



FREE CULTIVATOR COMPLIANCE GUIDE — 2026

Wietexperiment Cultivator Compliance Guide Netherlands Cannabis 2026

The complete compliance guide for licensed cannabis cultivators operating within the Dutch Controlled Cannabis Supply Chain Experiment — NVWA quality standards, track & trace mandates, facility requirements, and inspection readiness.

\$277M

Cannabis Market
Netherlands 2025

72

Coffeeshops in
Experiment

10

Licensed
Cultivators

WHAT YOU WILL FIND IN THIS GUIDE:

- ✓ How the Wietexperiment works and what it means for cultivators
- ✓ Mandatory track & trace requirements for licensed growers
- ✓ NVWA quality testing standards and inspection readiness checklist
- ✓ Packaging, labeling, and advertising compliance rules for cultivators
- ✓ Facility standards, batch records, and GMP requirements
- ✓ Key dates, timeline, and the path toward national rollout

Dear fellow cultivator,

I've been building compliance software for regulated cannabis cultivators since before Canada's first legal harvest. In that time, I've watched the same story play out in every new market — Canada, the US, Colombia, South Africa, Portugal — and the lesson is always the same: **growers who invest in compliance infrastructure early don't just survive. They lead.**

The Netherlands is writing that same story right now. The Wietexperiment is historic — for the first time, the Dutch government has authorized legal commercial cannabis cultivation. But with that comes serious scrutiny. The NVWA is testing every batch you produce. Your track & trace system must record every gram from seed to delivery. As one of just 10 licensed cultivators, the spotlight is squarely on you.

I've seen firsthand what happens when cultivators try to scale without proper traceability, without auditable batch records, without the quality systems that regulators expect. It doesn't end well — and in an experiment with only 10 growers, your compliance record is everything.

That's why I put this guide together. It covers every compliance obligation the NVWA enforces: THC/CBD verification, contaminant testing, daily inventory reconciliation, 7-year record retention, packaging rules, batch documentation — all of it. No marketing fluff. Just the practical requirements you need to know, laid out clearly so you can act on them.

If you're looking for a platform that can automate the compliance work this guide describes — from seed-to-sale traceability to digital batch records to one-click NVWA reporting — I'd genuinely love to show you what we've built. **Book a demo at groweriq.ca and let's talk.**

Wishing you every success,

Andrew Wilson

Chief Executive Officer, GrowerIQ / WilCompute Inc.

Track & Trace

Closed supply chain

NVWA-Ready

Quality compliance

Batch Records

Digital & auditable

ANDREW WILSON

Chief Executive Officer

GrowerIQ / WilCompute Inc.

AT A GLANCE



10+ countries
6 continents



EU GMP
built from day one



Software of the Year
2024 Award Winner

1. The Wietexperiment: Europe's Largest Regulated Cannabis Experiment

The **Controlled Cannabis Supply Chain Experiment** (Wet experiment gesloten coffeeshopketen), commonly known as the **Wietexperiment**, is a landmark Dutch government pilot program to create a fully closed, regulated cannabis supply chain — from licensed cultivation to quality-controlled retail in coffeeshops.

"For the first time in Dutch history, adult-use coffeeshops are supplied exclusively by legal domestic producers." — Government of the Netherlands, April 2025

Key Market Statistics

\$277M

Cannabis Market Revenue 2025

563

Coffeeshops Nationwide

65,000 kg

Annual Coffeeshop Demand

~2029

Expected Experiment Conclusion

The "Backdoor Problem" — Why the Experiment Exists

For decades, the Netherlands tolerated retail cannabis sales in coffeeshops at the "front door," while cultivation and wholesale supply at the "back door" remained illegal. This created a gray market involving organized crime, unregulated products, and an estimated 65,000 kg of illegal annual supply. The Wietexperiment was created to test whether a fully legal supply chain can solve this.

Participating Municipalities & Coffeeshops

Municipality	Coffeeshops	Municipality	Coffeeshops
Almere	3	Maastricht	13
Arnhem	11	Nijmegen	9
Breda	6	Tilburg	11
Groningen	8	Voorne aan Zee	2
Heerlen	2	Zaanstad	3

Note: Amsterdam registered for participation but was excluded by Parliament. The 10 municipalities include approximately **72 coffeeshops** in total.

Licensed Cultivators (10)

CanAdelaar (largest — 540,000 sq ft, ~20,000 kg/yr) | Fyta Group | Aardachtig | Holigram | Hollandse Hoogtes | Legacy Brands | Leli Holland (Village Farms) | Linsboer B.V. | The Growery | Q-Farms

2. Experiment Timeline

November 2019	Controlled Cannabis Supply Chain Experiment Act passed by Senate
July 2020	Preparatory phase started — grower selection begins
December 2020	10 cannabis cultivators selected via lottery and integrity screening
Q4 2023	CanAdelaar, Fyta, and Aardachtig begin delivering products to coffeeshops
December 2023	Limited start-up phase begins in Breda and Tilburg
June 2024	Transitional phase expanded to all 10 municipalities
April 7, 2025 CURRENT	Full experimental phase launched — coffeeshops required to source exclusively from licensed cultivators
September 2025	Hashish ban on illegal sources enforced (delayed from April due to supply concerns)
December 2025	Cronos Group acquires CanAdelaar for EUR 57.5M — first major N. American entry
~2029	Expected end of experimental phase (4 years + potential 18-month extension)

3. Key Regulatory Agencies

Ministry of Health (VWS)

Primary government ministry overseeing cannabis policy, the medical cannabis program, and the Wietexperiment.

NVWA

Netherlands Food and Consumer Product Safety Authority. Primary enforcement and quality control body — conducts routine and surprise inspections.

Office of Medicinal Cannabis (BMC)

Oversees medical cannabis production (Bedrocan), import/export, and scientific use. Separate from the Wietexperiment.

Justice & Security Inspectorate

Ensures no illegal cannabis enters the experiment's supply chain and no experiment cannabis is sold outside the closed chain.

Two Separate Systems: The Netherlands maintains completely separate regulatory frameworks for medical cannabis (pharmaceutical model via BMC/Bedrocan) and adult-use (Wietexperiment). There is no crossover between the two, and no import/export is allowed for Wietexperiment products.

4. Track & Trace Requirements Checklist

During the experiment, all cultivators and coffeeshop operators must use a **mandatory track & trace system** that records operations during cultivation, processing, and sale of cannabis.

- Government-approved digital supply chain tracking** — system must be authorized for use within the Wietexperiment
- Daily inventory reconciliation** — stock levels must be reconciled and logged every operating day
- Full audit trail capabilities** — every transaction, transfer, and adjustment must be traceable
- Integration with regulatory reporting systems** — data must be accessible to NVWA and inspectors on demand
- Minimum 7-year record retention** — all compliance records, inventory data, and signage must be preserved
- Batch-level traceability** — every product tracked from seed/clone through cultivation, processing, and sale
- Stock discrepancy reporting** — any discrepancies can trigger enforcement and suspension

5. NVWA Quality Standards Checklist

The NVWA conducts both **routine and surprise inspections**. All compliance records, inventory, and signage must be instantly accessible.

Testing Requirements

- THC content verification** — every batch tested and labeled with accurate THC percentage
- CBD content verification** — every batch tested and labeled with accurate CBD percentage
- Heavy metals testing** — products screened for lead, cadmium, mercury, and arsenic
- Pesticide residue analysis** — compliance with Plant Protection Products and Biocides Act
- Micro-organism testing** — products screened for bacteria and fungal contamination
- Aflatoxin (mold toxin) screening** — mandatory testing for carcinogenic mold metabolites

NVWA can impose fines for violations. Stock discrepancies trigger enforcement and can lead to suspension from the experiment.

6. Packaging & Labeling Compliance Checklist

- THC content clearly labeled** — accurate percentage must appear on every product package
- CBD content clearly labeled** — accurate percentage must appear on every product package
- Health warning on packaging** — mandatory health advisory text on all consumer-facing packaging
- Grower details included** — name and contact information of the cultivator is permitted on packaging
- Advertising prohibition** — growers may NOT advertise in any form; only packaging details and B2B communication are allowed

Important: Growers MAY include their details on packaging and MAY contact coffeeshop owners and transporters about sales, delivery, and distribution. But any form of consumer-facing advertising is strictly prohibited.

7. Cultivation Facility & Batch Record Requirements

Facility Standards

- Secure cultivation facility** — physical security measures to prevent unauthorized access and product diversion
- Environmental monitoring** — temperature, humidity, light cycles, and CO2 levels documented and controlled
- Pest management compliance** — Plant Protection Products and Biocides Act — only approved inputs permitted
- Closed supply chain integrity** — all product must flow only to authorized coffeeshops within the experiment; no external sales
- Advertising prohibition** — cultivators may NOT advertise in any form; only packaging details and B2B contact with coffeeshops is permitted

Batch Records & Processing

- Digital batch records** — every cultivation cycle documented from seed/clone receipt through harvest and processing
- Electronic signatures** — all critical process steps signed off digitally with timestamp and operator ID
- Harvest and drying records** — weight, moisture content, and processing conditions documented per batch
- Product variety tracking** — strain identification, cannabinoid profile, and genetic source documented for each product line
- Distribution records** — all deliveries to coffeeshops tracked with quantities, dates, receiving party, and transport details

8. Investment & Market Landscape

"No chaos, no spikes in public nuisance" — Early results from the Wietexperiment. Coffeeshop operators report they "never want to go back to the old system."

Cronos / CanAdelaar Acquisition (December 2025)

Metric	Value
Acquisition Price	EUR 57.5 million (USD 67.0M)
Revenue (LTM Sept 2025)	USD 47.3 million
EBITDA Margin	~60%
Facility Size	540,000 sq ft (greenhouse)
Annual Capacity	~20,000 kg dried flower
Valuation	1.4x LTM revenue, 2.4x LTM EBITDA

Signal: Cronos Group (NASDAQ: CRON) acquiring CanAdelaar is the first major North American cannabis company entry into Dutch adult-use — a strong signal of confidence in the Wietexperiment's commercial potential.

9. Cultivator Priority Actions

Immediate Actions

- Implement track & trace system** that meets government-approved requirements for seed-to-delivery traceability
- Establish daily inventory reconciliation** workflows with full audit trail for every gram in your facility
- Verify NVWA quality testing compliance** — confirm all batches pass THC/CBD, contaminant, pesticide, and mold screening
- Audit packaging and labeling** — THC/CBD content, health warnings, grower details, and advertising prohibition
- Digitize batch records** — electronic signatures, cultivation cycle documentation, and processing records for every harvest

Strategic Actions (2026–2029)

- Scale production capacity** — supply shortages remain; cultivators who can reliably deliver volume will capture market share
- Prepare for national expansion** — cultivators with proven compliance records will have first-mover advantage post-2029
- Book a free GrowerIQ demo** to see how our platform simplifies Wietexperiment compliance for cultivators

Ready to Simplify Compliance at Your Cultivation Facility?

GrowerIQ's seed-to-sale platform provides batch-level traceability, digital cultivation records, NVWA-ready quality compliance, and automated reporting — built for licensed Dutch cannabis cultivators.

[BOOK A FREE DEMO](#)