



# Cannabis

**Did You Know** that the Central Okanagan is a cannabis hub for cultivation, production and innovation in research and development? It's not surprising then that industry leaders are choosing to invest in the region.

The world's cannabis market is booming, sitting at an estimated \$28 billion with growth projections of 14% each year for the next five years. Not to be left behind, BC is helping to lead the charge, producing over 40% of Canada's cannabis product output, with its Okanagan Valley serving as home to over 28+ cannabis retail stores.

As one of the most cannabis-centric places in the world (24% of Canada's licensed producers are based in B.C.), the Central Okanagan provides a competitive advantage that few regions in the world currently have.

Even more impressive is the depth and breadth of the research and innovation in the industry, much of which is based in the Central Okanagan. From medicinal and recreational products to cloning and synthetic uses, the Okanagan Valley is revolutionizing how marijuana is used, taking this industry to a higher level.

## Support/Resources

Talent pipeline supported by responsive public post-secondary institutions and directed regional attraction and retention initiatives in cannabis

University of British Columbia Okanagan Campus – Irving K. Barber Faculty of Arts and Social Sciences: UBC's Okanagan Campus

Okanagan College – Cannabis Training

## Success Stories

[Cannabis in the Central Okanagan](#)

[Valens Company](#): Homegrown and ready to go higher

[Klonetics](#): Proud to be best in breed



## Competitive Advantage

The Central Okanagan is leading the way in cannabis with its topography, climate, and access to scientific components and breakthroughs with industry collaborative partnerships with Okanagan College and the University of British Columbia Okanagan

