



Cultivation Techniques: Strategic Differentiation in a Commoditized Cannabis Market

Rudy Ellenbogen

Whole Grow, USA

As the cannabis industry continues to evolve and add more and more big cultivation players, the mass market is experiencing a shift away from quality cannabis and towards commoditization of the plant. To avoid the “race to the bottom” in crowded wholesale and retail markets, smaller cultivators can find long term success through product differentiation based on quality cultivation techniques. High-quality, organically grown products can stand on their own before branding is introduced. This presentation will survey current trends across industries towards more natural, organic products and examine the economics of conventional versus organic cultivations and their respective margins.



Originally from Peru, Rudy Ellenbogen spent the past 15 years as CEO leading several companies in real estate, construction and cannabis. He received his BS in Civil Engineering from UT Austin and his Master’s in Management from Catholic University in Peru. He is the former CEO of Colorado’s largest indoor living soil cultivation, Verde Natural.

Empowering the organic cannabis movement through a woke approach to business where employees enjoy their work and consumers get the best quality products. largest Organic Cannabis Cultivation company in Colorado from the ground up by nourishing a collaborative people's culture and a unique strategy.

7. [4th international conference on cannabis and medicinal Research, September 21-22,2020, Sydney, Australia](#)

8. [Rudy Ellenbogen, Cultivation Techniques: Strategic Differentiation in a Commoditized Cannabis Market,4th international conference on cannabis and medicinal research, September 21-22,2020, Sydney, Australia](#)