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To: Current and Prospective MMMP Registrants and AUMP Licensees
From: Director Erik Gundersen, Office of Marijuana Policy
Date: Monday, May 2nd, 2022
Subject: Office of Marijuana Policy rebranding to Office of Cannabis Policy

Background

Today, the Office of Marijuana Policy (OMP) announced the rebranding of the agency as the Office of Cannabis Policy (OCP).

The name change is necessitated, in part, by the passage of P.L. 2021, ch. 669, sponsored by Assistant Majority Leader Rachel Talbot Ross (D-Portland), which replaces the term “marijuana” with “cannabis” in most portions of state law. While this legislation will not go into effect until 90 days after the legislature adjourns sine die, OCP is proceeding with making certain changes immediately.

Guidance

Stakeholders will see many public facing changes immediately, however there are items that will remain under the old OMP brand as the agency works to fully convert to OCP.

Items including OCP-issued identification cards and business licenses will be modified to include the new name and logo. Existing versions of these official documents, which contain the agency’s previous name and logo, continue to be valid and will be replaced upon renewal by the licensee or registrant.

Items such as patient certification paper will be modified to include the new name and the term marijuana will be replaced throughout. Existing certification paper and certifications issued under the agency’s previous name will continue to be valid and will be replaced once existing supply is exhausted and the patient is certified or renews.

Converting the term “marijuana” to “cannabis” in the rules administered by OCP could take several years. For that change to occur, each rule will need to go through the Maine Administrative Procedures Act rulemaking process, which includes legislative review of rules designated as major substantive.

Conclusion

Over the course of the next several weeks, months and years, OCP will make adjustments to reflect the organization’s rebranding. Included among these changes are updates to exterior signage, new uniforms for field staff, and depletion of existing stock of branded materials like patient certification paper.

While the examples given of items that may remain under OMP branding as the switch occurs is not exhaustive, we hope it gives stakeholders an understanding of the nuances associated with this rebranding and the time required to implement these changes. We will work diligently to fully convert to OCP as soon as the agency is able.

The Office hopes this memorandum brings clarity to our rebranding process. If you have any questions, comments or concerns, please contact OCP via email at OCP@maine.gov or (207) 287-3282.