

# New Jersey Governor Honored by Cannabis Strain Named After Him

## New Jersey Governor Honored by Cannabis Strain Named After Him, Calls for Further Reform

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Governor Phil Murphy (D) of New Jersey expressed his honor and enthusiasm upon learning that a marijuana product has been named after him. During a tour of a cannabis cultivation facility this week, Murphy emphasized the need to build upon the state’s legalization law to ensure “more equity, more reward, and redemption” for those impacted by prohibition.

### “Murphy’s Sourz” Strain Launch

During his visit to Prolific Growhouse, a Black-owned cannabis cultivation operation, Murphy posed for a photo holding a promotional flier for “Murphy’s Sourz,” a strain described as a “delightful mix of sour lemon, sweet tangerine, with hints of diesel and pine.” David Nicolas, CEO of Prolific Growhouse, expressed his surprise and delight at the governor’s visit, noting that he had hoped to catch Murphy’s attention with the strain but didn’t expect a personal visit.

### Commitment to Equity and Reform

Governor Murphy used the visit to advocate for further reforms in New Jersey’s cannabis industry, stressing the importance of equity and redemption for those affected by the war on drugs. He praised Nicolas as a “role model for exactly what we want this industry to look like—somebody who has been crushed, sadly, on the one hand by the war on drugs and has reemerged as a bright star.”

### Industry Growth and Record Sales

Murphy’s tour aimed to observe the maturation of New Jersey’s cannabis industry since legalization in 2021. The state’s marijuana market has been booming, with regulators announcing record sales of \$201 million in the first quarter of 2024. Over the 4/20 weekend, sales hit new historical highs, including \$5.2 million in purchases on the holiday alone.

### Ensuring Medical Cannabis Support

The New Jersey Cannabis Regulatory Commission (CRC) has been keen on balancing the growth of the recreational market while maintaining robust support for the medical cannabis system. Recently, the CRC eliminated the cost of obtaining a medical cannabis card to make it more accessible. In January, the CRC also approved rules for marijuana consumption lounges, where people can buy and use cannabis products on-site.

## **Future Prospects and Home Cultivation**

Advocates are hopeful that the legislature will take steps to authorize home cultivation, a policy that Murphy has encouraged. Currently, home cultivation remains a felony in New Jersey, prompting ongoing efforts for legislative change. Meanwhile, regulators are seeking input on distributing \$3 million in revenue from a social equity tax on cannabis cultivators to further support community reinvestment and equity initiatives.

Governor Murphy's visit to Prolific Growhouse underscores his commitment to fostering a cannabis industry that promotes equity and redemption. As New Jersey's marijuana market continues to grow, state officials and advocates are working towards creating a fair and inclusive environment that addresses past injustices and supports the future of cannabis in the state.

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