



MARIJUANA
POLICY
GROUP

PUBLIC SECTOR SERVICES

The Marijuana Policy Group has a practical understanding of how research and data analysis can be effectively incorporated into public sector policymaking. The MPG offers the following services:

The Marijuana Policy Group (MPG) was created in early 2014 by principals of BBC Research & Consulting and the University of Colorado, Business Research Division, two esteemed Colorado institutions with decades of experience providing independent and unbiased research. The MPG was formed to provide a more focused approach to the specific and unique issues related to marijuana policy-making and analysis. MPG staff has extensive experience providing market, policy, economic, financial and statistical research, as well as advisory services for government and business interests alike. Our experience with public sector and not-for-profit organizations is balanced by market research and strategy development for the private sector.

The MPG mission is to apply research methods rooted in economic theory and statistical applications to inform regulatory policy decisions in the rapidly growing legal medical and recreational marijuana markets.

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MARIJUANA MARKET QUANTIFICATION

Measuring the size and demand for marijuana forms the basis of state taxation and production control policy. MPG develops custom marijuana prevalence models with the most accurate federal marijuana usage data. In MPG's study for the Colorado Department of Revenue, we added Colorado-specific marijuana use survey data to estimate the annual amount of marijuana consumed by residents and visitors in Colorado.

SPECIALIZED REGULATORY RESEARCH

Custom research for regulatory agencies. MPG completed the first ever marijuana equivalency study, which provides data-driven comparisons between marijuana flower, concentrates, and infused products specifically for Colorado's marijuana market. The equivalency factors will be used for a variety of purposes, including setting purchase limits and managing statewide production.

LEGAL MARIJUANA FISCAL IMPACT

Estimate ongoing and one-time government tax and fee revenues. MPG develops pricing models to estimate prevailing market prices for wholesale marijuana that is transferred and resold for recreational use by Colorado marijuana retailers. Our market size and usage estimates inform state marijuana tax policy and revenue projections for retail and medical marijuana sales. Our pricing models can be customized to evaluate revenue potential under any taxation system.

PRODUCTION CONTROL POLICY

Evaluate and understand how production control methods affect the marijuana market. MPG advised the Colorado Marijuana Enforcement Division in developing a production management system to comply with federal Department of Justice requirements for illegal diversion control. MPG evaluated several production control models, including plant counts, canopy area, total THC, production inputs, and other methods.

