

invested in growth

# Segra

# GrowthNotes



*Plant Tissue Culture*

**Your Grow, but Better**

Nothing could ever replace the craft and care you put into your grow, but Plant Tissue Culture (PTC) can augment it in ways that you've never imagined.

Simply put, PTC is the process used worldwide as best practice for many clonally reproduced crops, including berries and orchids, and Segra believes it is the future of Cannabis. It allows for the return of selected cultivars back to a revitalized state, where they are free of disease and pathogens, and unweakened by the process of traditional propagation. In our recent mini-lab collaborations with companies like Supreme, Hexo and Agripharm, Segra has been proving that PTC can drastically improve outputs—we saw up to a 30% increase in dry flower and a 17% relative increase in total cannabinoids.

PTC allows for greater product consistency, avoiding the genetic changes from accumulated mutations that naturally occur over time. PTC helps you scale more easily, simply ordering the number of healthy plantlets you need for when you need them, rather than having to overplant to avoid the inevitable failure of cuttings. PTC also allows for a more efficient use of your resources, as you'll be working from healthy, reinvigorated cultivars with every start.

Let Segra create a customized plan for how PTC can augment your craft, improving your outputs and reducing your exposure to risk.

**Reach Out Today**



Mitch  
Galton

Carson  
Otto



*Meet Segra's Sales Team*

## **Mitch Galton & Carson Otto**

With a shared passion for the cannabis industry, Carson Otto and Mitch Galton are Segra's Directors of Sales. While they took different paths to arrive with Segra, they are both collaborative and insightful partners for the LPs they work with and are deeply invested in helping their clients use the power of PTC to transform their businesses.

Carson focuses on sales in Eastern Canada for Segra, covering Ontario, Quebec and the Atlantic provinces. He obtained his BESC in biochemical engineering at the University of Western Ontario, where he researched and designed award-winning industrial-scale cannabinoid extraction processes. Carson graduated from the inaugural class of Commercial Cannabis Production

at Niagara College, gaining extensive knowledge of the cannabis sector through internships at Canadian Licensed Producers.

Mitch focuses on sales in Western Canada for Segra, covering the Prairies, Alberta and British Columbia. He is an experienced sales professional with a background in agricultural technology and commercial cannabis production. As one of the first sales resources at Fluence Bioengineering, Mitch has spent his career collaborating with licensed producers on the implementation and operation of large-scale horticultural lighting systems. Through this work, Mitch has gained an in-depth understanding of seed-to-sale cannabis production across North America with a particular focus on the Canadian medical and recreational markets.

For a personalized consultation on how a PTC strategy can drive your business forward, contact Carson or Mitch below.

[Contact Carson](#)

[Contact Mitch](#)

# Better Plants. Better Profits.

in growth

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