

# Holistic Nutrients: Business Summary

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Holistic Nutrients will be located in the Province of Newfoundland and Labrador, aiming to serve both the Canadian and International marketplace

Holistic  
Nutrients

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## 1.0 BUSINESS PLAN SUMMARY

### Business Plan Summary

#### The Business

Holistic Nutrients (HN) is being incorporated as a Licensed Provider to create a low cost, high quality, organic and uniform supply of medical Cannabis in the province of Newfoundland and Labrador. Utilizing advanced processes developed to minimize production costs and maximize product quality, HN expects to be able to deliver its product at well below the current regulated and black market prices. HN also intends to produce clones and seeds for sale, unique strains aimed at different cannabinoids including low THC/high CBD strains, as well as cultivate auto-flowering strains to sell to medical users in rural areas of Northern Canada, enabling cultivation in climates that are unable to sustain the traditional *Sativa* or *Indica* flowering cycle.

#### Products

- **Medical Grade Cannabis** - Grown with a unique organic process utilizing developed through years of private research, HN aims to deliver a product that is guaranteed to be organic, low cost, high quality and with a high degree of uniformity.
- **Medical Grade Cannabinoid Oil Extracts** - Cannabinoid Oil extracts represent a new developing medical market since the Supreme Court of Canada's ruling of *RvSmith* in 2015. By extracting the oils from the flower, medical delivery can be done through oral or topical intake rather than through burning or vaporization.
- **Clones** - By cultivating the genetics of high quality known strains, HN will be able to provide clones to authorized medical users under the new *Access to Cannabis for Medical Purposes Regulations* (ACMPR).
- **Seeds** - HN will aim to produce a variety of seeds for Canadian medical users under the ACMPRs.
- **Low THC/High CBD Strains** - HN will deliver strains targeting a variety of cannabinoid profiles, including the Low THC/High CBD strains used for specific medical conditions.
- **Autoflowering Strains** - In much of Northern Canada, it is difficult to cultivate traditional strains of *Cannabis sativa* or *Cannabis indica* due to the flowering light cycle requirements. HN aims to deliver clones and seeds of hybrids created using *Cannabis ruderalis*, a species that does not require the same daylight variations, allowing it to be easily cultivated outdoors during the warmer Canadian summers.

## The Customers

### Primary customers (Medical Users)

- *Cannabis & Oil Extracts* - Medical users authorized under the ACMPRs, Hospitals, Private Practitioners
- *Clones & Seeds* - Individual medical users authorized under the ACMPRs to produce their own medical Cannabis
- *Low THC/High CBD Strains* - Medical users who benefit from the cannabinoid CBD as opposed to more psychoactive THC.
- *Autoflowering Strains* - Medical users who reside in areas of Canada unsuited to the cultivation of Cannabis in traditional daylight dependent flowering cycles.

### Secondary customers (Recreational Users, Spring 2017)

- *Cannabis & Oil Extracts* - Recreational users and retailers to recreational users under the new legislation legalizing recreational Cannabis coming in the Spring of 2017
- *Clones & Seeds* - Recreational users, retailers and producers
- *Low THC/High CBD Strains* - Recreational users, retailers and producers
- *Autoflowering Strains* - Recreational users, retailers and producers

## The Opportunity

- *Cannabis & Oil Extracts* - Organic Cannabis produced using the most advanced organic and lowest cost methods developed to date. Advancements that cut costs and production time range from energy efficient lighting systems and rapid drying/curing processes that can speed the product from harvest to market, to soil amendments that trigger a pathogen immune response that significantly increases the end yield of cannabinoids.
- *Clones & Seeds* - Although the sale of clones and seeds is currently authorized to licensed growers under the ACMPRs, many licensed producers are hesitant to step into this marketplace for fear of losing control of their signature plants developed through years of cultivation. By aiming at producing high quality, low cost, generic Cannabis rather than a unique signature strain, HN plans to enter this marketplace with no fears of loss in that regard.
- *Unique Hybrid Strains* - Cannabis is a very versatile species. Through careful hybridization and selection, it is possible to create strains that express different dominant cannabinoids or have simpler flowering requirements. Development of these product lines will allow HN to compete in every niche of the Medical Cannabis industry.
- All products are completely organic, low cost and high quality. Development of this marketplace within Labrador can provide access to the low cost hydroelectricity required as the primary input for indoor production.

**Where/ Location**

The business will be located within the province of Newfoundland and Labrador. Work space will need to be of commercial quality, suitable for a laboratory environment. Must be well-insulated and clean. An office-type space can meet this requirement. Additional security requirements will be needed.

**Owner/Manager**

Andrew Abbass, Lead Project Manager

- Electronics Engineering Technologist
- Experienced project manager with skills in project planning, logistics & budget management, quality assurance & documentation creation
- Three years of research experience into the life cycle of Cannabis including: mold & mite management solutions, methods for increasing growth rate & total dry weight of products, advanced systems for drying and curing harvestable products, advanced lighting solutions, soil amendments, organic bloom enhancers, soil borne endophytes and natural immune enhancers.

**Financial Assistance Required**

TBD