

New Zealand's Puro partners with Trilogene for revolutionary Triploid Genetics in UK's Marlborough

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Puro, New Zealand's leading producer and exporter of organic medicinal cannabis, has collaborated with Trilogene, a global leader in specialised cannabis genetics. With this partnership, Puro becomes the first company to cultivate triploids in the Southern Hemisphere, pioneering ethical, sustainable cannabis production.

Triploid seeds represent a frontier in cannabis breeding. Unlike GMOs, triploids are developed through biotechnology techniques that combine three sets of chromosomes, enhancing their performance. This process ensures plants are non-GMO, preserving integrity while unlocking benefits, including pollen tolerance, improved ability to handle abiotic stress, and superior profiles. These traits make triploids ideal for large-scale production.

"At Puro, we are committed to advancing the medicinal cannabis industry through innovation and sustainability," said Tom Forrest, Co-founder of Puro. "Partnering with Trilogene allows us to bring cutting-edge genetics to our organic farm in Marlborough, leveraging a unique environment to produce cannabis that stands apart on the global stage."

The pristine conditions in Marlborough, with their clean air, rich soil, and abundant sunlight, are ideal for cultivating cannabis. Together with Trilogene's world-class genetics, these advantages enable Puro to produce products that are both high quality and truly unique. With exceptional resistance and a lower environmental footprint, these triploids are excelling in Marlborough's environment.

The success of this project demonstrates the strength of partnerships and the commitment to sustainability. By integrating cutting-edge science with ethical farming practices, Puro continues to set new benchmarks for the medicinal cannabis industry. In addition to its organic certification, the company's innovative approach to genetics highlights its commitment to producing cannabis that is effective and environmentally friendly. Currently, Puro supplies certified organic cannabis products to multiple GMP partners worldwide.

Puro's pioneering use of triploids are a bold step forward in its vision to lead sustainable cannabis production. With a steadfast belief in the power of partnerships and the potential of cannabis to improve lives, Puro remains at the forefront of the cannabis industry.