

DUTCH COMPANY BECOMES CROSS-BORDER PIONEER IN THE CANNABIS SECTOR

Amsterdam, 2 January 2019 – Dutch Passion Seed Company is a leading player in the cannabis market. For thirty years, this Dutch company has been at the forefront of innovations in the production and breeding of high-quality cannabis seeds. Cannabis is increasingly seen as a good, safe alternative for alcohol and tobacco and the sector is enjoying incredible growth. The experienced Dutch pioneers are responding to this with Dutch Passion cannabis. Its launch in Canadian cannabis stores from early 2019 will coincide with another first in Italy, where Dutch Passion cannabis without THC is being introduced. These are the latest moves in the organization's continued growth, which has developed from a seed bank in the 1980s to an all-round cannabis company today.

Trendsetter in cannabis

Governments across the world are increasingly reaching the conclusion that cannabis has some useful applications and is low risk. The discovery of legal constituents, such as cannabidiol (CBD), has also helped to normalize the use of cannabis and cannabis light without THC (with a high CBD content). The trend among the younger generation towards natural and safe substances as alternatives to medicines and alcohol is also a factor in the growing acceptance of cannabis and cannabis products. Dutch Passion Seed Company – officially established in 1987 – has been a cannabis trendsetter since its early days in 1972. It has been at the forefront of multiple innovations – from the development of feminized seeds in the 1990s to the introduction of auto-flowering varieties, rich in other cannabinoids than THC alone. Currently, Dutch Passion is in the process of developing into a company that specializes in all phases of cannabis, from seed through to end product.

Plant emerges from the shadows

Eric Siereveld, CEO of Dutch Passion Seed Company, on the latest developments: “In the last thirty years, we have primarily focused on supplying seeds to small-scale domestic growers, but now everything is changing. Countries across the world are legalizing cannabis, paving the way for a completely new industry. This is the moment we've been waiting for all these years. We are truly delighted to see the plant emerge from the shadows. After concentrating for so long on the sale of our genetically-optimized seeds, we can now finally focus on the end product and ensure that it meets our high standards. We are selecting the best partners to sell our products in order to enable Dutch Passion consumers to enjoy cannabis without growing it themselves – starting in Canada and Italy.”

International production and distribution

In Canada, Dutch Passion is working with WeedMe for the production and distribution of Dutch Passion cannabis. Dutch Passion provides support in cultivation and inspects the final product, ensuring that the Canadian market is provided with top-quality cannabis. In collaboration with the local partner LegalWeed in Italy, the best growers are selected to produce high-quality cannabis light (without THC, comparable to alcohol-free beer). Again, Dutch Passion is applying its knowledge and experience to support the entire process. From the start of 2019, Dutch Passion cannabis will be available in Canada and Italy in packs of 3 g and 5 g. Over the course of the year, more varieties will be added to the range, depending on market demand.

About Dutch Passion Seed Company

Dutch Passion Seed Company is an independent organization with a rich history and more than thirty years' experience in the cannabis industry. The family company is a market leader, well-known for the outstanding quality of its products and prize-winning genetic innovations. Cannabis use is becoming increasingly accepted, both recreationally and as a medicine. Increasing numbers of European countries, as well as Canada and various states in the US, are legalizing the cultivation and sale of cannabis under certain conditions. Dutch Passion is a growing company with 25 permanent employees that works closely with geneticists and experts in marketing, sales, operation and logistics. Dutch Passion has two offices in Amsterdam, one in Maastricht, representatives in various countries and an affiliated company in Barcelona.

See also www.dutch-passion.com

Note for editors, not for publication

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