

Most Missouri Hemp THC Products Break Law, Group Says

Most Missouri Hemp THC Products Are Illegal Cannabis, Trade Group Claims

Report Alleges Unregulated Retailers Are Mislabeling Cannabis as Hemp

Unregulated retailers across Missouri are selling illegal marijuana products while claiming they are federally legal hemp, according to a new report from a state cannabis trade group.

The Missouri Hemp Hoax Report, published by the Missouri Cannabis Trade Association (MoCannTrade), accuses some smoke shops, gas stations, and unlicensed dispensaries of misleading consumers by falsely labeling marijuana products as hemp-derived THC.

The report says these deceptive practices allow sellers to avoid state testing requirements and evade marijuana taxes, creating a safety risk for consumers and an uneven playing field for legal cannabis operators.

“This report shows a blatant disregard for the law and for the health and safety of Missouri consumers,” said Andrew Mullins, executive director of MoCannTrade, in a statement.

Missouri’s regulated marijuana market, launched in 2023, has been one of the country’s fastest-growing success stories, recording nearly \$1.5 billion in adult-use and medical cannabis sales in 2024. But as the market matures, it faces growing competition from hemp-derived THC products that are widely available outside the state’s licensed dispensary system.

New Report Says Nearly All Tested “Hemp” Products Were Actually Marijuana

To compile the report, MoCannTrade purchased 55 hemp-labeled products from gas stations, smoke shops, and unlicensed dispensaries across Missouri. These samples were then sent to state-licensed testing labs for analysis.

According to the findings, 96% of the products failed to meet the federal definition of hemp, which limits total THC content to 0.3% or less. Many of the items tested contained significantly higher THC concentrations levels consistent with regulated marijuana or synthetic THC.

In one case, a product labeled as hemp contained 89% THC, roughly 298 times the legal limit, the report found.

Even more concerning, nearly one-third of the samples tested positive for contaminants such as pesticides, heavy metals, and residual solvents.

“These products aren’t just illegal — they’re unsafe,” the report said, calling for immediate enforcement action by state regulators.

Products Marketed Like Candy Raise Concerns Over Youth Appeal

MoCannTrade also raised alarms about the marketing practices of many unregulated hemp THC products.

Echoing concerns expressed in Congress and by several state legislatures, the report says some products were packaged to resemble popular candy and snack brands, potentially appealing to minors.

The group further claimed that some unregulated hemp products originate from out-of-state or international sources, including China, making it even harder for Missouri officials to trace product safety or authenticity.

Legal Definitions Under Fire as Hemp and Marijuana Lines Blur

Under the 2018 Farm Bill, hemp is defined as cannabis containing no more than 0.3% total THC. But enforcement of that limit has been uneven across states, giving rise to a booming gray market for psychoactive hemp-derived cannabinoids such as delta-8 THC, delta-10, and THCA.

Missouri, like many states, has struggled to balance its regulated marijuana program with the federal loopholes that allow hemp THC products to be sold outside dispensaries often at bars, convenience stores, or online.

Will Missouri Lawmakers Finally Regulate Hemp-Derived THC?

Efforts to tighten state oversight of hemp-derived THC have repeatedly stalled in the Missouri Legislature, despite mounting concern from both cannabis business owners and public health advocates.

Earlier this year, lawmakers reintroduced bills that would require all hemp-derived THC products — including beverages, edibles, and flower — to be sold only through licensed cannabis dispensaries.

If passed, such legislation would mark a major shift for Missouri’s hemp market. It could ban THC beverages currently served in bars and liquor stores, a fast-growing segment of the state’s nightlife economy.

So far, the proposals have yet to advance. But with new data from MoCannTrade suggesting widespread violations, pressure is mounting for state officials to act.

Email: info@cannabisriskmanager.com | Phone: +415-226-4060

© Copyright 2025 Cannabis Risk Manager. All Rights Reserved