



# Hemp Flower: Retail Bulk Sales

## BUREAU OF WEIGHTS AND MEASURES

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## RESOURCES

Wis. Admin. Code ATCP 90  
[https://docs.legis.wisconsin.gov/code/admin\\_code/atcp/090/90.pdf](https://docs.legis.wisconsin.gov/code/admin_code/atcp/090/90.pdf)

Wis. Admin. Code ATCP 91  
[https://docs.legis.wisconsin.gov/code/admin\\_code/atcp/090/91.pdf](https://docs.legis.wisconsin.gov/code/admin_code/atcp/090/91.pdf)

Basics of Tare fact sheet  
<https://datcp.wi.gov/Documents/BasicsTareFAQ.pdf>

Hemp Flower and CBD Products Method of Sale and Labeling fact sheet  
<https://datcp.wi.gov/Documents/HempFlowerCBDProductsMethodSaleLabeling.pdf>

Hemp Flower Scales for Packagers fact sheet  
<https://datcp.wi.gov/Documents/HempFlowerScalesPackagers.pdf>

Hemp Flower Scales for Retailers fact sheet  
<https://datcp.wi.gov/Documents/HempFlowerScalesRetailers.pdf>

Direct retail sales of bulk hemp flower--where the product is weighed at the time of purchase—must comply with the following requirements: (Wisconsin Administration Code chs. [ATCP 90](#) and [ATCP 91](#))

- The price per unit of all bulk commodities must be advertised.
- The price of bulk commodities not in package form and sold by weight must be advertised, displayed, and computed in terms of whole units of weight (grams, kilograms, pounds, ounces, etc.), and not in common or decimal fractions. This means that product cannot be solely advertised as *\$30 per 1/8 oz.*, or *\$60 per 0.25 oz.*
- If more than one type of bulk commodity is offered for sale at a retail location, the price per whole unit must be the same for each commodity. This means that if you have multiple varieties of hemp flower available, they must all be priced by the same whole unit. One variety may not be only advertised by price per gram, and the other type only by price per ounce. It is acceptable to use both units if you advertise the prices per each unit for all commodities. In addition, if you offer quantity purchase price incentives, you must post the cost per whole unit of each price range.

### Examples of correct price labeling:

Flower 1	Flower 2	Flower 3
\$10/g	\$12/g	\$8/g
\$283/oz	\$339.60/oz	\$226.40/oz

2 unit pricing, no quantity discount. Prices are advertised in whole grams and whole ounces. The prices per gram and per ounce are in agreement.

Flower 1	Flower 2
0-10 grams: \$10/g	0-10 grams: \$12/g
>10 grams: \$8/g	>10 grams: \$10/g

Single unit pricing. Prices are advertised in whole grams. A quantity discount is offered and advertised correctly.

Flower 1	Flower 2
\$10/g	\$8/g
(1/8 oz = \$35.38)	(1/8 oz = \$28.30)
(1/4 oz = \$70.75)	(1/4 oz = \$56.60)

Single unit pricing in whole grams is sufficient and keeps it simple. If you want to advertise a fractional ounce equivalent, you may do so as long as the price point is in agreement with the cost per whole unit.

### Examples of incorrect price labeling:

Flower 1	Flower 2	Flower 3
\$10/g	\$100/oz	\$40/0.5 oz

Units are not the same for each variety and the price per unit of both units is not advertised for each variety. Also, a decimal unit is used for Flower 3.

Flower 1	Flower 2	Flower 3
\$25/ 1/8 oz	\$50/ 1/4 oz	\$80/ 1/2 oz

Fractional units are being used. The price point is not the same.

Flower 1	Flower 1	Flower 1
1/4 oz \$30	1/2 oz \$50	1 oz \$80

Even though only 1 variety of flower is being sold, the price for the entire weight range is not advertised and fractional units are being used.