

Canafarma

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Canafarma Hemp expands marketing strategy for hemp oil products across three new verticals

Canafarma Hemp Products Corp (CSE:CNFA) told shareholders on Monday that it is expanding its marketing strategy through the creation of the Confectionary, Beauty and Pain Relief categories for its unique hemp oil-based products.

In a release, the cannabis company said it is creating an overarching sales and marketing strategy for the products, which were previously marketed as individual product verticals.

The firm said it was providing an understanding of its overall expansion strategy across the key business segments.

READ: Canafarma Hemp Products outlines its metrics-based approach to marketing which delivers strong results

Confectionary will deliver chewing gum and confectionary-based products; Beauty incorporates acne solutions, face creams and serums; and Pain Relief includes topical creams and oils.

Canafarma sells seven SKUs - YOOFORIC Chewing Gum in the Confectionary segment, Hemp-Oil drops in four flavors, and its YOOFORIC Joint and Muscle Cream in the Pain Relief sector.

"We are very pleased with our product expansion strategy, and we expect that this additional clarity will help the marketplace to easily understand where each new product falls in our overall strategy as we continue to develop and announce further product offerings," said David Lonsdale, Canafarma's CEO in a statement.

The Vancouver-based company offers a full range of hemp-related products and services to the consumer wellness market, including growing high-quality hemp, providing hemp-processing services, and offering hemp-based products to consumers utilizing a direct-to-consumer marketing approach.

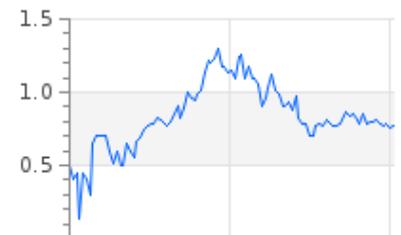
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Price: 0.77

Market Cap: \$144.23 m

1 Year Share Price Graph



March 2020 June 2020 August 2020

Share Information

Code: CNFA

Listing: CSE

52 week	High	Low
	1.42	0.1

Sector: Cannabis

Website: www.canafarmacorp.com

Company Synopsis:

Canafarma Hemp is a full-service company operating in the hemp industry offering a full range of hemp-related products and services. These products and services include growing top-quality hemp, providing

hemp-processing services, and offering hemp-based products to consumers utilizing a direct-to-consumer marketing approach.

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