

BREAKING NEWS

NM CANNACRITIC VICTORIOUS AGAINST LIFT EQUATION LLC



The ongoing legal battle between the founder of the New Mexico CannaCritic and Lift Equation, LLC, has finally come to an end. (Lift is the main company who also owns Cactus, Shake 2 Bake, Coyote Chocolate, Soma and Lucky's Gold). This case involved a breach of contract, and has been long disputed by the owners of Lift Equation, forcing NMCC to take legal action. As of February 5, 2024, a Bernalillo County Judge ruled in favor of the NM CannaCritic against Lift Equation and a final judgment was issued against them.

LOCAL DISPENSARY RAIDED AND SHUT DOWN: BUT FOR HOW LONG?

Cannabis Revolution, also known as Golden Roots has been under investigation by the State of New Mexico for at least the past 13 months. In January of 2023 the public was made aware that this company was potentially involved in several illicit activities, particularly the importation of out-of-state cannabis. It took the State of New Mexico nine months to act on these findings, until September of 2023: Cannabis Revolution finally had their license revoked by Mexico CCD. Despite being ordered to cease all operations, the company continued to operate at full capacity until February 2024, at which point the establishment was raided by both federal and state officials. There is a lengthy list of violations committed by this company and fines exceeding \$600,000. So the public and the cannabis community took a collective sigh of relief when this seemingly final action was taken. However, it seems the owners of Cannabis Revolution have chosen to successfully apply for another cannabis retail license, during the time the state was planning to revoke their current license- using the same registration address as their previous LLC. This time, however, they will be known as "Jungle Boyz, LLC", not to be confused with "Jungle Boys", a very well-known and well-respected company based out of California.

Should this be allowed? How many more tax dollars should be utilized to investigate companies committing illegal acts, only to be granted a new license following revocation? To make matters worse, Jungle Boyz, LLC has chosen one of the most saturated areas in the city, just yards away from a very hard-working, locally owned dispensary, Cranium Cannabis. Cranium is a legacy company here in Albuquerque owned and founded by a lifelong, hard-working resident of New Mexico. So many legitimate cannabis companies are spending a fortune to comply with the policies and guidelines outlined by CCD, yet they continued to watch their peers commit egregious violations with no consequence.