

Florida dispensary compliance: the Q4 2026 checklist

What to do, by month — the federal hemp deadline (Dec 11), the Nov 12 carve-out, two Registry changes, and the in-store playbook.

KEY DATES

Sep 28

Registry MFA required

Oct 15

Square hemp/CBD shutoff

Nov 12

The carve-out date

Dec 11

Federal hemp deadline

September.

- ☐ Launch the patient-education loop on interior-facing lobby and waiting-area screens: how the medical program works, qualifying conditions, how long approval takes.
- ☐ Put the "check your certification date before you renew" slide in standing rotation with a QR code to the Registry (the July 27 rule).
- ☐ Add the "Registry adds MFA September 28" slide with the OMMU link; confirm through your Registry executive user whether MMTC accounts are covered.
- ☐ Brief budtenders on the displaced-hemp customer: knows beverages, gummies, and vapes; doesn't know indica from sativa; has never heard of an MMTC.
- ☐ Write the answer to "what does the hemp ban mean for me?" before anyone asks it — one slide, cleared by compliance.
- ☐ Check the Florida Administrative Register (Chapter 64-4) for OMMU's proposed permanent rules and note each comment deadline.

October.

- ☐ Swap the MFA slide to "trouble getting in? OMMU's guides can help" after September 28.
- ☐ Build the translation layer: category-first menu screens and a "new to the medical program?" rotation that maps familiar formats to your shelf — patient-education framing, compliance-reviewed.
- ☐ Pressure-test that every menu updates from the POS automatically; a sold-out SKU on a static sign in December costs you a first-timer.
- ☐ Note October 15: Square sellers must have hemp and CBD items off their catalogs. Expect displaced customers to start shopping around before any legal deadline.

- ☐ Reserve the promo slots you'll use for the first-visit patient offer in December, and draft the slide now.
- ☐ Watch for the Department's final order on the 22 MMTC licenses — a news-cycle day; have the "what this means here" slide ready.

November.

- ☐ November 12: soft-launch the welcome campaign on the narrower carve-out date. Watch which screens and offers move first-visit conversions.
- ☐ Fix what's clumsy while the stakes are small: menu categories, the education loop, the budtender script.
- ☐ Confirm every location's screens can be re-pointed from one dashboard the same day; time a dry run.
- ☐ Keep the "rules are changing this fall — ask us" slide in rotation; update it if Congress moves anything.
- ☐ Re-check Registry MFA scope and card-processing times before the holiday push.

December.

- ☐ December 11: full campaign on every screen — first-visit patient offer in the promo slots, staff briefed for a floor with more newcomers than regulars.
- ☐ December 12 and after: switch the message from "is this happening?" to "the rules on hemp-THC products changed December 11 — ask us what it means for you." Keep it up through January.
- ☐ Don't claim the alternatives are gone on day one; the statute has no express sell-through period and enforcement will be uneven. Say you're the state-licensed, tested channel for qualified patients.
- ☐ Plan Q1: committee weeks are under way and the Legislature convenes March 2, 2027 — the state response to the federal change starts there.

Standing slides, all quarter.

- ☐ "Check your certification date before you renew" — with a QR code to the Registry (the July 27 rule).
- ☐ "The Registry adds MFA September 28" — then, after the 28th: "trouble getting in? OMMU's guides can help."
- ☐ "The rules around cannabis are changing this fall — ask us what it means for you." Accurate in every scenario.
- ☐ The first-visit patient offer, held for December 11 — interior-facing, addressed to qualified patients and medical use, never recreational substitution.