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FOR IMMEDIATE RELEASE

CCB Debuts Metrc Item Catalog & Billboard Campaign on 4/20

Today, the Nevada Cannabis Compliance Board (CCB) launched the [Metrc Item Catalog](#).

The Item Catalog is a digital repository of nearly 50,000 cannabis products, sold at the State’s licensed dispensaries and consumption lounges. The database aims to furnish the public, consumers, medical patients, licensees, researchers, and law enforcement agencies with current and comprehensive item information, including product-specific certified lab analyses, ingredients, allergens, potency, and real-time product hold status, fostering transparency within the industry.

“This is a milestone for both the CCB and the State’s licensed cannabis establishments. Alongside Metrc, CCB staff and industry partners have collaborated to make this information publicly available,” said Michael Miles, Acting Executive Director. “It is a victory for all to share this important data.”

The information now available is pulled from Metrc, Nevada’s seed-to-sale tracking system. The data reflects what is currently in Metrc at the time of a search and will vary over time.

Also debuting on 4/20, billboards in Northern and Southern Nevada warn against impaired driving. The billboard was created in partnership with [Zero Fatalities](#) to be displayed on the cannabis holiday. After 4/20, the CCB’s buy legal campaign will run through June 2026 across the State.

Nevada Cannabis Compliance Board encourages those 21 years and older to only buy and consume cannabis from [licensed cannabis establishments](#).

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CELEBRATING 4/20?
Don't roll the dice on the road.
Impaired? Get a ride.



zero
Fatalities
Lives are on the Line



DON'T GAMBLE ON SAFETY
BUY LEGAL NEVADA CANNABIS
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