

# Cannabinoid Product Evaluation Scorecard

Evaluate your product against the criteria listed. Assign scores based on the provided rubric.

Use the section below to adjust the total available points by deducting those that don't apply to your product. Simply select the appropriate option for your product, and the deductions will be automatically reflected.

Product Information	Answer	Points to Deduct
Spectrum (Full/Broad/Isolate)		
Consumption (Vape/Oil/Edible/Topical/Flower)		
Intoxicating? (Yes/No)		
Converted? (Yes/No)		
Strictly Zero THC Needed? (Yes/No)		
<b>Total Points Available After Deductions</b>		

Criteria	Comments	Meets Criteria?	Points Earned	Importance	Impact Category
<b>Plant's Origin and Cultivation Method</b>					
1.1 The Crop Is Grown in the United States				High	Safety
1.2 The Hemp Is Grown in States With Ideal Climates and Robust Hemp Programs	While hemp can grow in a wide range of conditions, states like Oregon, Colorado and California have the best combination of growing conditions and political approach to hemp, and other states like Washington also have high-quality crops.			Medium	Efficacy
1.3 The Hemp Is Grown Outdoors Under Natural Sunlight				Low	Efficacy
1.4 The Hemp Is Grown Using Organic Farming Methods	The crop is grown using the methods of organic farming. Ideally, they will also be USDA-certified organic, but here the focus is solely on farming methods. Certification is addressed in 4.1.			Medium	Safety
1.5 The Hemp Is Sourced From a Single Origin				Low	Efficacy
1.6 The Product Is Extracted From a Single Strain				Low	Efficacy
<b>Total Points Earned</b>					

Criteria	Comments	Meets Criteria?	Points Earned	Importance	Impact Category
<b>Extraction</b>					
2.1 The Extract Is Made Using a Clean Method That Removes Contaminants and Preserves Beneficial Compounds	CO2 extraction is generally considered the gold standard. However, ethanol and butane are acceptable if lab tests show no residual solvents and confirm the presence of terpenes and minor cannabinoids (unless it's an isolate).			High	Safety
2.2 The Cannabinoids Are Naturally Extracted, Not Chemically Converted	If the cannabinoid was obtained using chemical reactions starting from another cannabinoid or non-cannabinoid, it's considered "converted" for the purposes of this criterion.			High	Safety
2.3 The Product Contains a Full-Spectrum or Broad-Spectrum of Cannabinoids	<b>N/A for Isolates</b>			High	Efficacy
2.4 If the Product Is an Isolate, It Contains 99% or Higher of a Single Cannabinoid	<b>N/A for Broad or Full Spectrum products</b>			High	Efficacy
2.5 The Extract Is Rich in Natural Terpenes	<b>N/A for Isolates</b>			High	Efficacy
2.6 The Extract Is Flower-Derived				High	Efficacy
			<b>Total Points Earned</b>		

Criteria	Comments	Meets Criteria?	Points Earned	Importance	Impact Category
<b>Third-Party Lab Testing</b>					
3.1 Full-Panel Lab Test Results Are Publicly Available for Raw Materials	Note: Here we're considering hemp flower products to be "finished products" rather than raw materials.			Medium	Safety
3.1.1 Full-Panel Lab Test Results Are Publicly Available for Finished Products				High	Safety
3.2 The Product Is Tested by an ISO/IEC 17025 Accredited Lab With a Credible Reputation	Accreditation can be confirmed easily. However, "credible reputation" is more subjective, and can be judged based on things like how long the lab has been operating, reviews on third-party sites, social media presence and whether the lab has been implicated in issues like "THC inflation" or other fraudulent activity.			High	Safety

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<b>Third-Party Lab Testing</b>					
3.3 A Certificate of Analysis Is Provided for Each Batch, Lot, and Product Variation				High	Safety
3.4 Potency Test Results Are Within 10% of the Advertised Level, or 20% for Low-Dose Products				High	Efficacy
3.5 Lab Results Are Consistent Across All Batches				High	Efficacy
3.6 Lab Results Confirm the Product Is Free From Contaminants and Residual Solvents				High	Safety
3.7 The Lab Results Confirm Multiple Cannabinoids and Terpenes If the Product Claims to Be Full-Spectrum or Broad-Spectrum	<p>Full or broad spectrum hemp products should include at least some minor cannabinoids (e.g. CBC, CBG and possibly CBDV orTHCV), and multiple terpenes. This may be difficult to detect with standard sensitivity lab tests. However, without this it cannot be confirmed to be full or broad spectrum.</p> <p><b>N/A for Isolate</b></p>			High	Efficacy
3.8 The Lab Result Includes the Terpene Profile of the Product	<b>N/A for Isolate</b>			High	Efficacy
3.9 The Lab Report Is Less Than 12 Months Old				High	Efficacy
3.10 The Lab Report Includes a QR Code for Easy Verification of Results				High	Safety
3.11 The Lab Report Includes a Chromatogram to Confirm Accurate Product Analysis				Low	Efficacy
3.12 Lab Testing for Converted Cannabinoids Distinguishes Between Delta-8 THC and Common Byproducts	<p>Widely-used high-performance liquid chromatography (HPLC) tests have issues distinguishing between delta-8 THC and iso-THCs (a common group of byproducts). Labs should at least be aware of this issue and offer some confirmation that they can test for common byproducts. Generally speaking, gas chromatography tests can distinguish between these components.</p> <p><b>N/A if not converted</b></p>			High	Safety

Total Points Earned

Criteria	Comments	Meets Criteria?	Points Earned	Importance	Impact Category
<b>Quality Control</b>					
4.1 The Hemp Is USDA-Certified Organic				Medium	Safety
4.2 The Manufacturer Is Certified for Good Manufacturing Practices (GMP)				High	Safety
4.3 The Product Is Made in an FDA-Registered Facility				High	Safety
4.4 The Product Has NSF Certification, If Applicable (THC-Free Products)	NSF certification is not especially common for hemp products. However, it is obtainable and very useful if the product needs to be completely THC-free, so the user can still pass a drug test. <b>N/A if THC-Free is not needed</b>			Low	Safety
4.5 The Company Can Provide a Chain of Custody Document for the Hemp				Medium	Trust
4.6 The Company Oversees the Entire Production Process (Seed-to-Sale) and Is Not a White-Label Brand				High	Trust
			<b>Total Points Earned</b>		

Criteria	Comments	Meets Criteria?	Points Earned	Importance	Impact Category
<b>Ingredients and Additives</b>					
5.1 The Product Is Made With Clean Ingredients and Contains No Harmful Additives or Synthetic Compounds (Group A)	This includes harmful or unnecessary components like: Vitamin E acetate, synthetic cannabinoids, synthetic terpenes, synthetic fragrance, PEGs, dyes or artificial coloring.			High	Safety
5.1.1 The Product Is Made With Clean Ingredients and Contains No Harmful Additives or Synthetic Compounds (Group B)	This includes potentially harmful or not strictly needed components like: High amounts of cane sugar, high fructose corn syrup, mineral oil, seed oils, sulfates, parabens, and silicones.			Medium	Safety
5.2 The Product Avoids Unregulated Supplements Like Melatonin or Valerian Root				High	Safety

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<b>Ingredients and Additives</b>					
5.3 Vape Products Are Free From Unlabeled Cutting Agents and Heavy Metals, and Use a Base of Propylene Glycol and/or Vegetable Glycerin	<p>Propylene glycol is the best choice for base, with vegetable glycerin possibly adding some small risk but generally appearing low-risk. MCT oil, vitamin E acetate, olivetol and triethyl citrate are dangerous to inhale, and any unspecified "cannabis/terpene oil" is potentially risky too.</p> <p><b>N/A if product is not a vape</b></p>			High	Safety
			<b>Total Points Earned</b>		

Criteria	Comments	Meets Criteria?	Points Earned	Importance	Impact Category
<b>Packaging and Labeling</b>					
6.1 The Product Is Packaged in a Child-Resistant Container				High	Trust
6.2 The Label Includes a QR Code to Verify Lab Results				High	Trust
6.3 The Label Displays the Packaging and Expiration Date				High	Safety
6.4 The Label Provides Accurate Dosing Instructions				High	Efficacy
6.5 The Product Complies With Existing Labeling Regulations	<p>There are many regulations here, but if the product is identified on the label (e.g. "CBD gummies"), tells you the net quantity of the contents in both U.S. customary and metric units (or a numerical count), if it contain the name and address of the manufacturer, packer or distributor, if it has a "Nutrition Facts" panel and if there is a full ingredients listing, then it is likely compliant.</p>			High	Trust
6.6 The Label Includes a Batch and Lot Number for Traceability				High	Trust
6.7 The Label Includes Appropriate Health Warnings				High	Trust
6.8 The Label Lists Nutritional and Content Information				High	Trust
6.9 The Product Label Clearly Lists All Active and Inactive Ingredients				High	Trust
			<b>Total Points Earned</b>		

Criteria	Comments	Meets Criteria?	Points Earned	Importance	Impact Category
<b>Reputation, Transparency, and Marketing</b>					
7.1 The Company Avoids Making Unapproved Medical Claims on Its Website or Labels	The FDA <a href="#">guidance on structure/function claims</a> is a useful resource to check this. Be aware that medical claims can be present on product pages, blogs or even social media posts.			High	Safety
7.2 The Company Avoids Marketing That Appeals to Teens, Such as Cartoon Images or Candy-Like Designs				High	Trust
7.3 The Company Requires Age Verification for Intoxicating Products	Age verification should be true verification, through a service like AgeChecker or Bluecheck, not simply entering your date of birth on the website. If you can easily circumvent the age verification by lying, it is not sufficient. <b>N/A if product is non-intoxicating</b>			High	Trust
7.3.1 The Company Requires Age Verification for Non-Intoxicating Products	<b>N/A if product is intoxicating</b>			Medium	Trust
7.3.2 The Company Requires Delivery Signature for Intoxicating Products	<b>N/A if product is non-intoxicating</b>			Low	Trust
7.4 The Company Shares Clear Information About Its Founders and Team				High	Trust
7.5 The Company Provides Transparent Details About Sourcing, Production, and Lab Testing				High	Trust
7.6 The Company Collaborates With Experts in Medical, Scientific, and Legal Fields				Medium	Trust
7.7 The Company Does Not Remove Negative Customer Reviews From Its Website				High	Trust
7.8 The Company Has Positive Reviews on Third-Party Platforms and Actively Engages With Customers				Medium	Trust
7.9 The Company Is a Member of Industry Organizations and Supports Advocacy Efforts				Low	Trust
7.10 The Company Offers a Money-Back Guarantee				Medium	Trust

Criteria	Comments	Meets Criteria?	Points Earned	Importance	Impact Category
<b>Reputation, Transparency, and Marketing</b>					
7.11 The Company Has Not Received FDA or FTC Warnings in the Past 12 Months	The FDA <a href="#">lists all warning letters</a> sent for cannabis-derived products.			High	Trust
7.12 The Company Has Been in Business for Over Three Years				Low	Trust
7.13 The Company Provides Prompt and Knowledgeable Customer Service				High	Trust

Total Points Earned

<b>Grand Total</b>		<b>Gold Standard (90-100%)</b>
<b>Final Score %</b>		<b>Recommended (80-89%)</b>
		<b>Needs Improvement (70-79%)</b>
		<b>Fails Evaluation (&lt;70%)</b>

Impact Category	Weight
Safety	50%
Efficacy	30%
Trust	20%

Importance Category	Weight
High	6
Medium	3
Low	1

For a better understanding of how we developed this scorecard and the underlying methodology, [please refer to this document](#).