

CANNABIS

POISED FOR HIGH PERFORMANCE

CANADA WAS THE FIRST G20 COUNTRY TO LEGALIZE CANNABIS.

It signified the shifting winds on marijuana use and Canada's stance as a significant player in the market.

At the center of the country's dynamic sector? Kelowna and the Central Okanagan.

The world's cannabis market is booming, sitting at an estimated \$28 billion with growth projections of 14% each year for the next five years. Not to be left behind, BC is helping to lead the charge, producing over 40% of Canada's cannabis product output, with its Okanagan Valley serving as home to over 40 cannabis-related companies.



As one of the most cannabis-centric places in the world, the Central Okanagan provides a competitive advantage that few regions in the world currently have.

Even more impressive is the depth and breadth of the research and innovation in the industry, much of which is based in the Central Okanagan. From medicinal and recreational products to cloning and synthetic uses, the Okanagan Valley is revolutionizing how marijuana is used.

This success is flowing back into the community too. With investments being made to local companies and more and more opportunities for post-secondary students to participate in co-ops, we're preparing the next generation of leaders to take this industry to a higher level.

\$5.6B

**INDUSTRY REVENUE
IN CANADA IN 2021,
EXPECTED REVENUE \$8.5B
BY 2026**

26+

**HEALTH CANADA
COMMERCIAL CANNABIS
LICENSES IN THE CENTRAL
OKANAGAN**

24%

**OF CANADA'S
LICENSED PRODUCERS
ARE BASED IN BC**

SUCCESS IN THE CENTRAL OKANAGAN

THE VALENS COMPANY

When asked about the secret to their success, The Valens Company has a simple answer: Don't overcomplicate things. Focus on the fundamentals and get out of your own way.

How Valens got to this point is a testament to the company's vision of positioning itself as a global consumer company. In fact, Valens has grown to more than 370 employees with manufacturing facilities in Kelowna, Toronto and Vancouver. They now have a strong foothold in Canada and the United States, as well as 19 countries—and counting.



As they grow, Valens is looking to more countries opening up to cannabis and more consumers looking for high-quality products that are safe, as well as effective, for their individual needs. That, combined with the fusing of a deep knowledge of cannabis and the consumer goods background, makes Valens a powerhouse.

KLONETICS PLANT SCIENCE INC.

In offering premier strains like clobberfunk, sweet skunk, and grapefruit, Klonetics is ready to disrupt the cannabis industry.

The Kelowna-based company specializes in cell culture-based cannabis clones and ready-to-flower plants. Klonetics is using plant science and breeding technology to provide the starter kits for medical growers and producers licensed under

Health Canada. By offering medical growers and licensed producers virus-free, sterile plantlets that don't need to go through the mothering process, Klonetics increases the producer's crop yield and reduces production costs.



The company just opened a nearly 25,000 square-foot facility that at full capacity, will produce nearly four million ready-to-flower plants in 2022.

THE FLOWR CORPORATION

Legalization transformed cannabis agriculture from an underground niche market into an attractive mainstream commercial opportunity—and first movers like Flowr are accelerating their efforts at production.

Throughout its operations in Canada, Europe and Australia, Toronto-based Flowr produces fully licensed recreational and medicinal cannabis. Its flagship campus in Kelowna comprises an 85,000 square-foot licensed indoor growing facility, the FLOWR Forest, a 595,000 square-foot outdoor growing operation, and the new Hawthorne

R&D Facility, a state of the art 50,000 square-foot cannabis R&D centre, largely supported and funded by Scott's Miracle-Gro and Hawthorne Gardening.

Founded in 2017, Flowr has more than doubled its staff in the last year, employing over 150 people locally. 30% of those are highly accomplished professionals (engineers, scientists, executives, and industry experts) who relocated to Kelowna from across Canada and internationally.



INDUSTRY PLAYERS

Avant Brands Inc.
avantbrands.ca

Dutch Love Cannabis
dutch.love

Flora Cannabis
flora-cannabis.ca

Klonetics Plant Science Inc.
klonetics.com

Oakum Cannabis Corp.
oakumcannabis.com

Pacific Rim Innovations
pacificriminnovations.ca

The Valens Company Inc.
thevalenscompany.com

Vitalis Extraction Technology
vitaliset.com

The Flowr Group
(Okanagan) Inc.
flowr.ca

Budding Creations
buddingcreationscannabis.com

Doja Cannabis Ltd.
doja.life

ARE YOU READY FOR A CHANGE OF SCENE?

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QUESTIONS?
OK-GO.CA

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