

Cannabis Industry

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A growing number of states have instituted a legalized and regulated cannabis marketplace, while others are poised to seriously consider ending cannabis prohibition. With November 2020's historic vote, New Jersey is getting ever closer to a regulated, adult-use marketplace. This emerging business development presents both challenges and opportunities affecting state and local governments; banking and taxation; real estate and land use regulation; healthcare and medical testing; and industries including food production, farming, packaging, and tourism. Brach Eichler's Cannabis Practice is comprised of thought leaders across this industry spectrum. Our attorneys are uniquely qualified to navigate complicated and highly regulated marketplaces, while providing practical and informed guidance to entrepreneurs participating in this business.

Brach Eichler is well positioned to mentor you as the legislative and regulatory process for legalized cannabis emerges in New Jersey. We are ready to help you strategize and work through the legal and business issues facing your enterprise.

- [Cannabis Industry Practice Overview](#)
- Brach Eichler's [observations following the announcement of an adult-use cannabis bill in New Jersey](#)

- [Brach Eichler's most recent White Paper: "New Jersey Cannabis: Observations on Opportunity Lost Along the Way"](#)
- ["Ten Steps to a Billion-Dollar Marketplace: Facts, Observations, and Market Opportunity"](#)
- ["Legal Cannabis in New Jersey: Is This Joint Worth A Quick \\$1 Billion?"](#)
- ["The Business, Regulatory and Legal Challenges—and Opportunity—of a Legalized Cannabis Marketplace in New Jersey"](#)

Visit our new Cannabis Resource Center

Our Promise

At Brach Eichler, we are committed to a dynamic and meaningful partnership with our clients. We move forward with a shared vision, one that is carefully crafted and thoughtfully and practically implemented. Together, we achieve success.

Insights

[Articles](#) - December 1, 2025

Changes Proposed to Cannabis Oversight

[Blogs](#) - November 4, 2025

Cannabis Laws in New Jersey - Frequently Asked Questions

[B|E in the News](#) - October 24, 2025

Brach Eichler Named Law Firm of the Year Finalist - NJ Law Journal

[B|E in the News](#) - September 22, 2025

John Fanburg on AI, Healthcare, and Cannabis Law: A New Jersey Legal Outlook

[Awards](#) - September 2, 2025

Brach Eichler Honored in NJLJ 2025 Legal Awards: Winners and Finalists

[Awards](#) - August 21, 2025

57 Total Brach Eichler Attorneys Recognized by Best Lawyers in America® 2026

[B|E in the News](#) - July 11, 2025

New Jersey Workplace Testing for Cannabis

[Awards](#) - July 10, 2025

Brach Eichler Named to NJBIZ's 2025 Best Places to Work List

[B|E in the News](#) - April 3, 2025

Supreme Court says CBD companies could face RICO charges

[B|E in the News](#) - March 17, 2025

NJ lawmakers consider new option for cannabis license approvals