

## Non-GMO hybrid Hemp seed is poised to transform the Hemp Supply Chain

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New West Genetics (NWG) announced that the seed production for its hybrid trait, AMPLIFY, has begun this 2023 season. NWG's AMPLIFY trait creates a non-GMO hybrid that doubles grain yield while offering the traditional benefits of a hybrid crop. This jump in yield and reliability will revolutionize the economics of hemp production, enabling hemp to compete with established crops like soy and canola, paving the way for hemp's entry into the food, feed, and sustainable fuels markets.

NWG's AMPLIFY technology combines genetic traits, hybrid vigor, and entirely female populations to drive hemp grain to reach and even exceed this threshold. Whereas a typical hybrid yield increase in row crops ranges from 10-30%, AMPLIFY enables a 2x yield increase. This innovative combination allows NWG's seed to out-compete traditional sources of oils and proteins. AMPLIFY hybrid technology will roll out in 2024 with NWG's strategic partners, then will be widely available in the 2025 season.

The power of hybrid crops has transformed agricultural production, addressing the needs of the expanding population and the needs of farmers for more vigorous and reliable genetics. In challenging conditions, hybrid varieties can become better established than open-pollinated or conventional genetics. Hybrids like AMPLIFY also allow for more flexibility with planting timing, which is highly valuable for unpredictable weather patterns.

"Beyond yield increases that come with hybrids, the benefits also include faster growth, seedling vigor, better stress responses, and disease resistance," reports NWG Chief Technology Officer Rich Fletcher.