

AgraFlora Organics International Inc.

13:47 14 Feb 2020

AgraFlora Organics International hires marketing group to drive sales of subsidiary's hemp products on Amazon

AgraFlora Organics International Inc (CSE:AGRA) (OCTMKTS:AGFAF), the international cannabis group, has hired marketing firm Gatekeeper Growth to drive sales of its Whole Hemp Health products on the likes of retail giant Amazon (NASDAQ:AMZN) and other platforms, sending shares surging.

The products are a proprietary line of hemp-derived cosmetic products developed and made by Canutra Naturals - a wholly-owned subsidiary of AgraFlora.

"We are pleased that we conform with Gatekeeper's strict product criteria and to be selected as a partner to their proven sales model, which de-risks our online advertising strategy," said Canutra's CEO Tony Harris.

READ: AgraFlora Organics to complete construction at its Winnipeg edibles facility in 60 days

"Gatekeeper only selects a few clients per year to partner with, and it is a testament to the quality and market potential of our products that they have chosen to work with Whole Hemp Health."

Brian MacKay, managing partner of Gatekeeper Growth, added: "Our focus is on partnering with quality brands ready for explosive online sales growth.

"We are excited to be working with a leading brand such as Whole Hemp Health in the emerging natural luxury wellness vertical. Our team speaks the language of conversion and sales, not clicks and impressions, and we look forward to a long, growth-oriented partnership with the forward-thinking Canutra Naturals team."

Canutra Naturals Ltd is a hemp technology company and part of the AgraFlora group of companies.

In New Brunswick, it is equipped with over 17,500 sq ft of commercial-grade labs and facilities built to strict industrial specifications across 10 separate structures.

Canutra owns its own proprietary hemp blend, a cornerstone for its ongoing research and development initiatives.

It was awarded an industrial hemp license for the farm by Health Canada in 2017 and a cannabis research license in 2018.

Shares in Toronto jumped 17% in early deals before easing back, but were still up over 10% to C\$0.80..

---Updates for share price---

Price: 0.05

Market Cap: \$74.54 m

1 Year Share Price Graph



March 2020 September 2020 March 2021

Share Information

Code: AGRA

Listing: CSE

52 week High Low
0.095 0.015

Sector: Cannabis

Website: agraflora.com

Company Synopsis:

AgraFlora Organics International Inc. is a growth oriented and diversified company focused on the international cannabis industry. The Company is a vertically integrated with significant cultivation, manufacturing, branding and distribution capabilities. Its flagship asset is a joint venture in a large-scale 2,200,000 sq. ft. greenhouse complex in Delta, BC, currently being retrofitted for cannabis production.

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