

Executive Summary — La Potencia Cannabis

La Potencia is a boutique, medical-first cannabis operation in Santa Fe County, NM. We differentiate on sustainability (aquaponics), product integrity (non-chemical, natural inputs), and rigorous in-house testing/R&D. Our data stack ties BioTrack and state public datasets to keep our production plan aligned with real demand.

Edibles Program

- Gummies & chews (10 mg standard; micro 2.5–5 mg), infused chocolates; organic-forward ingredients.
- QA: homogeneity & potency testing each batch; COA QR codes; allergen controls and lot tracing.
- Economics: gummies COGS ≈ \$0.30–\$0.40, wholesale \$0.80–\$1.00; chocolates COGS ≈ \$0.50–\$0.65, wholesale

