



Pure Trait Discovery[®]

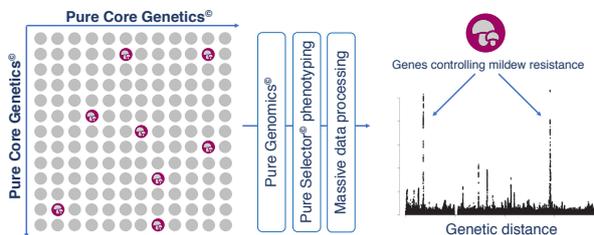
At the heart of domestication of cannabis was the ability to harness its natural genetic diversity. Cannabis breeders traditionally discovered its genetic richness through random combinations of rare genetic variants. Instead of relying on chance, we use our Pure Trait Discovery[®] technology to understand the science that gives cannabis its unique chemotypes and phenotypes. Pure Trait Discovery[®] leverages the massive data generated by Pure Genomics[®] and the unique genetic richness of our Pure Core Genetics[®] population to investigate the diversity locked within the cannabis genome. The causal genetic variants identified by Pure Trait Discovery[®] can be quickly and reliably deployed into the Pure Trait Generator[®] of our Pure Fast Track[®] breeding cycle. Understanding the diversity in genes and genomic regions controlling a trait is critical to modern plant breeding, and the future improvement of cannabis genetic resources.

- Understanding the science behind cannabis' traits, limits random genetic interactions and increases the speed of breeding
- Increases adaptability of breeding and decreases the time-to-market for new traits and strains
- Creates novel traits in a Non-GMO manner

Our clients will

- Have access to our discovered genetics.
- Be able to leverage our technology for continuous strain or trait improvement to suit their specific requirements at all points of the value chain.

How Pure Trait Discovery[®] works



- Links traits to specific genetic variants.
- Allows for rapid discovery and precise location genetics, which are crucial to the production of tailored novel traits and strains

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