
**SENATE COMMITTEE ON
BUSINESS, PROFESSIONS AND ECONOMIC DEVELOPMENT**

Senator Dr. Aisha Wahab, Chair
2025 - 2026 Regular

Bill No:	AB 2532	Hearing Date:	June 8, 2026
Author:	Irwin		
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Urgency:	No	Fiscal:	Yes
Consultant:	Elissa Silva		

Subject: Cannabis: labels, packaging, and manufacturing

SUMMARY: Requires edible cannabis products and cannabis beverages to include the toll-free telephone number for the national Poison Help line on their labels and inserts and requires cannabis beverage products with multiple servings to contain specified information and markers related to the serving sizes, as specified.

Existing law:

- 1) Establishes the Medicinal and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA) to regulate the cultivation, distribution, transport, storage, manufacturing, processing, and sale of both medicinal cannabis and adult-use cannabis. (Business and Professions Code (BPC) § 26000)
- 2) Establishes the Department of Cannabis Control (DCC), under the jurisdiction, of the Business, Consumer Services, and Housing Agency, to administer and regulate provisions of MAUCRSA. (BPC § 26010)
- 3) Requires the DCC to make and prescribe reasonable rules and regulations as necessary to implement, administer, and enforce its duties, which must be consistent with the purpose and intent of the Control, Regulate and Tax Adult Use of Marijuana Act. (BPC § 26013)
- 4) Requires all cannabis or cannabis products purchased by a customer to be placed in an opaque package prior to leaving a licensed retail premises. (BPC § 26070.1)
- 5) Requires cannabis and cannabis products to be labeled and placed in a tamper-evident, child-resistant package and include a unique identifier for the purposes of identifying and tracking prior to delivery or sale at a retailer. Requires package must be re-sealable if the product contains more than one serving. (BPC § 26120(a))
- 6) Prohibits packages and labels from being attractive to children. (BPC § 26120(b))
- 7) Requires all cannabis and cannabis products labels and inserts to include the following information displayed in clear and legible fashion in accordance with requirements, including font size, prescribed by the DCC.
- 8) Requires the following statements in bold print for cannabis:

“GOVERNMENT WARNING: THIS PACKAGE CONTAINS CANNABIS, A SCHEDULE I CONTROLLED SUBSTANCE. KEEP OUT OF REACH OF CHILDREN AND ANIMALS. CANNABIS MAY ONLY BE POSSESSED OR CONSUMED BY PERSONS 21 YEARS OF AGE OR OLDER UNLESS THE PERSON IS A QUALIFIED PATIENT. CANNABIS USE WHILE PREGNANT OR BREASTFEEDING MAY BE HARMFUL. CONSUMPTION OF CANNABIS IMPAIRS YOUR ABILITY TO DRIVE AND OPERATE MACHINERY. PLEASE USE EXTREME CAUTION.” (BPC § 26120 (c)(1)(A))

9) Requires the following statement in bold print for cannabis products:

“GOVERNMENT WARNING: THIS PRODUCT CONTAINS CANNABIS, A SCHEDULE I CONTROLLED SUBSTANCE. KEEP OUT OF REACH OF CHILDREN AND ANIMALS. CANNABIS PRODUCTS MAY ONLY BE POSSESSED OR CONSUMED BY PERSONS 21 YEARS OF AGE OR OLDER UNLESS THE PERSON IS A QUALIFIED PATIENT. THE INTOXICATING EFFECTS OF CANNABIS PRODUCTS MAY BE DELAYED UP TO TWO HOURS. CANNABIS USE WHILE PREGNANT OR BREASTFEEDING MAY BE HARMFUL. CONSUMPTION OF CANNABIS PRODUCTS IMPAIRS YOUR ABILITY TO DRIVE AND OPERATE MACHINERY. PLEASE USE EXTREME CAUTION.” (BPC § 26120(c)(1)B))

10) Requires the DCC before July 1, 2025, to reevaluate the regulations related to labeling and packaging requirements to determine whether any additional warnings are necessary to reflect evolving science and adopt regulations for cannabis and cannabis product labels or inserts reflecting the evolving science regarding the risks that cannabis use may cause consumers. (BPC § 26121(a))

11) Requires the DCC on or before January 1, 2030, and every five years thereafter to reevaluate regulations and whether any additional warnings are necessary to reflect evolving science. (BP § 26121(b))

12) Requires any cannabis cartridge or integrated cannabis vaporizer that contains cannabis or a cannabis product to bear a universal symbol determined by the DCC through regulation. (BPC § 26122(a))

13) Requires the DCC to promulgate regulations governing the licensing of cannabis manufactures and standards for the manufacturing, packaging, and labeling of all manufactured cannabis products, as specified. (BPC § 26130(a))

14) Requires the following for edible cannabis products:

- a) Not designed to be appealing to children or easily confused with commercially sold candy or foods that do not contain cannabis;
- b) Produced and sold with a standardized concentration of cannabinoids not to exceed 10 milligrams tetrahydrocannabinol (THC) per serving;

- c) Delineated or scored into standardized serving sizes if the cannabis product contains more than one serving and is an edible cannabis product in solid form;
 - d) Homogenized to ensure uniform disbursement of cannabinoids throughout the product;
 - e) Manufactured and sold under sanitation standards established by the DCC that are similar to the standards for preparation, storage, handling and sale of food products;
 - f) Provided to customers with sufficient information to enable the informed consumption of the product, including the potential effects of the cannabis products and directions as to how to consume the cannabis product as necessary; and,
 - g) Marked with a universal symbol, as determined by the DCC through regulation. (BPC § 26130(c))
- 15) Defines, “advertising” for purposes of MAUCRSA to mean the publication or dissemination of an advertisement, and advertisement includes written or verbal statement, illustration, or depiction which is calculated to induce sales of cannabis or cannabis products, including any written, printed, graphic, or other material, billboard, sign, or other outdoor display, public transit card, other periodical literature, publication, or in a radio or television broadcast, or in any other media; except that advertisement does not include:
- a) Any label affixed to any cannabis or cannabis products, or any individual covering, carton, or other wrapper of that container that constitutes a part of the label; or
 - b) Any editorial or other reading material, such as a news release, in any periodical or publication or newspaper for the publication of which no money or valuable consideration is paid or promised, directly or indirectly, by any licensee, and which is not written by or at the direction of the licensee. (BPC § 26150(a))
- 16) Defines “market” and “marketing” to mean any act or process of promoting or selling cannabis or cannabis products including, but not limited to, sponsorship of sporting events, point of sale, advertising, and development of products specifically designed to appeal to certain demographics. (BPC § 26150(e))
- 17) Requires all advertisements and marketing to accurately reflect and legibly identify the licensee responsible for its content by adding, at a minimum, the licensee’s number. (BPC § 26151(a)(1))
- 18) Prohibits a licensee from advertising or marketing cannabis or cannabis products in a manner intended to encourage persons under 21 years of age to consume cannabis or cannabis products; publish or disseminate advertising or marketing that is attractive to children; or, advertise or market cannabis or cannabis products within 1,000 feet of a day care center, school providing instruction in kindergarten or any

grades 1 to 12, playground, or youth center. (BPC § 26152(e)(f)(g))

- 19) Prohibits a licensee from labeling any cannabis or cannabis product, publish, or disseminate advertising or marketing containing any health-related statement this is untrue in any particular manner or tends to create a misleading impression as to the effects on health of cannabis consumption. (BPC § 26154)

This bill:

- 1) Requires additional labeling information on an edible cannabis product or cannabis beverage product to include the toll-free telephone number for the national poison Help line.
- 2) Requires the label on a cannabis beverage containing more than one serving to clearly and conspicuously provide a print notice to consumers that the product contains multiple servings along with information how to accurately measure a single serving for consumption.
- 3) Requires for licensed manufacturers of cannabis products that cannabis beverage product containers, comprising of more than one serving, feature unobstructed and conspicuous lines delineating individual or portion sizes.
- 4) Requires a consumer to be offered at the time of purchase, a measuring instrument or device that allows a consumer to measure a single serving for consumption of a cannabis beverage with more than one serving. The measuring instrument is to be free of charge to the consumer.
- 5) Prohibits a licensed or unlicensed individual engaged in commercial cannabis activity from advertising or marketing cannabis beverage products containing multiple servings as single-serve products or otherwise encourage consumption of multiple servings within a cannabis beverage at one time.

FISCAL EFFECT: According to the Assembly Committee on Appropriations, the bill will result in minor and absorbable costs to DCC.

COMMENTS:

1. **Purpose.** The Author is the sponsor of this bill. According to the Author, “The recent audit completed by the State Auditor confirmed what many have long recognized: California’s cannabis industry continues to package and market products in ways which are overtly attractive to children. Since the passage of Proposition 64, child cannabis poisonings have increased dramatically. These exposures are often driven by cannabis product packaging that uses features which are explicitly attractive to children, leading children to consume the products unintentionally. Young children who accidentally consume cannabis require poison control treatment consistently, and in many cases, they can also expose their fellow elementary and middle school peers to cannabis. AB 2532 follows up on a key issue the auditor raised by enacting new labeling requirements on cannabis beverages, including new warning labels and requirements that help consumers measure out one dose of THC. The bill also requires cannabis packages to include

the phone number for the national poison control center, ensuring that this critical resource is readily available in the event of a potentially life-threatening cannabis poisoning.”

2. **Background.**

Cannabis Regulatory Background and the Department of Cannabis Control (DCC). In 2015, Governor Brown signed three bills into law that created a comprehensive state licensing and regulatory framework governing the commercial cultivation, manufacture, retail sale, transport, distribution, delivery, and testing of medical cannabis in California. AB 243 (Wood, Chapter 688, Statutes of 2015), AB 266 (Bonta, Chapter 689, Statutes of 2015), and SB 643 (McGuire, Chapter 719, Statutes of 2015) collectively established the Medical Marijuana Regulation and Safety Act (later renamed to the Medical Cannabis Regulation and Safety Act (MCRSA)), to be administered by a number of state agencies: a Bureau of Cannabis Control within the Department of Consumer Affairs, the California Department of Public Health; and the California Department of Food and Agriculture.

Shortly following the passage of MCRSA, in November 2016, California voters passed Proposition 64, the “Control, Regulate and Tax Adult Use of Marijuana Act” (Prop 64), which decriminalized and legalized adult-use cannabis. Less than a year later in June 2017, the California State Legislature passed a budget trailer bill, SB 94 (Committee on Budget and Fiscal Review, Chapter 27, Statutes of 2017), that integrated MCRSA with Prop 64 to create the Medical and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA), the current regulatory structure for both medicinal and adult-use cannabis. In 2020, Governor Newsom proposed consolidation of the three original licensing and regulatory programs within separate state agencies to form a single department with a goal of streamlining and simplifying access to licensing and regulatory oversight of cannabis. In 2021, DCC was established with licensing, regulatory and enforcement authority.

Today, the DCC is the lead agency responsible for oversight of the regulated cannabis market. DCC has both licensing and enforcement authority related to all commercial cannabis in California, including authority to act against unlicensed cannabis activities and take enforcement actions against any licensee who violates the provisions of MAUCRSA, including for violations of marketing or advertising restrictions. The DCC is vested with authority to make reasonable rules and regulations necessary to implement, enforce, and administer its duties as specified in MAUCRSA. The DCC licenses over 20 license types including laboratories, cultivators, manufacturers, retailers, cannabis event organizers, processors, and distributors. Cannabis in California is regulated from seed to sale including the growing, distribution, and testing of cannabis products.

Labeling and Packaging Requirements for Cannabis. In addition to the robust licensing, transporting, testing, cultivating and enforcement provisions of MAUCRSA, there are stringent labeling and packaging requirements for cannabis and cannabis products. Language enacted as part of the original MCRSA legislation in 2015 established standards for cannabis packaging and labeling, including specific cautionary statements. Proposition 64 then codified nearly identical

language for its own mandated label content, with a handful of minor variations reconciled when SB 94 merged MCRSA and the AUMA into MAUCRSA. Under current law, all cannabis labels must display the following statement in bold print:

GOVERNMENT WARNING: THIS PRODUCT CONTAINS CANNABIS, A SCHEDULE I CONTROLLED SUBSTANCE. KEEP OUT OF REACH OF CHILDREN AND ANIMALS. CANNABIS PRODUCTS MAY ONLY BE POSSESSED OR CONSUMED BY PERSONS 21 YEARS OF AGE OR OLDER UNLESS THE PERSON IS A QUALIFIED PATIENT. THE INTOXICATING EFFECTS OF CANNABIS PRODUCTS MAY BE DELAYED UP TO TWO HOURS. CANNABIS USE WHILE PREGNANT OR BREASTFEEDING MAY BE HARMFUL. CONSUMPTION OF CANNABIS PRODUCTS IMPAIRS YOUR ABILITY TO DRIVE AND OPERATE MACHINERY. PLEASE USE EXTREME CAUTION.

For cannabis products, the label must display:

GOVERNMENT WARNING: THIS PRODUCT CONTAINS CANNABIS, A SCHEDULE I CONTROLLED SUBSTANCE. KEEP OUT OF REACH OF CHILDREN AND ANIMALS. CANNABIS PRODUCTS MAY ONLY BE POSSESSED OR CONSUMED BY PERSONS 21 YEARS OF AGE OR OLDER UNLESS THE PERSON IS A QUALIFIED PATIENT. THE INTOXICATING EFFECTS OF CANNABIS PRODUCTS MAY BE DELAYED UP TO TWO HOURS. CANNABIS USE WHILE PREGNANT OR BREASTFEEDING MAY BE HARMFUL. CONSUMPTION OF CANNABIS PRODUCTS IMPAIRS YOUR ABILITY TO DRIVE AND OPERATE MACHINERY. PLEASE USE EXTREME CAUTION.

In addition to the above statements, MAUCRSA requires certain information about the product's ingredients and contents to be listed, as well as information associated with a unique identifier number for purposes of tracking the cannabis goods. If the product utilizes a vaporizer, it must include the recycle symbol and all cannabis products are required to display the universal symbol developed by the DCC through regulations. MAUCRSA also authorizes the DCC to set its own additional requirements for cannabis packaging and labeling. Regulations promulgated by the DCC and its predecessors have incorporated additional labeling standards. For example, all labels must be "unobstructed and conspicuous" in at least 6-point type size and must be written in English. If the cannabis product is edible, the regulations require specific information about potential allergens in the product, the names of any artificial colorings, and any sugar, carbohydrates, and total fat per serving. MAUCRSA specifically requires that edible cannabis products be all of the following:

- Not designed to be appealing to children or easily confused with commercially sold candy or foods that do not contain cannabis.
- Produced and sold with a standardized concentration of cannabinoids not to exceed 10 milligrams THC per serving.

- Delineated or scored into standardized serving sizes if the cannabis product contains more than one serving and is an edible cannabis product in solid form.
- Homogenized to ensure uniform disbursement of cannabinoids throughout the product.
- Manufactured and sold under sanitation standards established by the DCC that are similar to the standards for preparation, storage, handling, and sale of food products.
- Provided to customers with sufficient information to enable the informed consumption of the product, including the potential effects of the cannabis product and directions as to how to consume the cannabis product, as necessary.
- Marked with a universal symbol, as determined by the DCC through regulation.

This bill proposes to mandate that all cannabis and cannabis product labels include the toll-free number for the national Poison Help line. According to information from the California Department of Public Health *Cannabis Poison Control System Calls Dashboard*, between 2016-2024, the total number of calls to the California Poison Control System increased by 162% where the largest increases in those calls was seen in cannabis exposure among children aged five and under. Four other states require a similar poison control hotline number be marked on a label including New Mexico, Washington, Vermont and New Jersey. Michigan requires the poison control hotline information to be contained in a pamphlet provided at the time of sale.

Audit of the DCC's Youth Marketing and Advertising Enforcement/Cannabis Labeling for Beverages. In February 2024, the Joint Legislative Audit Committee (JLAC) approved an audit of the on the DCC's youth advertising and marketing enforcement. At the time, the audit request raised notable concerns that the DCC's enforcement and regulation of marketing restrictions for products to not be attractive to children was not being appropriately enforced although Prop 64 specifically prohibited marketing of cannabis products that are attractive to children. Ultimately, the JLAC approved the audit request and in 2025, the California State Auditor released its report which focused on DCC's enforcement process for violations relating to the prohibition against cannabis and cannabis products' being attractive to children.

The audit raised several concerns with respect to DCC's oversight of and regulation of marketing practices. The audit noted numerous instances where marketing practices could be construed to allow marketing and packaging material that could be considered attractive to children and made several recommendations to revise current law to ensure that there is less confusion of what products might be considered attractive to children. As part of the audit findings, the auditor noted that cannabis beverages had a combination of issues that could potentially lead to consumer confusion, especially for youth, in addition to concerns related to

marketing and advertising of the product. While all edible cannabis products are prohibited from exceeding 10 milligrams THC per serving, the audit report noted that cannabis beverages often contained a significant amount of THC per container. Although the container may have included multiple servings in one beverage, the containers lacked identifying markers of serving sizes, had lines delineating servings but the cannisters were solid and the beverage not viewable from the exterior which obstructs the view of the serving line. In addition, the beverages did not provide a measuring device to identify serving sizes.

As noted in the audit report, “Although DCC has already established regulations that detail package and serving size requirements, DCC told us that it does not have the regulatory authority to further specify package requirements for cannabis beverages. Without more specific guidance for cannabis beverages in California, both children and adult residents could inadvertently drink far more than they intend or is healthy.”

Under MAUCRSA, cannabis beverages are defined as a “form of edible cannabis product that is intended to be consumed in its final state as a beverage.” All cannabis beverages are required to abide by the same labeling requirements as all other cannabis and cannabis products but are authorized to be packaged in containers that are clear or any color. As noted earlier, since cannabis beverage products often contain more than one serving in a container, this bill proposes to implement recommendations from the California State Auditor report by requiring a cannabis beverage container that includes more than one serving to feature unobstructed and conspicuous line(s) delineating the individual and serving size. Additionally, this bill will require for manufactures, that a cannabis beverage containing more than one serving, offer to the consumer at the time of purchase a free measuring instrument or device that will allow the consumer to measure a single serving. Lastly, this bill would prohibit a licensed or unlicensed individual from advertising or marketing a cannabis beverage product as “single serving” product if the beverage contains more than one serving.

In addition to this bill, which focuses on cannabis beverage products and serving sizes and updates the labeling requirements to include the national Poison Help line, AB 2249 (Irwin of 2026) will also be considered by this Committee which attempts to address other recommendations made in the audit report to address deficiencies in the DCC’s oversight of cannabis product marketing and advertising restrictions of products which may be attractive to children.

- 3. Arguments in Support.** The California Academy of Child & Adolescent Psychiatry writes in support and notes, “For California’s children and adolescents, AB 2532 is an important public health and safety measure. Young children are particularly vulnerable to accidental cannabis ingestion, which can result in severe physical and psychological distress, hospitalization, and long-term health consequences. By strengthening warning labels, improving serving clarity, and providing direct access to poison control information, this bill helps reduce accidental poisonings and supports safer environments for children and adolescents.”

The Public Health Institute writes in support and notes, “This important legislation will provide protections for children, parents, families, and California consumers in

general to reduce adverse effects of excessive THC intake, and reduce preventable hospitalizations, accidents and other adverse outcomes. It will further the intent of Proposition 64 to protect children and youth. We urge the committee to reject arguments raised by the cannabis industry that would allow these unsafe and misleading products to continue to be marketed.”

Youth Forward writes in support and notes, “Soda is a beverage of great appeal to children and young people. The number of children who have experienced accidental poisoning due to consuming cannabis products has skyrocketed and will likely continue to escalate. It would be very unlikely for a young consumer, or an adult consumer for that matter, to consume only part of an opened soda. The recent report by the State Auditor on cannabis marketing to children and youth simply restated a massive problem we have been bringing to your attention since 2019.”

4. **Policy Issues for Consideration.**

Which licensee is responsible for providing a measuring device? This bill will require a consumer be offered a measuring device at the time of sale of a beverage product that contains more than one serving. However, as currently drafted, the mandate is on the manufacturer, who may not be directly engaged in the sale of the actual product. It is unclear if the licensed manufacturer would be responsible for providing a measuring device with every multi-serving product or if the onus would be on the retailer to offer and supply the measuring device at the time of sale. The author should continue to work with stakeholders to clarify whether the intent is for the manufacturer or retailer to be responsible for providing the measuring device as required by this bill.

Enforcement and implementation. As currently drafted, this bill will take effect on January 1, 2027. This is a short timeframe for manufacturers to comply with the new label content requirements and obtain the appropriate measuring devices for beverage products, or for retailers to do so if the bill specifies their responsibility in this space. Delaying implementation of the measure is necessary to allow for effective compliance and enforcement of the requirements in the bill. The author should continue to work with stakeholders and DCC to delay implementation.

SUPPORT AND OPPOSITION:

Support:

California Academy of Child & Adolescent Psychiatry
Public Health Institute
Youth Forward

Opposition:

None received

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