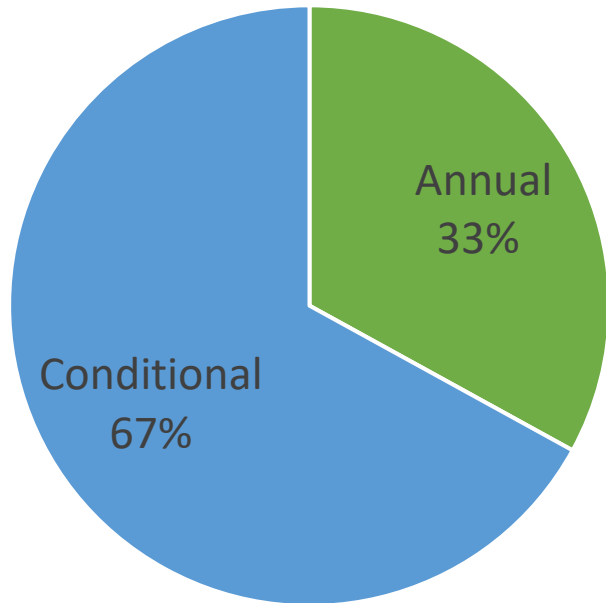


All Applicants Application Data



Applications by Application Type

<u>Application Type</u>	<u>Number</u>	<u>Percentage</u>
Annual	865	33%
Conditional	1756	67%
Grand Total	2621	100%

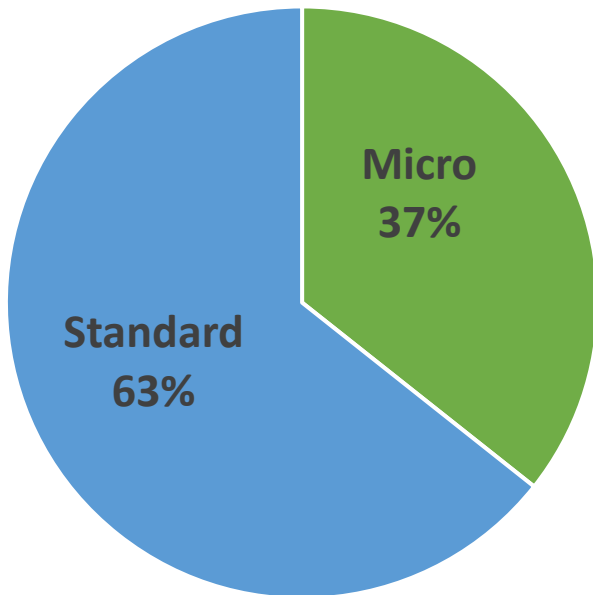


<u>License Type</u>	<u>Application Type</u>		<u>Total</u>
	<u>Annual</u>	<u>Conditional</u>	
Cultivator	195	416	611
Manufacturer	158	261	419
Wholesaler	4	21	25
Distributor	5	21	26
Retailer	483	995	1478
Delivery	7	42	49
Testing Laboratory	13	-	13
Grand Total	865	1756	2621



Microbusiness & Standard Business Applicants

<u>Business Category</u>	<u>Number</u>	<u>Percentage</u>
Micro	975	37%
Standard	1646	63%
Grand Total	2621	100%

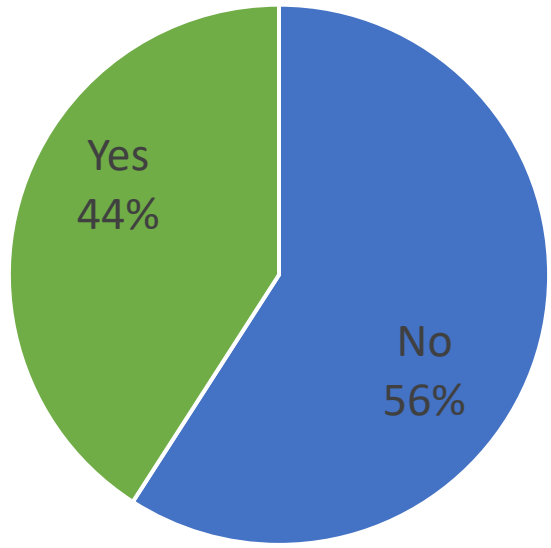


<u>License Type</u>	<u>Business Category</u>		
	<u>Micro</u>	<u>Standard</u>	<u>Total</u>
Cultivator	237	374	611
Manufacturer	114	305	419
Wholesaler	9	16	25
Distributor	13	13	26
Retailer	565	913	1478
Delivery	35	14	49
Testing Laboratory	2	11	13
Grand Total	975	1646	2621



Applicants Proposed in Impact Zones

<u>Impact Zone Business</u>	<u>Number</u>	<u>Percentage</u>
No	1477	56%
Yes	1144	44%
Grand Total	2621	100%

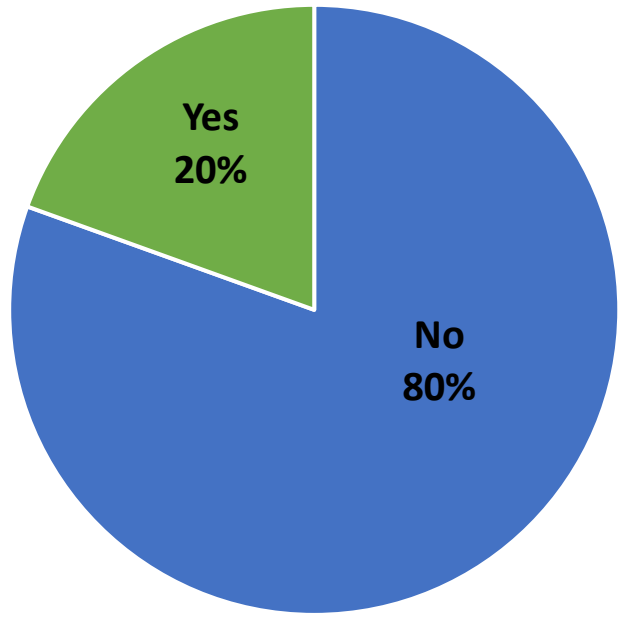


<u>License Type</u>	<u>Impact Zone Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	304	307	611
Manufacturer	232	187	419
Wholesaler	13	12	25
Distributor	12	14	26
Retailer	878	600	1478
Delivery	27	22	49
Testing Laboratory	11	2	13
Grand Total	1477	1144	2621



Applicant Majority Owners who Resided or are Residing in an EDA

<u>Economically Disadvantaged Area</u>	<u>Number</u>	<u>Percentage</u>
No	2110	80%
Yes	511	20%
Grand Total	2621	100%

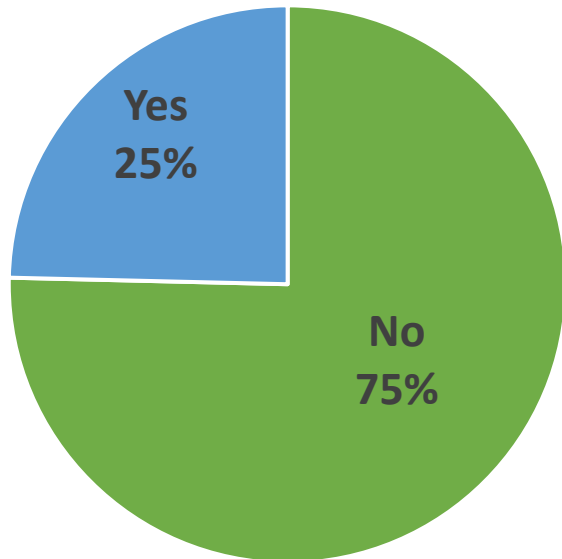


<u>License Type</u>	<u>Economically Disadvantaged Area</u>		
	<u>No</u>	<u>Yes</u>	<u>Total</u>
Cultivator	477	134	611
Manufacturer	356	63	419
Wholesaler	18	7	25
Distributor	19	7	26
Retailer	1193	285	1478
Delivery	34	15	49
Testing Laboratory	13	0	13
Grand Total	2110	511	2621



Applications by Social Equity Status

<u>Social Equity Business</u>	<u>Number</u>	<u>Percentage</u>
No	1965	75%
Yes	656	25%
Grand Total	2621	100%



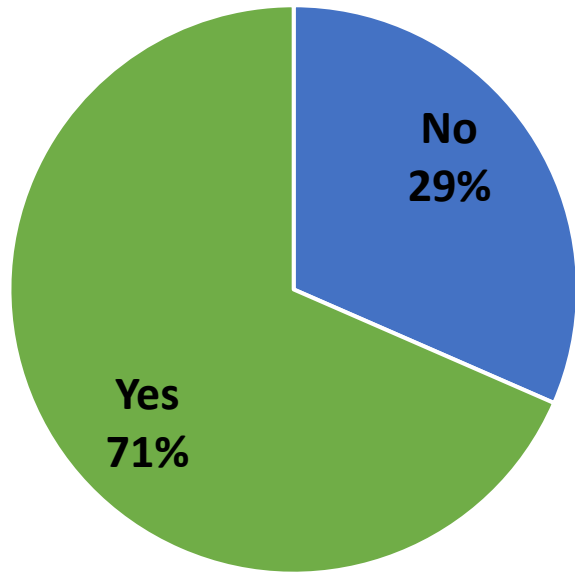
<u>License Type</u>	<u>Social Equity</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	410	201	611
Manufacturer	309	110	419
Wholesaler	14	11	25
Distributor	15	11	26
Retailer	1171	307	1478
Delivery	34	15	49
Testing Laboratory	12	1	13
Grand Total	1965	656	2621

A “Social Equity Business” is a license applicant or licenseholder that meets the requirements of N.J.A.C. 17:30-6.6



Applications by Diversely-Owned Business Status

<u>Diversely Owned</u>	<u>Number</u>	<u>Percentage</u>
No	755	29%
Yes	1866	71%
Grand Total	2621	100%



<u>License Type</u>	<u>Diversely Owned</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	228	383	611
Manufacturer	157	262	419
Wholesaler	10	15	25
Distributor	9	17	26
Retailer	331	1147	1478
Delivery	10	39	49
Testing Laboratory	10	3	13
Grand Total	755	1866	2621



Diversely-Owned Business Applicants by Category

<u>Diversely Owned Category</u>	<u>Number</u>	<u>Percentage</u>
Disabled Veteran & Minority Owned	19	0.72%
Disabled Veteran & Woman Owned	1	0.04%
Disabled Veteran Owned	59	2.25%
Disabled Veteran, Minority & Woman Owned	15	0.57%
Minority & Woman Owned	496	18.92%
Minority Owned	716	27.32%
Not Diversely Owned	751	28.65%
Woman Owned	564	21.52%
Grand Total	2621	100.00%

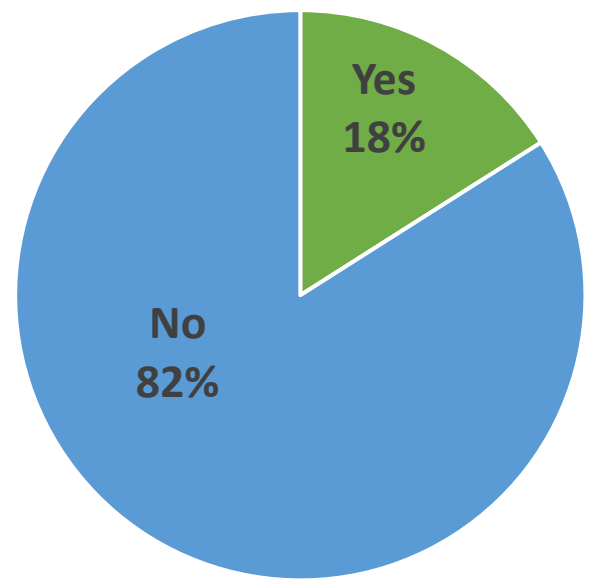
<u>Total State Department Certifications*</u>	<u>Number</u>
Disabled Veteran Owned	94
Minority Owned	1246
Woman Owned	1076

Note: Applicants self-report and may belong to more than one category.



Majority Ownership Applicants with Prior Marijuana Convictions

<u>Prior Marijuana Conviction</u>	<u>Number</u>	<u>Percentage</u>
No	2149	82%
Yes	472	18%
Grand Total	2621	100%



<u>License Type</u>	<u>Prior Marijuana Conviction</u>		
	<u>No</u>	<u>Yes</u>	<u>Total</u>
Cultivator	467	144	611
Manufacturer	339	80	419
Wholesaler	17	8	25
Distributor	21	5	26
Retailer	1255	223	1478
Delivery	37	12	49
Testing Laboratory	13	-	13
Grand Total	2149	472	2621



Awardee Application Data



Awards by Class & Application Types

<u>License Type</u>	<u>Approved Annual</u>	<u>Approved Conversion to Annual</u>	<u>Approved Conditional</u>	<u>Grand Total</u>
Class 1 Cultivator	38	86	339	463
Class 2 Manufacturer	30	70	236	336
Class 3 Wholesaler	-	-	10	10
Class 4 Distributor	1	-	8	9
Class 5 Retailer	107	194	834	1135
Class 6 Delivery	-	-	17	17
Testing Laboratory	6	-	-	6
Grand Total	182	350	1444	1976

<u>License Type</u>	<u>Approved Annual</u>	<u>Approved Conversion to Annual</u>	<u>Approved Conditional</u>	<u>Grand Total</u>
Class 1 Cultivator	20.9%	24.6%	23.5%	23.4%
Class 2 Manufacturer	16.5%	20.0%	16.3%	17.0%
Class 3 Wholesaler	0.0%	0.0%	0.7%	0.5%
Class 4 Distributor	0.5%	0.0%	0.6%	0.5%
Class 5 Retailer	58.8%	55.4%	57.8%	57.4%
Class 6 Delivery	0.0%	0.0%	1.2%	0.9%
Testing Laboratory	3.3%	0.0%	0.0%	0.3%
Grand Total	100.0%	100.0%	100.0%	100.0%



DVOB and SEB Awardees

476 Annual Licenses Awarded*		
Social Equity Businesses	86	16%
Diversely-Owned Businesses	376	71%

**Includes conditional-to-annual conversions*

Note: Twenty-six awarded licenses were designated as both Social Equity Businesses and Diversely-Owned Businesses.



Key Population Data of Awardees

<u>Key Population</u>	<u>Conditional Submission</u>	<u>Conditional Approval</u>	<u>Annual Submission</u>	<u>Annual Approval</u>
Justice Involved	19%	19%	14%	13%
Minority Owned	50%	50%	41%	42%
Black or African American	19%	19%	14%	12%
Hispanic or Latino	11%	11%	8%	7%

Notes:

Annual data includes conditional-to-annual conversions.

Justice-Involved describes applicants with past marijuana convictions qualifying for social equity status

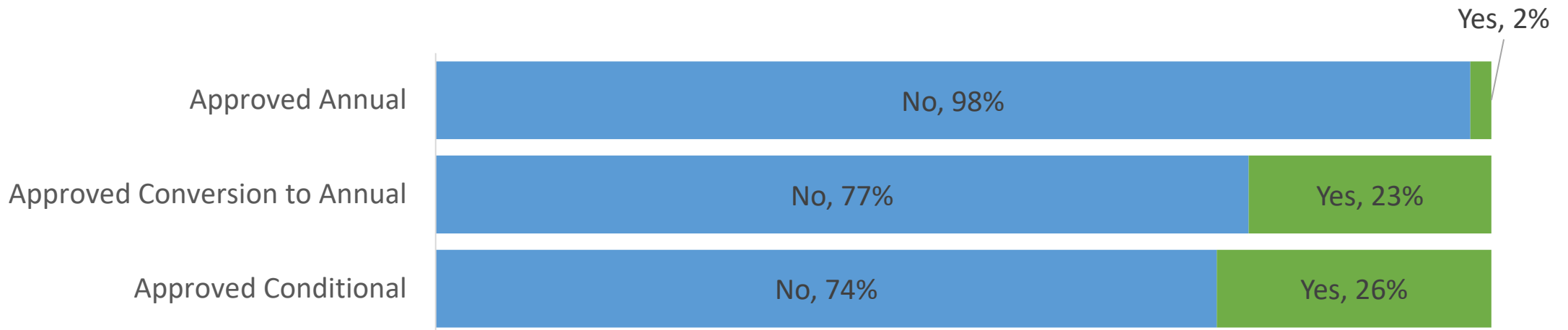
Minority-Owned refers to businesses owned by applicants who self-attest to being minority, minority and women or minority and disabled veteran owned.

Black or African American/Hispanic or Latino are subsets of "Minority-Owned" and are a percentage of total persons of interest, not percentage of ownership.



Awards by Social Equity Status

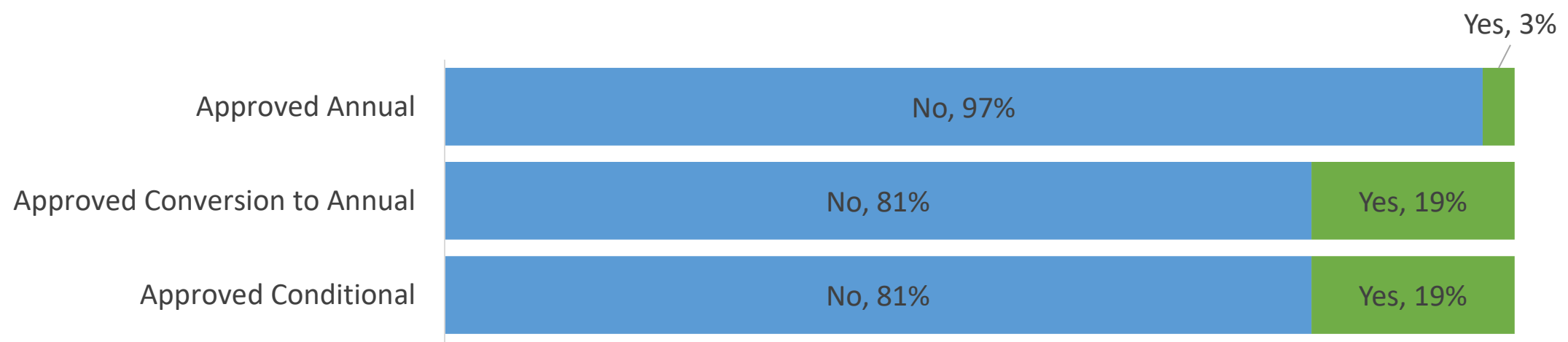
<u>License</u>	<u>Social Equity Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	178	4	182
Approved Conversion to Annual	268	82	350
Approved Conditional	1062	382	1444
Grand Total	1508	468	1976





Majority Ownership Awardees with Prior Marijuana Conviction

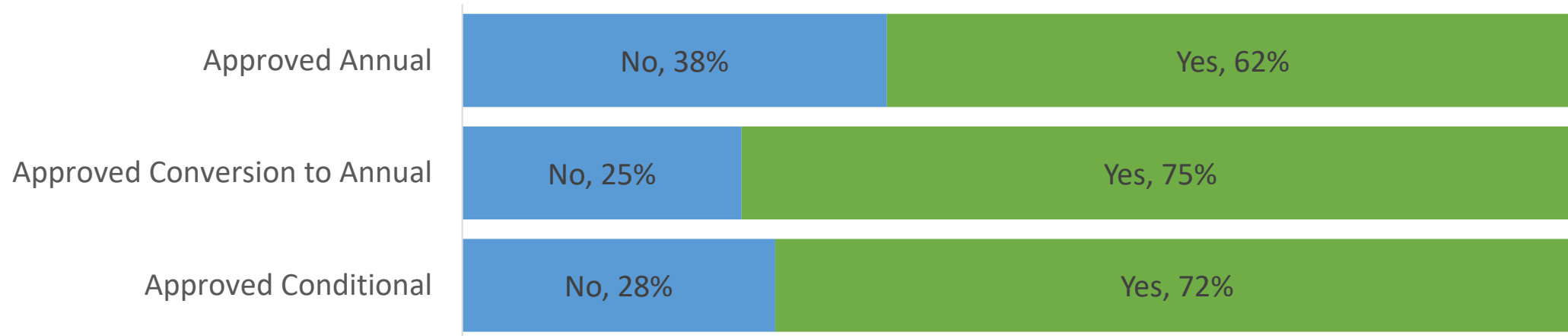
License	Previous Marijuana Conviction		Total
	No	Yes	
Approved Annual	177	5	182
Approved Conversion to Annual	285	65	350
Approved Conditional	1166	278	1444
Grand Total	1628	348	1976





Diversely-Owned Business Awardees by Application Type

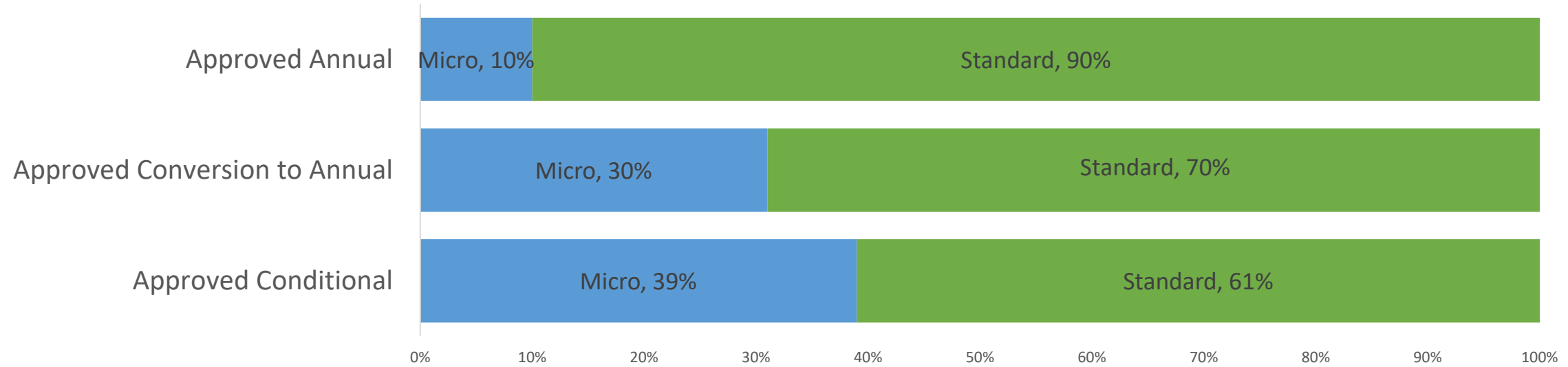
<u>License</u>	<u>Diversely Owned Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	69	113	182
Approved Conversion to Annual	87	263	350
Approved Conditional	398	1046	1444
Grand Total	554	1422	1976





Cannabis Awardees by Business Category

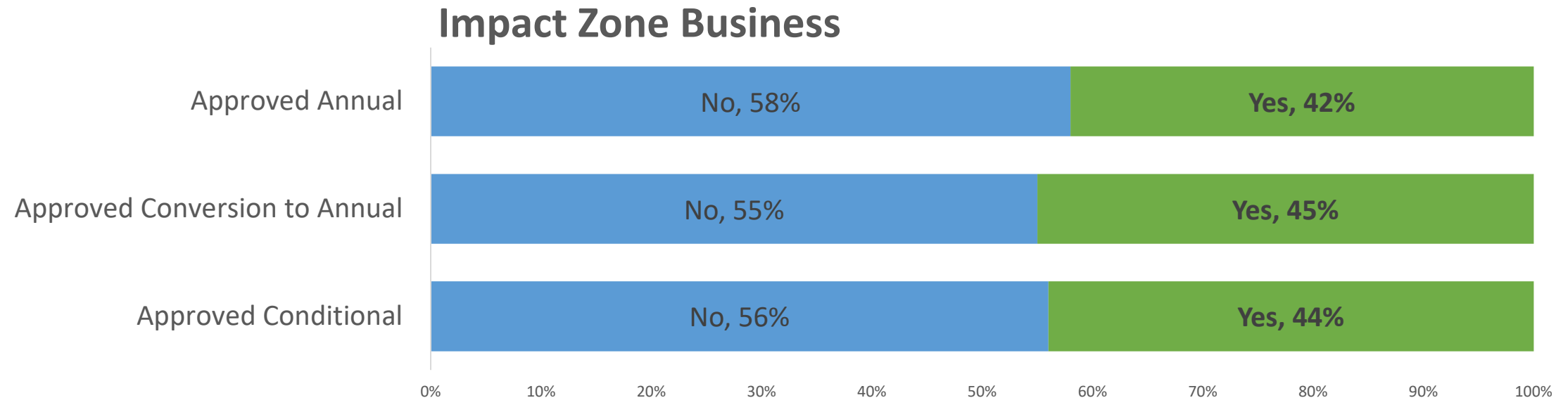
<u>Licensees</u>	<u>Business Category</u>		
	<u>Micro</u>	<u>Standard</u>	<u>Total</u>
Approved Annual	18	164	182
Approved Conversion to Annual	109	241	350
Approved Conditional	557	887	1444
Grand Total	684	1292	1976





Impact Zone Business Awardees

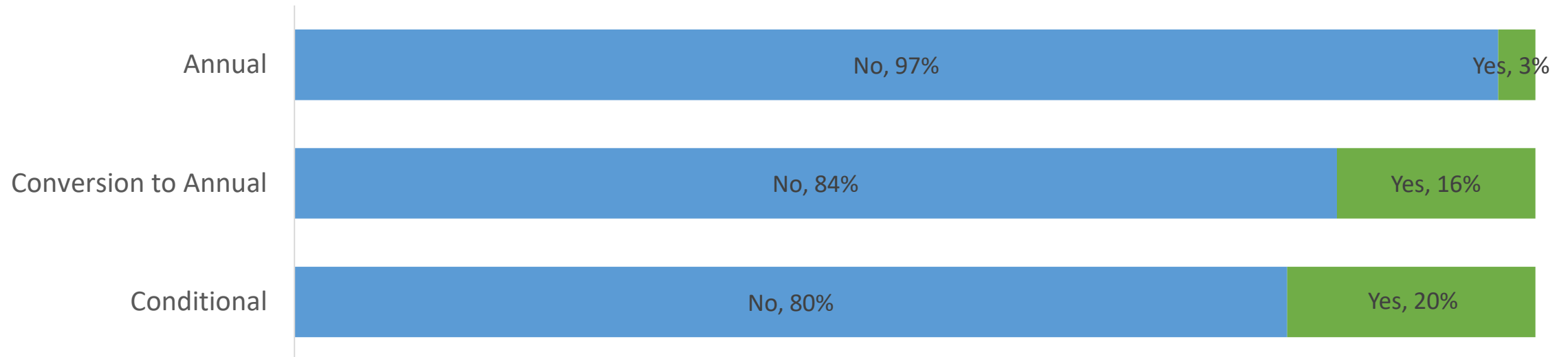
<u>Business Category</u>	<u>Impact Zone Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	102	80	182
Approved Conversion to Annual	192	158	350
Approved Conditional	833	611	1444
Grand Total	1127	849	1976





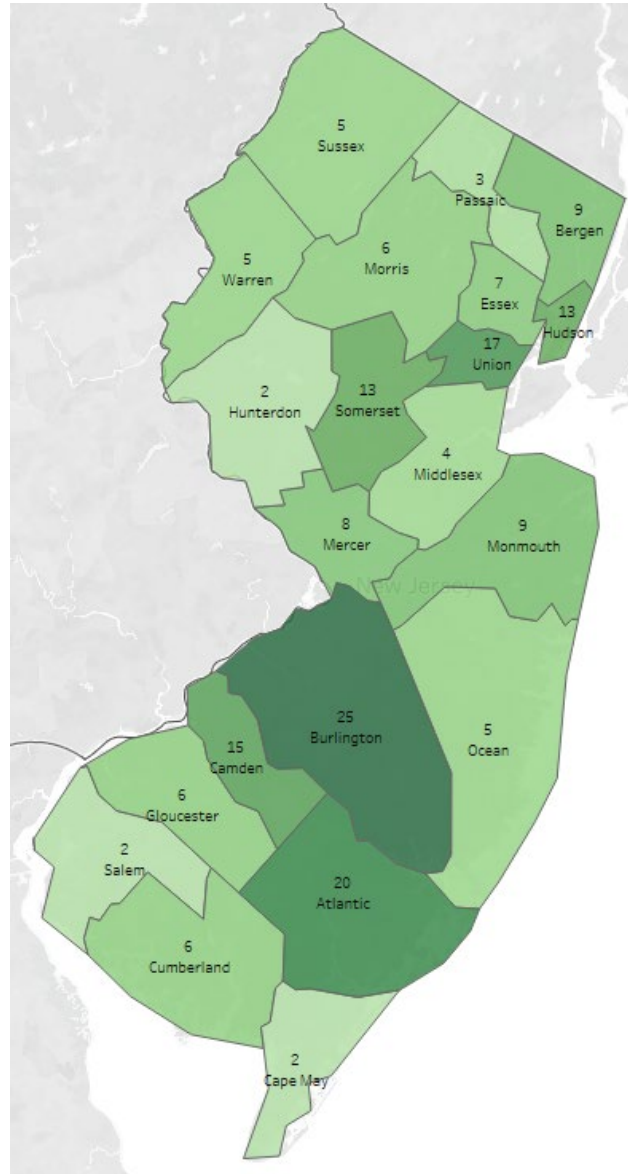
Awardee Majority Owners in an Economically Disadvantaged Area (EDA)

Business Category	EDA Business		Total
	No	Yes	
Approved Annual	323	27	350
Approved Conversion to Annual	415	100	515
Approved Conditional	1372	384	1756
Grand Total	2110	511	2621





Annual Licensee Awardees Distribution by County



Annual Awardees	
County	Number
Atlantic	20
Bergen	9
Burlington	25
Camden	15
Cape May	2
Cumberland	6
Essex	7
Gloucester	6
Hudson	13
Hunterdon	2
Mercer	8
Middlesex	4
Monmouth	9
Morris	6
Ocean	5
Passaic	3
Salem	2
Somerset	13
Sussex	5
Union	17
Warren	5
Grand Total	182

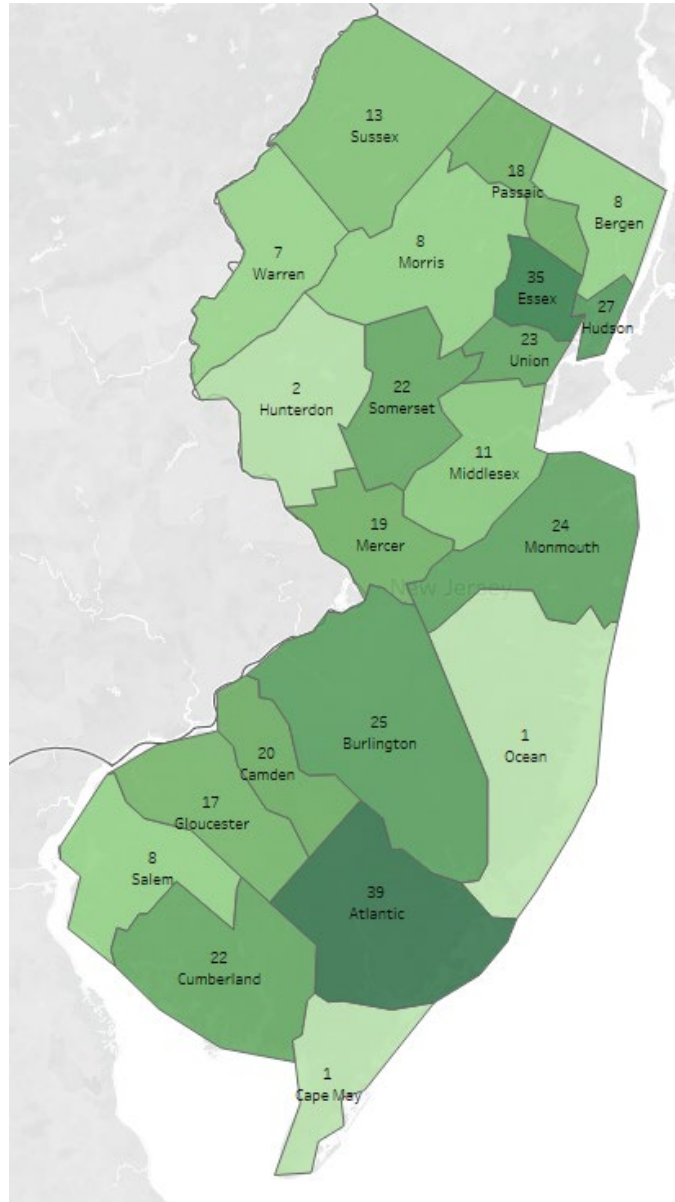


Annual Licensee Awardees Distribution by County

Annual Awardee by County & License Type						
Row Labels	<u>class1Cultivator</u>	<u>class2Manufacturer</u>	<u>class4Distributor</u>	<u>class5Retailer</u>	<u>testingLaboratory</u>	<u>Grand Total</u>
Atlantic	6	2	-	12	-	20
Bergen	3	2	-	4	-	9
Burlington	7	2	-	14	2	25
Camden	2	2	-	10	1	15
Cape May	1	-	-	1	-	2
Cumberland	3	3	-	-	-	6
Essex	2	1	-	4	-	7
Gloucester	3	1	-	2	-	6
Hudson	-	-	-	13	-	13
Hunterdon	-	-	-	2	-	2
Mercer	2	4	-	1	1	8
Middlesex	-	-	-	4	-	4
Monmouth	1	2	1	5	-	9
Morris	-	1	-	3	2	6
Ocean	-	1	-	4	-	5
Passaic	2	-	-	1	-	3
Salem	-	1	-	1	-	2
Somerset	1	2	-	10	-	13
Sussex	1	1	-	3	-	5
Union	2	3	-	12	-	17
Warren	2	2	-	1	-	5
Grand Total	38	30	1	107	6	182



Conditional-to-Annual Conversions Distribution by County



Conversions to Annual by County	
<u>County</u>	<u>Approved Annual</u>
Atlantic	39
Bergen	8
Burlington	25
Camden	20
Cape May	1
Cumberland	22
Essex	35
Gloucester	17
Hudson	27
Hunterdon	2
Mercer	19
Middlesex	11
Monmouth	24
Morris	8
Ocean	1
Passaic	18
Salem	8
Somerset	22
Sussex	13
Union	23
Warren	7
Grand Total	350



Conditional-to-Annual Conversions Distribution by County

Conversion to Annual Awardee by County & License Type				
<u>County</u>	<u>Class 1 Cultivator</u>	<u>Class 2 Manufacturer</u>	<u>Class 5 Retailer</u>	<u>Grand Total</u>
Atlantic	17	4	18	39
Bergen	1	4	3	8
Burlington	7	6	12	25
Camden	2	4	14	20
Cape May			1	1
Cumberland	11	9	2	22
Essex	5	7	23	35
Gloucester	3	3	11	17
Hudson	1		26	27
Hunterdon			2	2
Mercer	7	5	7	19
Middlesex		4	7	11
Monmouth	8	6	10	24
Morris		2	6	8
Ocean	1			1
Passaic	5	4	9	18
Salem	4	2	2	8
Somerset	4	2	16	22
Sussex	3	2	8	13
Union	5	4	14	23
Warren	2	2	3	7
Grand Total	86	70	194	350



Persons of Interest Data



Approved Annual Licensee Persons of Interest Self-Identity

With Average & Aggregate Ownership Percentages

Person of Interest Self Identity (97 Awardees)	Number	Percentage	Average Ownership	
			Percentage	Percent of Total Ownership
American Indian Or Alaska Native	2	0.2%	0%	0.0%
Asian & Black Or African American	1	0.1%	15%	0.1%
Asian & Other Or Not Listed	2	0.2%	39%	0.4%
Asian & White	1	0.1%	5%	0.0%
Asian	58	7.2%	41%	13.0%
Black Or African American & American Indian Or Alaska Native	1	0.1%	51%	0.3%
Black Or African American & Other Or Not Listed	1	0.1%	5%	0.0%
Black Or African American	100	12.4%	18%	9.9%
Native Hawaiian Or Other Pacific Islander	1	0.1%	0%	0.0%
Other Or Not Listed & American Indian Or Alaska Native	1	0.1%	0%	0.0%
Other Or Not Listed	57	7.1%	36%	11.1%
White & American Indian Or Alaska Native	1	0.1%	0%	0.0%
White	478	59.2%	16%	43.0%
No Response or Entity of Interest	102	12.6%	39%	21.9%
Other or Not Listed & Asian	1	0.1%	0%	0.0%
White & Other or Not Listed	1	0.1%	50%	0.3%
Grand Total	808	100%	22%	100%



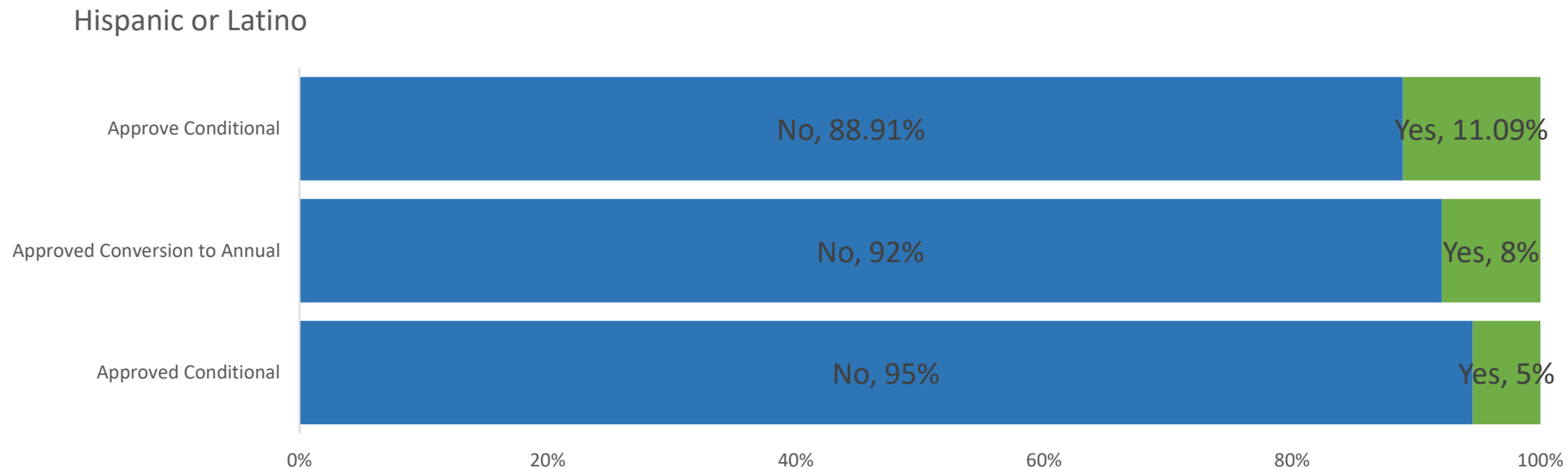
Approved Conversion to Annual Licensee Persons of Interest Self-Identity With Average & Aggregate Ownership Percentages

Person of Interest Self Identity (134 Awardees)	Number	Percentage	Average Ownership Percentage	Percent of Total Ownership
American Indian Or Alaska Native	11	0.85%	17%	0.50%
American Indian Or Alaska Native, Black Or African American	1	0.08%	40%	0.10%
American Indian Or Alaska Native, White	2	0.15%	50%	0.26%
Asian, Other or not listed	1	0.08%	16%	0.04%
Asian	146	11.27%	34%	13.07%
Asian, Native Hawaiian Or Other Pacific	1	0.08%	100%	0.26%
Black Or African American, Other Or Not Listed	2	0.15%	75%	0.39%
Black Or African American	148	11.42%	38%	14.67%
Black Or African American, Asian, Other Or Not Listed	1	0.08%	10%	0.03%
Black Or African American, White	1	0.08%	1%	0.00%
Native Hawaiian Or Other Pacific	1	0.08%	0%	0.00%
Other Or Not listed	111	8.56%	38%	10.93%
White	668	51.54%	23%	40.25%
Group1	195	15.05%	37%	18.64%
Other Or Not Listed, Asian	1	0.08%	16%	0.04%
Other Or Not listed, Black Or African American	1	0.08%	57%	0.15%
White, Asian	1	0.08%	44%	0.11%
White, Black Or African American	1	0.08%	50%	0.13%
White, Other Or Not Listed	3	0.23%	54%	0.42%
Grand Total	1296	100.00%	30%	100.00%



Approved Licensee Persons of Hispanic or Latino of Any Race (Yes or No)

<u>Licensees</u>	Hispanic or Latino		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	764	44	808
Approved Conversion to Annual	1193	103	1296
Approved Conditional	3447	430	3877
Grand Total	5404	577	5981





Additional Data



Testing Labs Entity Data

<u>Entity Name</u>	<u>License Type</u>	<u>Business Category</u>	<u>Social Equity</u>	<u>Diversely Owned</u>	<u>Impact Zone Business</u>	<u>Disabled Veteran Owned</u>
Trichome Analytical LLC	Testing Laboratory	Standard	No	No	Yes	No
NEW JERSEY CANNALYTICS LLC	Testing Laboratory	Standard	No	No	No	No
Green Analytics East LLC	Testing Laboratory	Standard	No	No	No	No
SRIVEN LABS LLC	Testing Laboratory	Standard	No	No	No	No
Highgrade Labs of New Jersey	Testing Laboratory	Standard	No	No	Yes	No
Smithers CTS NJ LLC	Testing Laboratory	Standard	No	No	No	No