



Higher Standards for Safety



Arizona Labs Step Up to Meet Unprecedented Demand

Does ibuprofen undergo testing for heavy metals? How much pesticide is in your wine? If a product is available for public sale in a regulated market, there's an assumption that it's been tested for safety. This is not always true.

When Arizona legalized medical cannabis in 2010, patients were just grateful to have access to medicine. It wasn't until November 1, 2020 that the state enacted SB 1494, requiring medical and adult-use cannabis be tested for potency and contaminants. Two days later, recreational cannabis use was passed into law.

The result was a flurry of activity for cannabis testing labs. Suddenly both recreational and medical products had to be tested for heavy metals, microbials, herbicides, pesticides, and more. Many labs scrambled to keep up with demand.

Others were able to keep up even as the pandemic delayed shipments and created equipment shortages. Ethan Sasz, founder and owner of Plant Safe Powered by Paradigm said his clients were grateful for his efficiency when labs across the state were backed up. "We have four times the amount of instrumentation that

most labs have today," Sasz said. "We have the corporate model of a large business, but with a local presence."

In response to the community's plea for increased safety during the COVID-19 crisis, Sasz revised Plant Safe's practices to offer safe, secure transportation and delivery of samples throughout the state. The demand for testing has since lessened, but retailers are now acutely aware of the value of a collaborative, resilient laboratory partner.

Consumers, as well as retailers, respond to safety testing and prefer brands with a history of transparency. More than 61% of buyers 18-27 will pay extra for organically grown cannabis, reported Statista. Safety, especially for medical cannabis, is paramount to consumers.

"Safety is a big part of the evolution of the cannabis industry and other biological businesses. As a clinical lab first, we had to provide empirical results for patient safety. We are bringing that same ideology into the cannabis space," Sasz said. As the Arizona marketplace grows, so will expectations around testing and transparency.

The Grand Canyon State is already proving to be one of the fastest growing cannabis markets in the country. At the time of this writing, Arizona is set to pass a billion dollars in sales in its first year of recreational sales.

Demitri Downing, CEO and founder of Arizona Cannabis Industry Trade Association, told Channel 12 News he hopes to see the state play a pivotal role once cannabis becomes federally legal. "We want to set up an export state. We want to set up a state where we are manufacturing as many products as possible, cultivating as much product as possible," Downing said.

When that day comes, nationwide safety regulations will certainly follow. Cannabis testing laboratories are scaling up in preparation. With a fleet of vehicles trained to pick up samples, plus proprietary testing and certification software, Plant Safe is looking to the future. "We strive to be the gold standard and set the benchmark for other labs in the state," said Sasz. ❖



integrity. collaboration. innovation.

Plant Safe is the trusted lab partner that understands the cannabis industry's need for timely, efficient, and consistent results.

With our proactive approach, Plant Safe has developed a business model with the cultivator, manufacturer, and consumer top-of-mind by providing a consultative approach from seed-to-sales.

By bringing safety, innovation, and consistency to the marketplace our customers can count on us to deliver.



Plant Safe
POWERED BY PARADIGM

CONNECT WITH US TO START THE CONVERSATION!

