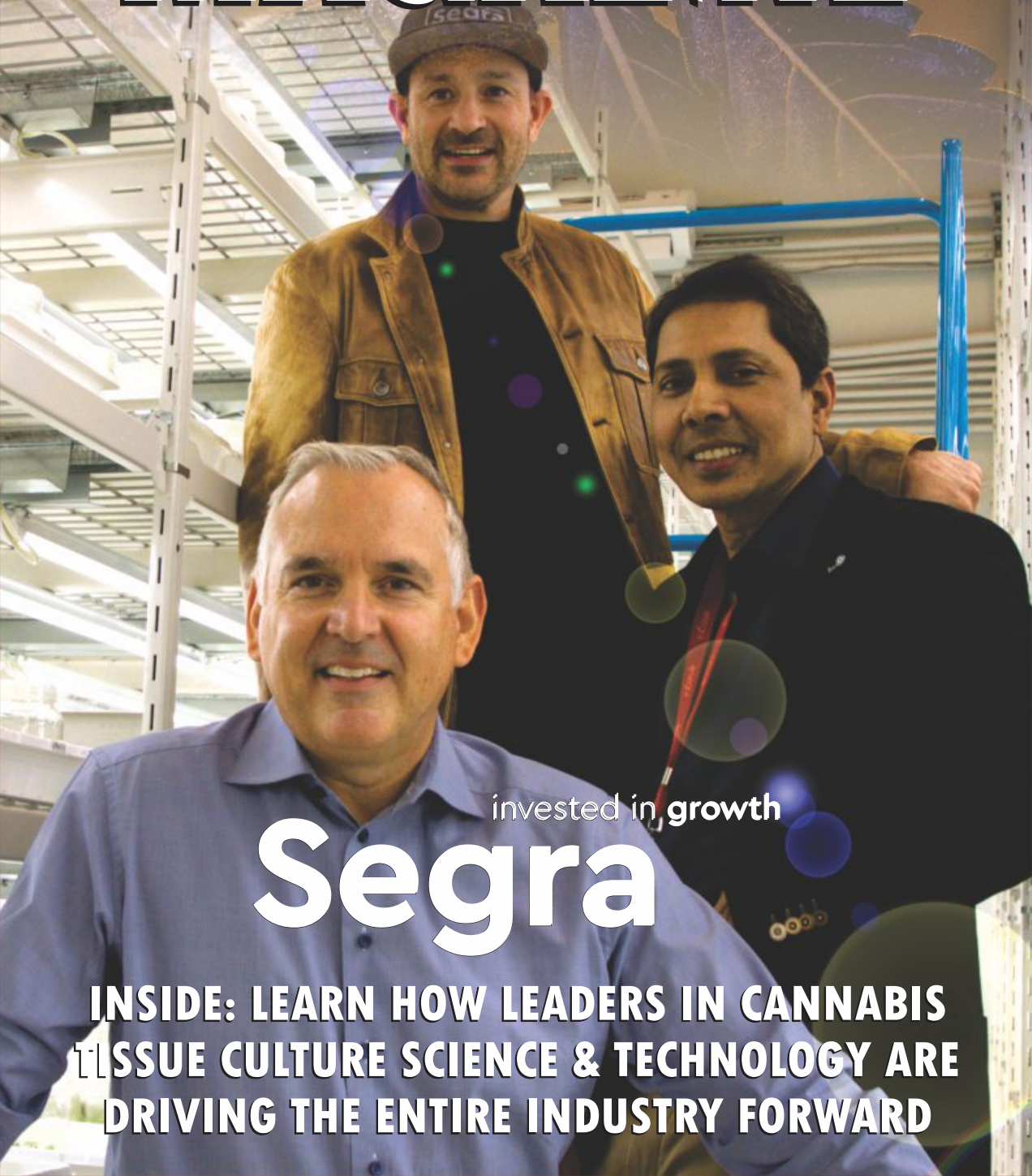


ISSUE #7 - MARCH 2024 - SPRING SPECIAL

HIGH! EUROPE MAGAZINE



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Europe's Largest Cannabis B2B Event Is Coming Back To Berlin

The International Cannabis Business Conference (ICBC) is once again bringing its flagship B2B event to Berlin, Germany on April 16-17th, 2024. The Berlin installment of the ICBC is Europe's largest cannabis event of its type, attracting cannabis leaders from dozens of countries around the globe.

Given everything that is going on with cannabis in Germany right now, and to some extent the rest of Europe, there is no better place to network and learn from true cannabis experts, including entrepreneurs, investors, regulators, industry service providers, and policymakers.

If you are serious about succeeding in the international cannabis industry then attending ICBC in Berlin in April is a must!



www.internationalcbc.com

HIGH! EUROPE MAGAZINE

I S S U E # 7

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All material presented is intended for a mature 19+ audience and is intended for entertainment, educational and informational purposes only.

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At High! Europe Magazine Publishing Group, we are committed to providing our readers with the most current, relevant, and reliable information available.

to help us maintain the editorial excellence and integrity of our publication, we have assembled a qualified council of dedicated cannabis experts, innovators and natural health experts to serve on our Editorial Advisory Board:

With the help of these industry authorities, High! Europe offers timely and accurate information about cannabis and natural health, news information and education as it applies to cannabis.

The board members lend their expertise to our process of developing and commissioning or editorial lineup, and they're post-publication review of each issue is an invaluable in maintaining our more than eight year, global reputation as a trusted cannabis health and wellness resource.

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HIGH! EUROPE MAGAZINE

AN EDITORIAL BY CY
WILLIAMS

TAKING ADVANTAGE OF EUROPE'S
CANADIAN CANNABIS CONNECTION.
THE STATE OF CANNABIS IN EUROPE:
A FOCUS ON SPAIN, SEGRA INTERNATIONAL
& THE EVER GROWING INDUSTRY

High! It is my absolute pleasure to welcome you, our readers, to the seventh issue of High! Europe Magazine.

It is spring and we are eternally optimistic about the possibilities of the season and promise of great growth in 2024.

This issue celebrates cannabis in Europe and we celebrate companies and people who really love what they do and are excelling through exceptional leadership within our sector. This year we have been really taking notice of the growth

and popularity of Segra International and this issue celebrates them hitting the European market full steam ahead with some of Canada's best genetics now available in the EU market from Segra's 2024 catalogue.

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As pioneers in the cannabis cultivation sector, Segra International has been instrumental in promoting tissue culture techniques within the industry. By sharing their knowledge and expertise

with other growers, they have helped to raise awareness about the benefits of tissue cultures and how they can be used to improve the overall quality and efficiency of cannabis cultivation.

Tissue culture is a process that involves the growth of plant cells, tissues, or organs in a controlled laboratory environment.

This technique has proven to be invaluable in the cannabis cultivation sector, as it allows growers to produce large quantities of genetically identical plants. By using tissue cultures, Segra International has ensured that their crops are free from contaminants, pests, and diseases, resulting in higher quality and more consistent yields. In an age where the threat of disease is very real indeed, this is a godsend.

This is the second of a three part feature on Segra International and we will be featuring the third followup feature in issue eight of High! Europe Magazine

dropping at ICBC in Berlin, Germany in April 2024.

Europe, a continent known for its rich history, diverse cultures, and progressive policies, has been witnessing a significant shift in its approach towards cannabis. With countries like Spain taking the lead in embracing the plant's potential, the European cannabis market is poised for growth and innovation.

Cannabis legalization and decriminalization have been gaining momentum across Europe in recent years. While some countries like the Netherlands have long been known for their tolerant policies towards cannabis, others like Germany, Italy, and Malta have recently legalized medical cannabis. Moreover, several countries are considering or have already initiated discussions about adult-use legalization.

The European cannabis market is expected to grow significantly in the coming years, with estimates suggesting a compound annual growth rate (CAGR) of

around 40% between 2021 and 2028. This growth can be attributed to the increasing acceptance of medical cannabis, the rise in recreational use, and the potential for industrial applications.

Spain has emerged as a trailblazer in Europe's cannabis revolution, with a thriving medical cannabis industry and a relatively tolerant attitude towards personal use. The country has a long history of cannabis cultivation, particularly in the autonomous community of Catalonia, where the famous Spannabis expo takes place.

Spannabis, now in its 17th edition, is one of the largest cannabis events in Europe, attracting thousands of visitors and industry professionals each year. The expo showcases the latest developments in cannabis cultivation, extraction, and consumption, while also providing a platform for networking and business opportunities.

The International Cannabis Business Conference (ICBC) B2B

Tradeshow, another significant event in the European cannabis calendar, is also held in Spain. This event brings together investors, entrepreneurs, and policymakers to discuss the latest trends, challenges, and opportunities in the cannabis industry.

As the European cannabis market expands, companies like Segra International are playing a crucial role in bringing select genetics from their 2024 catalog into the region. Segra International, a tissue culture specialist, focuses on providing high-quality, disease-free cannabis plantlets to licensed producers and researchers.

Tissue culture, a process that involves the in vitro cultivation of plant cells, tissues, or organs under sterile conditions, offers several advantages over traditional cultivation methods. It ensures the production of uniform, disease-free, and genetically stable plants, which can lead to higher yields, improved potency, and consistent quality.



By introducing select genetics from their 2024 catalog into the European market, Segra International is contributing to the development of a robust and sustainable cannabis industry in the region. This, in turn, will help meet the growing demand for medical cannabis and support research into the plant's potential applications in various industries.

The state of cannabis in Europe is undergoing a significant transformation, with Spain leading the charge. Events like Spannabis and the ICBC B2B Tradeshow are instrumental in

fostering growth and innovation within the industry. Tissue culture specialists like Segra International are also playing a vital role in bringing high-quality genetics to the European market, ensuring the continued development of a thriving and sustainable cannabis industry across the continent. As Europe continues to embrace cannabis, we can expect to see further advancements in research, cultivation, and regulation in the years to come. Stay High Europe!

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TALKING TO ALEX ROGERS AS



RETURNS TO BERLIN!



Visionary entrepreneur and political activist, Alex Rogers, is the founder and CEO of multiple thriving ancillary cannabis businesses. A Magna Cum Laude graduate majoring in Political Science, Rogers has used his knowledge of law and politics to push cannabis policy forward all over the world.

Cutting his teeth as an activist in the early nineties under the tutelage of Jack Herer, Alex has a deep proprietary knowledge of the emerging global cannabis industry.

He has played a key role in professionalizing and mainstreaming the cannabis industry, building one of the United States' most popular medical cannabis clinics and the first ever to

advertise medical cannabis on network TV in the U.S.

Living in five different countries throughout his life, and able to communicate in all respective languages, Alex considers himself an international citizen, thusly spawning the International Cannabis Business Conference (ICBC).

The ICBC was the first cannabis business conference in the world to have multiple dates set in multiple countries on multiple continents and is the leading conference series in Europe. Alex, What can you tell us about the Berlin ICBC?

This year's installment of the International Cannabis Business Conference in Berlin is going to be our

HIGH! EUROPE MAGAZINE



biggest and best event to date. The event itself has served as the largest cannabis B2B event in Europe for several years now, however, given the current historic legalization push that is going on in Germany, this one is going to be extra special.

A tectonic cannabis policy shift is occurring not only in Germany, but throughout the European continent, and my team couldn't be happier to provide a two-day curriculum that is packed with experts in every field and sector of cannabis from all over the globe.

We have lined up true international leaders and innovators with backgrounds in finance, investing, technology, agriculture, and everything else that is important and impactful in today's emerging cannabis industry and political landscape, and bringing them all under one roof at the iconic Estrel Berlin Hotel.

Once again we will host a political panel featuring current federal lawmakers in Germany, and while I am proud of every panel that we are offering, I know that one is going to be particularly popular given the fact that Germany is modernizing its cannabis laws right now.

In addition to the two-day curriculum, we are also hosting another one of our infamous after-parties and Jim Belushi will be performing at this year's Berlin after-party, in addition to Jim participating in a fireside chat during the conference. Jim is one of the most entertaining humans on earth, and it's going to be a real treat for attendees to listen to him in the fireside chat followed by Belushi then providing the music for the after-party. I encourage people to go to our website to see the full schedule and the list of speakers. It's a truly international roster, unlike anything you will see at any other cannabis event on the planet.



Alex, what are some of the challenges you faced getting here with the conferences. How you overcame those challenges.

The overall challenge that always faces any cannabis endeavor, and that includes cannabis conferences, is cannabis prohibition.

The International Cannabis Business Conference got its start in the United States, then expanded to Canada, and then to Europe. Cannabis legalization has of course spread to parts of the United States, Canada, and to a lesser extent Europe (Malta), but when we first held our conferences in those places, prohibition was still the

ultimate law of the land in those jurisdictions. In the case of Germany, cannabis prohibition is still in place.

That makes everything harder, from securing vendors to establishing partnerships, to advertising options, and everything in between. With that being said, my team has always risen to any challenge and overcome any hurdles, always thinking outside of the box, and now the walls of cannabis prohibition are crumbling so the problems of the future will hopefully not be as big as they were in the past.

A big reason why we have held our conferences in the places that we have held them is to help further the



mission of cannabis advocates in the regions. We are all in this together.

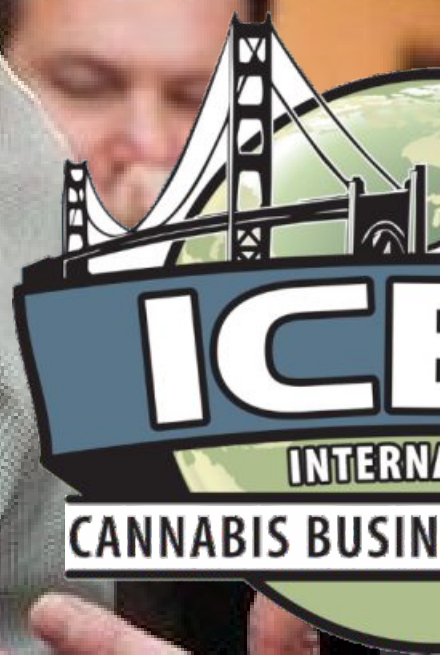
We bring in experts from other jurisdictions to help educate everyone and collaborate as much as possible, knowing that what comes out of that is a more formidable cannabis community both in the region where the event is being held as well as at the global level.

When smart people get together and share ideas great things happen, and that is what the International Cannabis Business Conference is all about.

What attendees can expect in Berlin ie: Activations, networking, speakers, highlights

Over 5,000 cannabis leaders from over 80 countries will be represented at the International Cannabis Business Conference in Berlin and that includes representatives from every sector of the industry as well as leading international cannabis policymakers and industry service providers.

Attend the International Cannabis Business Conference in Berlin to network with investors, entrepreneurs, industry regulators, and international policymakers and take your industry pursuits to the next level.







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**SPOTLIGHT ON
SCIENCE**





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CELEBRATING LEADERSHIP IN SCIENCE, IN BUSINESS, AND IN CULTURE!



Segra International is a leading cannabis tissue culture company that specializes in providing plant micropropagation services to the cannabis industry. The company focuses on producing clean, tested and true-to-type, genetically consistent, and high-quality plantlets for cannabis cultivation.

In this issue of High! Canada Magazine we take the time to celebrate what this company is doing and why we are acknowledging them as leaders in their field - constantly working to make our industry better. This is what we see leadership as and we wanted to share more information about Segra International with you here.

Strong leadership, built on the three pillars of science, business and culture has played a crucial role in the success of Segra International.

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Under the guidance of Dr. Sma Zobayed, Segra's Plant Tissue Culture Division is pioneering the future of cannabis tissue culture and young plant production. Segra's flagship facility consists of state-of-the-art tissue culture production and research facilities, focused on the development of IP related to cannabis tissue culture protocols, micropropagation automation, and full-scale production testing from plantlet through flower.

As a company operating in the rapidly evolving cannabis industry, effective leadership is essential for guiding the organization through challenges such as regulatory changes, market fluctuations, and technological advancements. Strong leadership ensures that Segra International stays at the forefront of innovation and maintains its competitive edge in the market.

Some of the key aspects of leadership we have observed at Segra International include:

Visionary Leadership: The leadership team at Segra International must have a clear vision for the company's growth and development within the cannabis industry. This involves setting strategic goals, identifying new opportunities, and anticipating future trends to drive innovation and expansion.

Team Building and Talent Development: Effective leadership at Segra International involves building a strong team of professionals who are dedicated to the company's

mission and values. Leaders must foster a culture of collaboration, creativity, and continuous learning to empower employees and drive organizational success.

Ethical Leadership: In an industry like cannabis, which is heavily regulated and subject to scrutiny, ethical leadership is paramount. Leaders at Segra International must uphold high ethical standards, promote transparency, and ensure compliance with legal requirements to build trust with stakeholders and maintain a positive reputation.

Adaptability and Resilience: Given the dynamic nature of the cannabis industry, leaders at Segra International must be adaptable and resilient in the face of challenges. They need to navigate uncertainty, make informed decisions quickly, and lead the organization through periods of change with confidence and agility.

As you can see, leadership is integral to the success of Segra International as a prominent player in the cannabis tissue culture sector. Strong leadership characterized by vision,



team building, ethics, adaptability, and resilience is essential for driving innovation, maintaining competitiveness, and ensuring sustainable growth within the dynamic cannabis industry.

Now... you may be asking yourself, why exactly are tissue cultures so important to the cannabis cultivation sector anyways?

Well, here are our top three reasons why you should be interested in tissue cultures:

1. Clean, Tested and True-to-Type Plant Propagation: Tissue cultures are crucial in the cannabis cultivation sector as they offer a reliable method for producing clean,

tested and true-to-type plant material. By starting with a small piece of plant tissue, such as an apical meristem tissue or shoot tip, growers can ensure that the resulting plants are free from detectable pathogens and pests that could otherwise harm the crop. This is especially important in the cannabis industry, where maintaining a clean and healthy crop is essential for maximizing yields and quality.

2. Genetic Preservation and Cloning: Tissue cultures allow for off-site safe storage of your valuable cultivars and their genetic traits. Stored cultivars can be re-supplied as clean tissue culture plants to



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refresh old or diseased mother stock, or securely stored long-term for future cultivation or breeding work.

Desirable cultivars can even be multiplied in tissue culture to provide full scale production plants, removing the requirement to maintain mother plants altogether and ensuring greater consistency in the final product.

3. Rapid Multiplication: Another key benefit of tissue cultures in cannabis cultivation is their ability to

rapidly multiply plant material. Traditional methods of propagation, such as seeds or cuttings, can be slow and labor-intensive.

Tissue culture techniques, on the other hand, allow for the mass production of identical plantlets in a fraction of the time it would take using conventional methods. This accelerated growth rate can significantly increase productivity and efficiency in commercial cannabis operations.

SPOTLIGHT ON SCIENCE



Segra International embodies all of these factors as a uniquely Canadian cannabis nursery specializing in global distribution of cannabis tissue culture plants, top quality genetics & cannabis science. By combining cutting-edge science with committed customer focus, Segra's goal is to unleash the full expression of the cannabis plant to better serve the evolving cannabis grower and consumer.

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SPOTLIGHT ON SCIENCE



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Segra is a global leader in Plant Tissue Culture (PTC), applying this proven agricultural technique to the cannabis industry. Verified Segra Stock™ plantlets are true-to-type and available at commercial scale. Segra combines its PTC innovation with an industry-leading Molecular Biology Division to provide unparalleled quality assurance, from DNA Fingerprinting to plant pathogen detection.

Segra's proprietary PTC "Verified Segra Stock™" which are laboratory-produced young plants are the most obvious way Segra International has been leading the charge by bringing top strains to market and winning award after award for it.

These laboratory-produced young plants are created using a technological process that has been



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proven to offer superior pathogen resistance and greater crop uniformity than conventional vegetative propagation. These plantlets are screened for pathogens, and can be grown at scale and shipped globally. Each outgoing batch of plantlets is verified with an industry-leading DNA fingerprinting process to ensure that the cultivar you want is the cultivar you get.

Each cultivar in Segra's Cultivar Catalogue has been through rigorous testing to ensure optimal performance, starting with the uniformity and consistency of PTC plantlets shipped from their facility, through full-cycle production trials, to cannabinoid and terpene analyses.


As part of the Verified Segra Stock™ program, each

specific genotype has been DNA fingerprinted for track-and-trace purposes, and tested extensively for pathogens in-house and by third-party labs.

Forward-thinking, well-rounded, and designed to equip your grow with better plants and better profits, Segra's portfolio is just the first of many reasons to connect your business to 'the' pipeline in the Canadian and International cannabis cultivation sector to new genetics that will fuel your growth.

With Segra, you can guarantee that you have the plant you want, when you want it, performing at its absolute best.

If that isn't leadership in our sector than I don't know what is.

A man with short grey hair, wearing a light blue button-down shirt, is smiling and looking down at two clear plastic jars he is holding. Each jar contains a small cannabis plant with green leaves and some white flowers. The background is a brightly lit indoor grow room with white shelving and plants.

Segra International's commitment to utilizing tissue cultures in their cannabis cultivation operations really has positioned them as leaders in our sector. Their focus on disease and pest resistance, genetic uniformity, and increased yield has allowed them to consistently produce high-quality cannabis products. As the cannabis industry continues to grow, it is essential to recognize and celebrate the companies, like Segra International, that are driving innovation and setting new standards for excellence.

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**By Cy Williams
& Karli Thiessen
Photos by Matthew Lum**



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SPOTLIGHT ON
SCIENCE



Jamie Blundell - CEO

Jamie Blundell is the CEO of Segra International, an ag tech company serving the global cannabis industry. He has over 30 years of experience in senior leadership roles including a broad range of B2B and operational expertise with rapidly growing companies in the cannabis, digital media and manufacturing industries. He has capital markets experience and has raised money for both private and publicly traded companies. Through his extensive dealings with M&A, private equity firms, capital markets and large corporate divestitures, he brings a focused and dynamic approach to driving Segra's growth.



Dr. Sma Zobayed Ph.D., Chief Tissue Culture Officer

Dr. Sma Zobayed is a leading specialist in tissue culturing with extensive international experience. Dr. Zobayed holds two patents relating to tissue culture and has published over 50 scientific papers related to his research in the field. He holds a Ph.D. in Plant Tissue Culture from the Department of Biological Sciences at the University of Hull (UK), and has won awards for his tissue culture work from the scientific community. He is a member in good standing with the International Society of Arboriculture, International Association for Plant Tissue Culture and the International Society for Horticultural Sciences.



Matt Rogge
VP of Genetics and
Agronomy

m: +1 647-323-6396

Matt Rogge, affectionately known as Rogge, is a technical force as the VP of Genetics and Agronomy at Segra. Beginning his formal cannabis career with the inception of Canada's federal medical program in 2014, Rogge has

made meaningful contributions to cultivation and genetics. His journey began years before this in the previous federal medical program by providing quality cannabis to patients in pain, sparking a passion that has driven his career.

Rogge has held pivotal roles at Canopy Growth and 7ACRES, where he led scaling operations, R&D, and genetic development. Showcasing his entrepreneurial flair, Rogge was a successful private consultant, supporting producers with a system-based approach to operations and genetics. His expertise extends to education, having developed, and instructed courses on plant production at Kwantlen Polytechnic University. With an education in Forestry and Horticulture, Rogge's work, including a Karma Cup, reflects his commitment to quality cannabis.

A dedicated cannabis breeder, Rogge's approach combines operational expertise with technical genetics knowledge. Beyond his professional life, he is a devoted partner and father, a hobbyist photographer, and a skilled drummer, capturing the beauty and rhythm of his environments. Rogge's journey from compassionate care to genetic innovation embodies his commitment to advancing the cannabis industry.



Kane D'Arcy Cusack
Agronomy Manager & Account Executive
m: +1 236 818 2942
o: +1 604 284 3204
e: kane.cusack@segra-intl.com



Steven Bourne
Account Executive
m: +1 647 921 7496
o: 604 284 3204
e: Steven.Bourne@segra-intl.com



**Matthew
Don-Carolis**
VP of Sales and
Business
Development

Canada West & International
m: +1 778 896 4243
o: 604 284 3204
e: matthew.dc@segra-intl.com

Matthew Don-Carolis is a seasoned professional with an impressive 26-year legacy of global experience across various verticals. His extensive expertise spans the realms of real estate, blockchain, hemp, and, notably, the cannabis industry, where he has been a driving force since 2006.

As the Vice President of Sales and Business Development at Segra International Corp., Matthew has not only navigated the complexities of the cannabis sector but has also contributed significantly to the company's growth. However, his journey goes beyond the confines of a singular industry. Matthew's diverse background showcases his ability to grasp the "big picture" and seamlessly navigate details across different global landscapes.

Acknowledging the importance of a collaborative approach,

Matthew places emphasis on attracting and nurturing talent within his team at Segra. His leadership style encourages innovation and collaboration, fostering an environment where diverse skill sets converge for the collective success of the company.

While the success of Segra International Corp. stands as a testament to Matthew's leadership, it is only one chapter in a broader narrative of his rich and varied career. His global experience and versatility underscore a professional journey marked by adaptability, foresight, and an unwavering commitment to excellence across diverse industries.

We had a chance to catch up with Matthew before he left for Europe. Thank you so much for taking the time to chat with us Brother! Can you tell our readers a little more about you and the evolution of Segra International and how that all came together?

Cy, it is my pleasure. I come from a diverse background of global experience, golf and cannabis. I have been working in the cannabis space as long as I can remember the scaled up and worked at very large facilities at

a young age and produced amazing quality cannabis circa 2006

I was introduced to Segra during my time down in Mexico, working with high level government officials and my partners I call the 'super elite' of Mexico assisting framing the legalization process for the detonation of the Mexican cannabis market during late 2020 and 2021.

Segra was the only choice that I could find to secure the supply chain having clean, genetics with reliable track and traceability. This the short story of how I got introduced to Segra!

Mexico was put on hold at the 11th hour, not having anything to do. Jamie asked me if I wanted to join the Segra team I accepted almost immediately recognizing the professionalism and ethical compass Segra operated on. Immediately I recognized the level of work that needed to be done, I was very excited to take this on. After starting I could see the existing Team was exceptional, just missing a key ingredient. The addition of one more dynamic would create the perfect storm of complementary strengths needed to excel in the cannabis space.

We went to work and started bringing Segra from the best

secret to the growing concern!

We have attracted some of the best amazing and people in our space to work for us and they rally around and work as a whole. It's a unique thing when business, science and legacy are able to work in harmonic balance the success that used to be we still have a lot of work left to do and will never be done getting better at our craft. It truly is our laser focus with no distractions because it's a complicated and precise business and at the end of the day we're dealing with live plants.

What does the European market represent to Segra International?

The European cannabis market is paramount for our growth strategy. The expansive population, shifting regulations, and growing acceptance of cannabis in Europe present a substantial opportunity for Segra. Our strategic entry into this market aligns with our

vision to solidify Segra's position as a dominant global player in the cannabis industry.

If I were a Cultivator, what would honestly you say to me if I came to you looking for unique genetics?

When advising a cultivator entering the cannabis market, stress the economic risks associated with relying on traditional, potentially disease-infected nursery plants. Emphasize that opting for tissue culture not only mitigates these risks but also provides a solid foundation for economic resiliency and staying power. Additionally, underscore the significance of securing purchase agreements before commencing cultivation to ensure market demand and reduce the risk of oversupply. Assure the cultivator that Segra stands ready to assist, offering expertise, market connections, and support to navigate product placement and secure commitments from buyers, thus enhancing the overall success of their venture.

We are a lot more than just a group that sell you tissue culture plants. We are a group that assist this industry evolving to the global goliath it will be.

**Thank you Matthew!
See you in Europe!**



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THE HISTORY OF HEMP

**HOW WE ENDED UP
WHERE WE ARE NOW**

On an annual basis, 1 acre of hemp will produce as much fibre as 2 to 3 acres of cotton. Hemp fibre is stronger and softer than cotton, lasts twice as long as cotton, and will not mildew.

Hemp use dates back to the Stone Age, with hemp fibre imprints found in pottery shards in China over 10,000 years old. Hemp is thought to be the first domestically-cultivated plant, with evidence of hemp fabric dating to 8,000 years ago found in Turkey (former-day Mesopotamia). Other evidence suggests cultivation further back by two or more thousands of years.

The word hemp has been used in the past to Europe to describe other fibre plants, including sisal and jute.

Beer hops (*Humulus* genus) are a close cousin of genus *Cannabis*, both of which fall under family *Cannabaceae*.

Hemp was not always treated as the same as marijuana by the U.S. government. The word “marihuana”

(now marijuana) was coined in the 1890s, but not used until the 1930s by the U.S. Bureau of Narcotics (replaced by the DEA) to refer to all forms of cannabis.

According to the documentary “The Union: The Business Behind Getting High” (available at YouTube), the first marijuana law in the United States was enacted in 1619, in Jamestown Colony, Virginia, and actually required farmers to grow hemp.

Former American President, Benjamin Franklin used hemp in his paper mill – one of the country’s first – and the first two copies of the Declaration of Independence were supposedly written on hemp paper. In parts of the Americas, hemp was legal tender and could be used to pay taxes. Hemp paper is stronger than wood-based paper, and can withstand more folding. In general, hemp has strongest natural fibre of any source. Hemp paper hundreds of years old (found in museums) has not yellowed, and is thus a high quality paper of archival quality.

Hemp can grow nearly anywhere in the world, in many types of soil — even in short growing seasons or in dry regions — and helps purify soil as well as kills some types of weeds

Hemp can grow without pesticides. The crop also kills some weeds, purifies soil (bioregenerative), and is suitable for rotation use, due not only to its short harvest cycle (120 days).

Hemp is a high-yield crop. One acre of hemp produces twice as much oil as one acre of peanuts, and nearly four times as much fibre pulp (for paper) as an acre of trees.

Hemp paper is naturally acid-free and does not yellow as quickly as tree pulp-based paper.

Hemp has the strongest (and longest) plant fibre in the world, resistant to rot and abrasion, and was in long use before DuPont patented nylon in 1937. It was used for ship rigging, military uniforms, parachute webbing, baggage and more.

Because of its strength, hemp fibre can be used for composite materials

that could be used to make anything from skateboard decks to car and stealth fighter bodies.

Car makers are using hemp in their cars, including Audi, BMW, Ford, GM, Chrysler, Honda, Iveco, Lotus, Mercedes, Mitsubishi, Porsche, Saturn, Volkswagen and Volvo. For example, the Mercedes C-Class contains up to 20 kg in each car.

A hemp composite material (with limestone and water) forms a type of concrete (hempcrete) that can be used for home building, at 1/9th the weight. It also acts as insulation and repels some vermin.

Levi jeans were originally made from hemp sailcloth (and rivets), for goldminers in California, who would fill their pockets with gold.

Henry Ford, founder of the Ford Motor Company, created a plastic car in 1941 which ran on hemp and other plant-based fuels, and whose fenders were made of hemp and other materials. Ford had a plan to “grow automobiles from the soil.” (Note: a company in France is experimenting



GROWING YOUR OWN?

Growing cannabis indoors can be a challenge. You can buy everything you need online, or from your local garden centre / grow shop. Don't worry if you have never grown cannabis indoors before, it's not as complicated as one might think and most people can master the basic skills quickly. You will need to learn more about:

- Choosing the best cannabis seeds
- Germinating cannabis seeds
- Choosing the right grow lights for indoor cannabis growing.
- Choosing nutrients to be used for cannabis growing
- Choosing supplements used to promote better cannabis growing
- The importance of the climate in your grow room
- Tips for growing cannabis indoors

NEW TO GROWING CANNABIS INDOORS?

Don't worry. Cannabis grows in a wide variety of substrates and under a broad range of conditions. If you are looking to grow a few plants in a square metre tent, then any of the Dutch Passion autoflower seeds would be a good choice for an easy grow. Feminized varieties such as Night Queen, Mazar or Bubba Island Kush would also make great choices.



The **Dutch Passion** cannabis seed collection out of Europe or **RocketSeeds** out of Canada have two of the most complete seed catalogues ever assembled. You will find a wide selection of cannabis cup winning varieties in several categories on their website. It is good to note that most people grow cannabis indoors with feminized seeds or autoflower seeds. Feminized seeds grow vegetatively for the first few weeks

under 18 or 24 hours of daily light. They only start to bloom when daily light is reduced to 12 hours, and generally take around 8-12 weeks to bloom. Some varieties/phenotypes can be quicker and ready after as little as 7 weeks of bloom. Fast blooming varieties are probably very Indica dominant, such as Bubba Island Kush. Some Sativa dominant plants/phenotypes can take up to 15 weeks to fully finish blooming.



At first, cannabis cultivation indoors can look like a daunting process. After all, growing weed indoors requires you to replicate Mother Nature's great outdoors inside a space – you're basically bringing the outside inside. When done right, it's amazingly rewarding. The keys to cannabis cultivation indoors: selecting/creating a space, lighting and ventilation, control systems and growing medium/process, nutrients, water and pest management.

- Select/Create Your Cannabis Grow Space
- **Start Small** - With cannabis cultivation indoors, it is easier to learn, and fail, with a small amount of plants (2 or 3) than it is when you're starting out with 15 or more! Unless you've already grown some other plants indoors

(orchids, veggies) or you have an especially green thumb, you will have failures your first time or two.

- One way to mitigate failure is to work with a mentor; if you don't know someone who is already good at growing weed you're working from a disadvantage. Having someone to talk with about your grow is an important part of learning to be successful on your own.
- **Think Big** - Even though you're starting out with a handful of plants, you still have to build out your space for a maximum load. As you scale up, you'll want to have your infrastructure in place so all you have to do is get more clones, not re-configure the entire room each time you set up a grow (you'll already have to clean it thoroughly between cycles ESPECIALLY if you had a pest issue).
- Cannabis cultivation indoors is not easy. There's a lot of detail work and each time you cycle the room you've got to clean it as part of getting ready for the next cycle.
- Keep it clean

- The two biggest systemic problems you'll have are: mildew and pests. One way to mitigate them is by keeping your grow room clean during the grow cycle, and by performing a complete cleaning of the room between grow cycles.
- You'll want to keep the room as clean as you can regardless; you don't want to smoke weed which has been grown indoors in a room which ISN'T clean ... lots of things can happen to the plants which aren't good!
- **Keep it Secure** - We mean "secure" two ways: secure from unwanted visitors and secure from unwanted pests.
- **Convenience** - By convenience we mean: Access. You'll want to have an easy way for you to gain access and you'll need to make sure "prying eyes" can't. After all, even if cannabis cultivation indoors is legal where you live, you probably don't want your neighbor's to see it or smell it.
- **Temperature and Humidity** - The most important elements to control in an indoor grow are temperature and humidity. Balancing these two is critical to having a successful grow which doesn't develop any pest or mildew problems.
- **Stealth** - Here's the thing about building an indoor grow: you have to be 'stealthy' if you want to keep it secure. Something's are obvious (like a load of lumber being delivered so you can reconfigure your garage) and some things are just weird, like adding external ventilation ports to your roof.



- The less obvious (and weird) the better – ask yourself this - will it look suspicious if you start to use too much electricity all of sudden?
- **Lights** - Since you're recreating the outside environment in your indoor grow, the most important thing is Light (and temperature and humidity as noted above, however, these can all be managed by using the right lighting system).
- **Pests** - There are several types of pests to manage:
 - Soil borne
 - Airborne
 - Hitchhikers

Soil Borne - Soil borne are the critters (like mites) which came in with your soil (if you're growing in dirt). One way to fight mites is to release ladybugs into the room. Ladybugs are like Rumba vacuums, they're always crawling around on the plants eating pests and cleaning the plants as they go.

- **Airborne** flew in when the door was open. Creating negative pressure in the room can help to mitigate this, as will have fine screens on your intake and output vents.
- **Hitchhikers** came in on your clothes and shoes. You can step into some bleach before entry to take care of your shoes and you might consider getting a 'clean room' jumpsuit to put on over your clothes.
- **Controls and Monitoring** - Cannabis cultivation indoors depends on the types of controls and monitoring you're doing during the grow cycle.



H2O Ph - The Ph of the water you'll be using needs to be established at the start of the grow. Once you know what the Ph levels are you can manage by filtering the water and adding nutrients to the water when it's time to feed the plants.

Here are some things to think about:

- **Lighting Timers** - When plants are seedlings (and during the vegetation phase) the lights should be on 18 – 20 hours per day. Once you're ready to trigger the Flowering Phase you'll "flip" the lights to 12 hours on and 12 hours off. Simple systems use a timer on the power box, more complex systems use a computer to control the lights and their relative UV output (e.g., LED Lighting Systems).
- **Temperature and Humidity Controls** - As discussed, controlling temperature and humidity is critical. One way to help manage this is to incorporate a de-humidifier into your room. Again, you'll need to monitor the room for temperature and humidity to maintain the optimal settings during each phase of your grow cycle.

Most "Nutrient Systems" (e.g., General Hydroponics) have balanced their products to work with Ph neutral water. Our choice and recommendation for a comprehensive nutrient company is **Emerald Harvest**. Emerald Harvest has carefully calibrated and formulated their base nutrients to provide precisely the right ratios and concentrations of all the essential elements for plants to grow and bloom properly. They offer two professional base nutrient series made from the highest quality raw ingredients.

After many years in the industry, and having worked with hundreds of growers and store owners, they operate under a simple concept: that most growers would prefer a compact line of nutrients that provide the very best of both science and nature in a simple, easy-to-use feeding program that delivers professional results.

That's **Emerald Harvest**.



There are too many choices, and these choices leave growers and store owners feeling misled and confused. We have been asked more times than we can count, “Do I really need all these products?” Well, the answer is that it depends on how much yield you want and what you expect from your garden. Many of the available supplements have well-known benefits, but growers believe that using so many single-bottle products is too costly, confusing and frankly wasteful.



Plant Containers - Remember at the beginning of this post we talked about the Goal of your Grow Room? This gets to the heart of the Plant Containers conversation. Everything gets down to how “big” (height and diameter) you want to grow your plants. We recommend the excellent selection available at **Infinity Pot**.

Cannabis Plant Roots - Cannabis plants have a “root ball” (insert picture) which resembles cotton candy. How big the plants will grow depends on how much room there is in the container. Once a cannabis plant gets ‘root bound’ it won’t grow either taller or in diameter.



Cannabis Grow Medium - Soil or hydroponic? Amended soil or DIY? These are just some of the questions to consider with cannabis cultivation indoors. Remember: you’re trying to replicate Mother Nature so the medium you choose is critical. **We recommend Promix and here’s why.**

Seed germination and young plant production starts with you choosing the right growing medium or substrate. It is important to have a substrate with good physical characteristics, such as air porosity and water holding capacity, however chemical characteristics are equally important.

Achieving such a feat as reaching the optimal result with a specific cannabis strain doesn’t happen just by chance. Science and technologies are essential to bringing the best out of the hidden power of your plant. When it comes to **Promix** - active ingredients, such as mycorrhizal fungi, are definitely part of the equation.



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MIICROBIAL MASS utilizes the latest scientific understanding in soil microbiology. We have created the perfect biostimulant which contains five targeted strains of beneficial bacteria that aid in the uptake of Phosphorus, Calcium and Iron like no other product on Earth.





ADVANCED TIPS

Topping - Topping involves cutting off the top of your plant to encourage it to grow more thick and full. It might seem like a crazy idea to cut the top off of a perfectly healthy plant, but it's a tried and true method used by farmers of many plant types. Instead of your plant growing tall and skinny, topping will make your plant grow more bushy and lead you to a higher yield.

Lollipopping - Lollipopping is where you remove the side branches and the small low branches on your plant. Once you remove the small branches your plant will be able to put all of its energy into the main branches. It's very similar to the regular pruning that is done to trees and other plants.

This practice is done when you don't want the small branches sucking the

energy from your plant. This allows the plant to focus its energy on the bigger buds at the top of the plant. Removing the sluggish lower branches that often sprout along the base will also allow better air circulation for your young cannabis plant. Lollipopping will get rid of the extra, unwanted parts of your cannabis plant so that your young plant can put its energy into growing bigger buds and giving you a better yield in the end.

Biostimulants - By plant biostimulant we mean a material which contains substance(s) and/or microorganisms whose function when applied to plants or the rhizosphere is to stimulate natural processes to benefit nutrient uptake, nutrient efficiency, tolerance to abiotic stress, and/or crop quality, independently of its nutrient content



If you are interested in being able to unleash the full potential of your crops without major changes to your growing practices when you do so - then **Miicrobial Mass** is the grower's helper for you. **Miicrobial Mass** is a bio-stimulant product specially developed to maximize plant yield using five different bacterial strains.

Miicrobial Mass harnesses the latest scientific understanding of rhizosperic microbiology and has been carefully developed to harness the power of beneficial bacteria in the root zone of the plant. Part of the **Miicrobial Mass** research and development process involved extensive field testing in partner gardens across North America utilizing a wide variety of nutrient programs, substrates, and growing practices in both indoor and outdoor settings.

This research has allowed **Miicrobial Mass** to identify with great precision the application rates necessary to achieve spectacular results in the majority of Gardens and growing conditions. **Miicrobial Mass's** proprietary blend of bacteria promotes a healthy root zone by solubilizing phosphorus and calcium, and assisting with the bio-availability of iron and other fertilization compounds from both organic and inorganic sources. This allows growers be able to unleash the full potential of their crops without major changes to their growing practices.

Features and Benefits

- Extracellular enzyme production helps to break down other fertilization compounds thoughts promoting our rich and diverse healthy root zone.

- Faster root development and increased root biomass.
- Faster vegetative growth.
- Increased plant health and vitality.
- Thicker stalks and stronger branches.
- Increased yield.
- Effective is an additive for all nutrient programs – growing practices do not need to change in order to achieve the benefits that **Miicrobial Mass** offers.
- Compatible with any organic or salt-based fee programs.
- Effective for use with any substrate or growing medium.
- Excellent for use in field agriculture and commercial hemp production.
- Certified organic by ECOCERT Canada.
- CFIA approved for production and any licensed facility in Canada.

Cannabis Grow Medium

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LST (Low Stress Training)

Low Stress Training involves bending the branches slowly so that they grow in a certain direction. This is similar to putting braces on your teeth.

You might be wondering if it's okay to stress plants, but the truth is plants are able to undergo stress, just like our teeth.

The reason we stress plants is to bend our stems into a shape that best fits the available space and makes sure it's growing in the right direction. This can help increase yields, and make the most out of your growing space.



Monster Cropping

This technique has the name Monster Cropping because it results in so many flowers, so it has almost a monster result. Monster Cropping is where you take clones of a plant during the flowering phase, replant them, and revert them back to the vegetative growth stage. This allows you to save on seeds, have continuous harvests.

In order to switch the plant back to vegetative growth, you simply need to give the plants more light than you would in the flowering stage.

One of the cool things about Monster Cropping is that you don't have to keep the mother plant in order to let the clones grow.

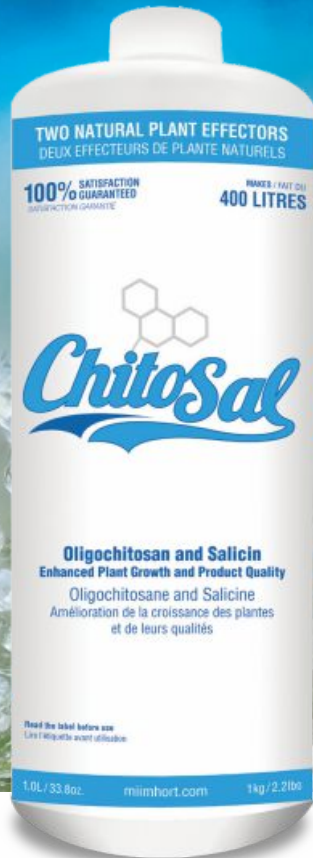
Many times the mother plant becomes big and spreads out. You can take several cuttings to save space, harvest the mother and still have several plants that will be ready for harvest much sooner than if you were to start again from seed.



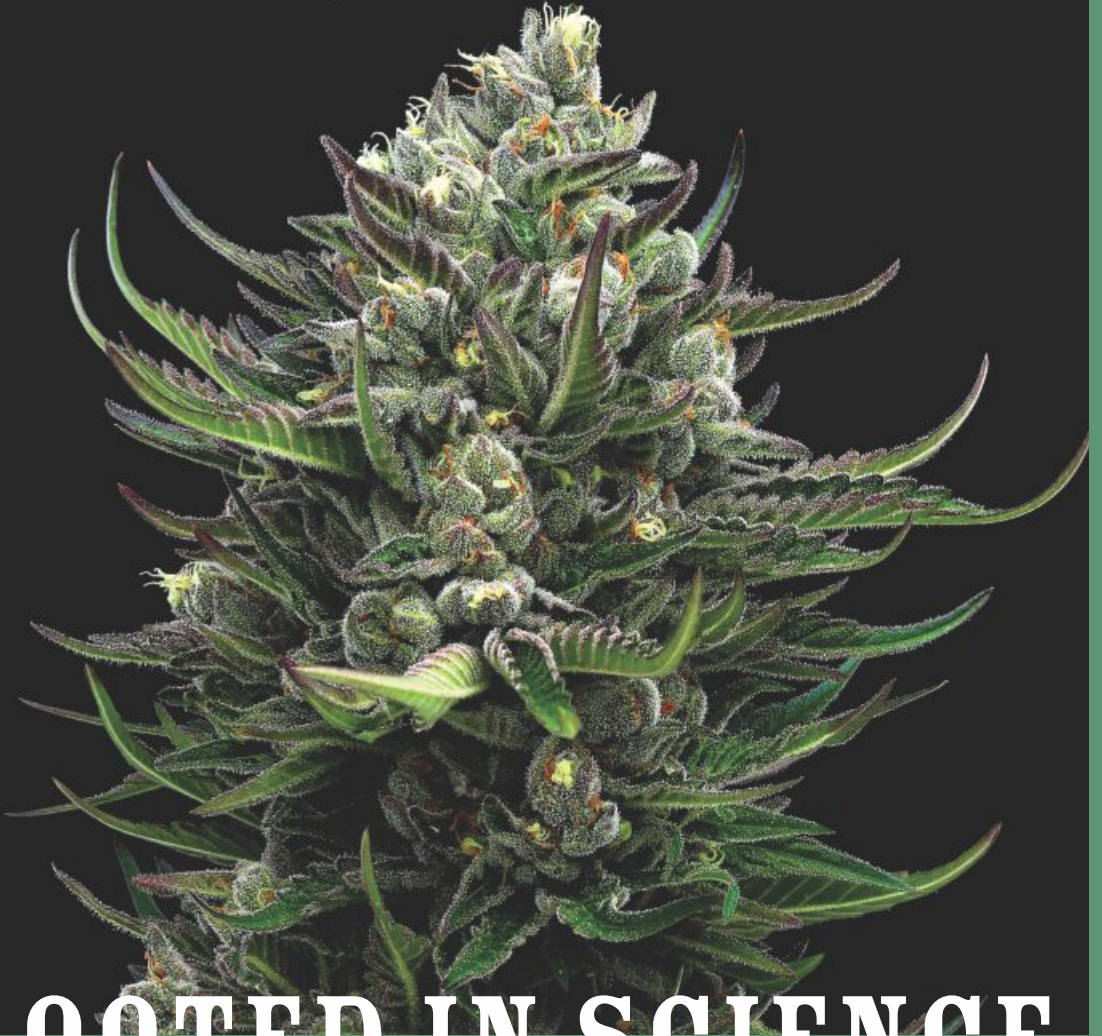
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2024 COLLECTION CULTIVAR CATALOGUE

| Name | THC | CBD | Cannabinoids | Terpenes | Elevated Terpenes |
|-------------------------|--------|-----|--------------|----------|---------------------------------------|
| Banjo | 25% | <1% | 30% | 4% | Myrcene, Limonene, Farnesene |
| Black Triangle | 28% | <1% | 34% | 4% | Myrcene, Caryophyllene, Farnesene |
| Blueberry | 19% | <1% | 22% | 1.5% | Myrcene, Caryophyllene, Farnesene |
| Caviar Gold | 27% | <1% | 34% | 2.20% | Limonene, Pinene, Caryophyllene |
| Chem de la Chem | 30% | <1% | 35% | 4.50% | Caryophyllene, Farnesene, Myrcene |
| Dolato | 23% | <1% | 29% | 3.60% | Myrcene, Caryophyllene, Farnesene |
| Double Dream | 22% | <1% | 25% | 5% | Farnesene, Myrcene, Caryophyllene |
| Fire OG | 26-31% | <1% | 31-36% | 2-3% | Myrcene, Limonene, Caryophyllene |
| Frosted Fruitcake | 23-28% | <1% | 25-30% | 2-3% | Farnesene, Linalool, Caryophyllene |
| Frosted Lime CBD | <1% | 18% | 22% | 2% | Ocimene, Myrcene, Limonene |
| Garlic Truffle | 25-30% | <1% | 30-35% | 3-4% | Farnesene, Caryophyllene, Myrcene |
| Ghost Banner | 22-27% | <1% | 27-32% | 3-4% | Myrcene, Farnesene, Caryophyllene |
| Grape Pie | 26% | <1% | 31% | 3% | Farnesene, Caryophyllene, Limonene |
| Grapefruit Gift | 25% | <1% | 30% | 2% | Myrcene, Caryophyllene, Pinene |
| Kandy Kush | 27% | <1% | 33% | 3% | Limonene, Caryophyllene, Myrcene |
| Lemon Cream | 20-25% | <1% | 25-30% | 2-3% | Camphene, Linalool, Carene |
| Miracle Alien Cookies 3 | 25% | <1% | 31% | 3.50% | Limonene, Farnesene, Caryophyllene |
| Motor Breath | 25% | <1% | 30% | 3% | Caryophyllene, Myrcene, Limonene |
| Pacific Frost | 23% | <1% | 27% | 3.50% | Myrcene, Farnesene, Caryophyllene |
| Pineapple | 23% | <1% | 28% | 2% | Pinene, Myrcene, Caryophyllene |
| Purple Punch | 21% | <1% | 25% | 3.50% | Caryophyllene, Farnesene, Limonene |
| R2 (NL2) | 23-25% | <1% | 28-33% | 4-6% | Myrcene, Ocimene, Caryophyllene |
| Strawberry Banana | 27% | <1% | 34% | 2.30% | Limonene, Pinene, Caryophyllene |
| Strawberry Guava | 24% | <1% | 30% | 1.90% | Limonene, Caryophyllene, Myrcene |
| Sunset Sherbet | 25-30% | <1% | 29-34% | 2-3% | Caryophyllene, Linalool, Limonene |
| Thrive | 24% | <1% | 30% | 3.50% | Terpinolene, Caryophyllene, Farnesene |
| Wedding Cake | 26% | <1% | 32% | 2.20% | Limonene, Pinene, Caryophyllene |
| Wolf Pack | 25% | <1% | 31% | 2.20% | Limonene, Caryophyllene, Humulene |



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