



**NMRLD**

**NEW MEXICO  
REGULATION &  
LICENSING DEPARTMENT**

STATE OF NEW MEXICO  
REGULATION & LICENSING DEPARTMENT

MICHELLE LUJAN GRISHAM, GOVERNOR  
Clay Bailey, Superintendent  
Todd Stevens, Director

December 12, 2024

Alter Ego Cultivation, LLC  
c/o Jason D. Escobar  
1720 W. Hadley Ave.  
Las Cruces NM 88001  
E-mail: [alteregocultivation@gmail.com](mailto:alteregocultivation@gmail.com)

Re: New Mexico Regulation and Licensing Cannabis Control Division Advisory Letter CCD  
2024-002 to Alter Ego Cultivation LLC PMIC-2022-0009-PRM-0001

Dear Mr. Escobar,

A referral for a Notice of Contemplated Action (“NCA”) has been made against license number PMIC-2022-0009-PRM-0001, due to alleged violations of the CRA. After diligent consideration, the New Mexico Regulation and Licensing Department Cannabis Control Division (“CCD”) has decided to decline to move forward with an NCA. However, the CCD hereby provides the following recommendations concerning the matters raised in this referral.

To avoid any possible disciplinary action in the future, the CCD requests the licensee review the following:

- Section 16.8.3.9 NMAC Cannabis Finished Product Labeling,
  - Specifically Sub Section K (4) of 16.8.3.9 NMAC;
- Section 16.8.3.12 NMAC Cannabis Finished Product Packaging’
- Additionally, the CCD has provided guidance on its website related to the approved CCD logo for cannabis product, we recommend you review this material which is available to you online at [Logo-Compliance-THC-awareness-1.21.22.pdf](#)

Please contact our office at (505) 470-8003 if you have any questions.

Sincerely,

*/s/ Eden Sayers*

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New Mexico Regulation and Licensing  
Cannabis Control Division  
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