

invested in growth

# Segra

# GrowthNotes



2021 is  
the year  
of PTC.

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Segra

## How will Cannabis Production Evolve in 2021?

Over the course of 2020, I had the chance to speak with many members of our industry and found that the insights being driven by our research are not always common knowledge.

To help the industry understand the immense value Plant Tissue Culture (PTC) can unlock, we've compiled an industry growth forecast outlining the ways we believe cannabis production will evolve in 2021 with the help of PTC.

**PTC is the process used worldwide as a best practice for almost every clonally reproduced crop, including berries and orchids, and we believe that in the coming years it will be cemented as best practice for cannabis cultivation.**

PTC allows for the return of cultivars to a revitalized, clean-stock state and where they are liberated from disease organisms associated with traditional vegetative propagation

methods. **PTC isn't just the future of cannabis, it is a tool that is available at scale, today.**

Many LPs have been reluctant to try PTC, preferring to stick to the methods they have known, but pathogen risks and the possibility of permanent destruction of genetic IP can pose an imminent threat to profitability.

**As we head into 2021 and beyond, the cannabis industry will finally begin to fully benefit from PTC with the availability of clean stock, true-to-type plantlets at commercial scale.**

This means consistent quality, better crop health and improved productivity, which lead to better financial outcomes.

## **The future of cannabis is here.**

**Nothing could ever replace the craft and care your team puts into your grow, but with advancing cultivation technology, you are now able to augment agronomic performance in new and powerful ways.**

**For the TOP 5 ways we believe cannabis production will evolve in 2021 with the help of PTC, hit the button below.**

**Read the Full 2021 Industry Growth Forecast**

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# Getting started or getting to scale with PTC does not have to be difficult.

Segra is ready to partner with you to fill gaps in your portfolio, secure your precious IP, provide proprietary genetics, and help you to plan for the future.

## If you need to protect and revitalize your existing genetic portfolio...

Segra can “clean-up” and securely “back-up” your cultivars in tissue culture through our **Regenerate & Preserve Program**. This process typically takes 5–10 months where any pathogenic contamination (virus, bacteria, fungi) are removed from the cultivar. Once complete, we can supply back clean-stock tissue culture plantlets. While this strategy can be used for clean mother stock or cultivar storage, Segra is also able to replace your existing mother space with regular shipments of clean TC plantlets using your own proprietary genetics. You can learn more about Regenerate & Preserve [HERE](#).

## If you need to introduce new cultivars to your operation...

The fastest way to begin capturing the benefits of tissue culture is through Segra’s curated genetic catalogue. By way of both internal sourcing efforts and breeder partnerships, **we have over 150 unique cultivars established in tissue culture and ready to produce clean stock plantlets**. Plantlets can be ordered for either ‘mother stock’ or ‘full provision’ purposes of use. With this latter option, cultivators can schedule regular shipments to eliminate the need

for mother plants, mother space, and traditional cloning entirely. This strategy dramatically reduces the risk and impact of pathogen outbreaks as well.

## **If your mother stock needs a refresh...**

Access the full selection of Segra's public collections for in-house mother plant production programs. Choose cultivars from the Segra library or use your own and Segra will provide you with the ability to refresh mother stock plants with new Stage III plantlets.

**Let us help you grow to new heights in 2021.**

Get in Touch Today

# Better Plants. Better Profits.

in growth

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