

# THE KING OF **CANNABIS** **EXPORTS**



# The King of Cannabis Exports

At the *National Institute for Cannabis Investors*, we're constantly looking at what's ahead for the cannabis industry.

Right now, most cannabis is being exported from **Canada**.

But in the future, that's all going to change.

Cannabis will either mostly be grown in a lab or in parts of the world where labor is cheap and the conditions for growing are ideal.

Cannabis is a plant that likes a lot of light, needs the right balance of rain and sun, and thrives at high altitudes. With the right conditions, THC cannabis can be a large outdoor crop. Growing outdoors is still expensive, but with all the equipment and maintenance, running an indoor operation can cost a small fortune.

We don't know for sure which way will be the most popular in terms of growing cannabis, but we do know that **Latin America** is starting to build an important foothold in the marijuana market.

And the world's cannabis companies see this coming and are already taking steps to make the transition. Most large Canadian producers have at least one or two deals to produce cannabis in South America or the Caribbean.

Similar to how farmers in the **United States** are starting to grow hemp as a cash crop, coffee exporters and flower growers could also use some of their land to start growing cannabis.

According to **New Frontier Data**, the Latin American market for legal and illicit cannabis is worth \$9.8 billion right now...

Compare that to the industry in **North America** that was worth \$10 billion in 2018.

Today, we're going to take a look at a few of the key markets in Latin America that could eventually generate massive sales in cannabis exports.

## **Brazil**

Currently, there's an estimated 4.2 million people who use cannabis in Brazil.

The market for cannabis users is going to be even bigger since Brazil has the largest population in Latin America.

Cultivation in small amounts is decriminalized, and the medical program the country has set up is very strict. The “cannabis” that is allowed for medical use is CBD-only.

However, activism was what helped get even just CBD allowed in the first place.

A mother fought to get CBD-based products allowed in the country so that her five-year-old daughter could have a treatment for her epilepsy.

## **Colombia**

Colombia – a country nestled in the northwestern region of South America – is known for four things...

Coffee...

White, sandy beaches...

The world's largest coastal mountain range...

And “Colombian Gold.”

The South American sovereign state is known for producing some of the most potent pot on the planet.

Eventually, Colombia on its own could capture a fifth of the global cannabis market, which is expected to be worth \$40 billion a year.

The country has a 12-hour light cycle, and open-air greenhouses are a staple.

This allows for lower energy costs compared to typical indoor cultivation setups.

And as of February 2019, 68 of the 73 manufacturing licenses are authorized to manufacture for export.

**PharmaCielo** is an early leader in Colombian cannabis production. In fact, this small medical marijuana producer was the first to grow legal cannabis in the region.

Since then, it has rapidly become the largest grower in Colombia, and it has a massive expansion plan, which could make it the *largest cannabis grower in the world*.

And PharmaCielo's cost advantage compared to U.S. and Canadian growers is why this company deserves your attention. By the time Canadian companies can get cannabis production costs to less than \$1 per gram, PharmaCielo will be doing it for closer to \$0.05 cents per gram.

It will start selling cannabis in Colombia – and it will expand to Mexico, Brazil, and Europe. Most countries in the EU are relying on Canada for medical marijuana, but it won't be that way much longer if PharmaCielo has its way.

## Mexico

Some have estimated that Mexico could reach \$11 billion in annual cannabis sales by 2030 if it gets a legal framework up and running. This is going to be a huge market, and it could force the U.S. to legalize cannabis sooner rather than later.

## Uruguay

Uruguay was the first country in the world to legalize marijuana.

It hasn't received as much attention as when Canada legalized cannabis in 2018 for a few reasons.

The first is that Uruguay faced significant amounts of supply shortages when it first launched. There were also issues with early batches of the legal cannabis that was grown without passing tests for genetics, mold, bacteria, pesticides, and other contaminants.

Sales are also restricted to Uruguayan citizens and permanent residents.

On top of all that, as of April, only 17 pharmacies were selling cannabis to the country's 3.5 million inhabitants.

There are also only four different strains available to buy.

However, establishing a legal framework is very important, and this will help other countries in Latin America get their own markets up and running. They can see what worked.

They can also see what didn't work and avoid the same mistakes as Uruguay.

## **Conclusion on the Latin American Cannabis Markets**

We still believe there is a tremendous amount of money to be made from the U.S. and Canadian markets.

By the time a significant shift happens in where the majority of cannabis is grown, U.S. and Canadian growers will have made so much money that it won't matter if most of the world's cannabis is being grown and shipped from Latin America.

However, because this is going to be such an explosive opportunity, we wanted to make sure our readers knew about the Latin American markets now.

To your investing success,

*The National Institute for Cannabis Investors*

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