



# Cannabis Tips For Massachusetts Budtenders

Cannabis industry knowledge is key for budtenders who want to create awesome customer experiences. It's also important to know Massachusetts regulations. Check out these handy tips for every sales transaction.

## Minimum Age Limits

**Purchase recreational cannabis:** 21

**Enter a retail store:** 21, unless it is a medical patient accompanied by a caregiver

**Enter a medical store:** 21, unless accompanied by a caregiver and registered with the Massachusetts Medical Use of Marijuana Program



## Sales Limits

**Recreational cannabis:**

- 1 oz flower
- 5 g concentrate
- 20 servings of edibles (5 mg THC per serving)

**Medical cannabis:**

- 60-day supply of 10 ounces of cannabis per prescription
- Edibles containing up to 100 mg THC/serving

## Refusing Sales

**Be Quick** – Refuse the sale before making the transaction. Place the product out of reach and, if possible, out of sight.

**Be Clear** – Politely explain the reason for your decision; avoid seeming judgmental or critical.

**Be Consistent** – Calmly follow through with your decision. Never discriminate based on race, sex, ability, etc.



## Talking with Customers

**Don't Say:**

- ❌ Our cannabis is organic.
- ❌ This strain will help with your fibromyalgia.
- ❌ You can't come in because you are way too young.
- ❌ You're obviously intoxicated and shouldn't be buying cannabis.

**Say This Instead:**

- ✅ Our cannabis is organically grown.
- ✅ Some customers have said they feel pain relief when using a product like this.
- ✅ I'm sorry, I can't allow you to enter without a valid ID.
- ✅ I'm sorry, I'm not allowed to sell to customers who might be intoxicated. I could get fired.

## Checking ID

**Check ID using the FLAG system** when a person enters the store and makes a purchase.

Acceptable government-issued IDs include driver's licenses and passports. The ID must display the person's name, photo and birthdate.

### Feel

Check for any odd bumps, dips or pinholes.

### Look

- Expiration date
- Birthdate
- Photo
- Format (front & back)

### Ask

If you suspect that someone's ID may not be valid, ask them to verify information from the ID.

### Give Back

If the ID is genuine, return it and make the sale. If it's not valid, refuse the sale. State law does not require you to confiscate forged IDs.

## THC Strengths

Cannabis Product	THC Levels
Cannabis Flower	<ul style="list-style-type: none"> <li>• Mild: 10% THC or less</li> <li>• Medium: 10% to 20%</li> <li>• Strong: 20% THC and above</li> </ul>
Concentrates	<ul style="list-style-type: none"> <li>• Strong: 60% THC and above</li> </ul>
Edibles/Tinctures	<ul style="list-style-type: none"> <li>• Very mild: 1 to 2 mg THC</li> <li>• Mild: 2 to 5 mg THC</li> <li>• Medium: 5 to 10 mg THC</li> <li>• Strong: 10 to 50 mg THC</li> <li>• Very strong: 50 mg THC and above</li> </ul>

If you see someone suffering from accidental consumption or overconsumption, call 911 or another emergency help number (such as the **Poison Control Center: 1-800-222-1222**).

