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Segra

GrowthNotes

SEGRA BELIEVES: OG KUSH SHOULD ACTUALLY BE OG KUSH

Why DNA Fingerprinting in Cannabis Matters



Standardized varietal names are the norm for most cultivated plants. When a wine lover selects a

Sauvignon Blanc or a beer aficionado opts for an IPA with Cascade hops, they know what their drink will deliver. But for too long cannabis cultivators, researchers and consumers have ultimately been left in the dark about the true genetic identity of the cultivar they are using. Names like “OG Kush” and “Sour Diesel” are used without strict regulation, leading to unpredictable results and a reduced consumer experience. Cannabis product packages as small as one gram have been found to contain genetic material from four different lineages.

Segra is working to create clarity for cultivators, breeders and researchers through our proprietary DNA Fingerprinting method. We can quickly and inexpensively map a cultivar sample onto the phylogenetic tree, allowing for standardized naming conventions, strengthened quality assurance practises for growers and ultimately a higher standard for consumer consumption.

Segra’s Dr. John Brunstein recently addressed how DNA Fingerprinting can bring greater clarity and confidence to the cannabis industry. [Click here](#) to see Dr. Brunstein’s full talk on the subject at the Institute of Cannabis Research conference 2020.

Segra believes that all consumers deserve to know what is in their cannabis. [Contact us](#) for details on how you can raise standards with your own genetics.



Better Plants. Better Profits.

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