

# Hashing Out a Plan for Growth

## Case study



**Cannatoba, a cannabis business located in Manitoba, Canada, has a captivating origin story that reflects its founder's deep-rooted passion for cannabis and the artistic and counterculture movements that influenced his youth.**

Jason Fehr, the founder & CEO of **Cannatoba Limited** and **FloraKraft Cannabis**, reminisces about his formative years in the 1980s and 1990s, where cannabis and music served as catalysts for creativity and connections. Growing up in a conservative area with limited infrastructure, Jason found solace in cannabis, which allowed him to be expressive, creative, and brought people together.



### Overview

46 000 sq ft

Indoor Cultivation

 Canada



*“While playing some Jimi Hendrix, we said, we need to go back to what we love. I’m not gonna pretend to be something I’m not. We’re aiming for retro, connecting vibes. So, our branding is super retro, it’s bright, flashy, and it’s psychedelic. We’re all about the simple good times and bringing people together.”*

Cannatoba’s goal is to leverage this nostalgic feeling in their brand and turn the company into one of the leading cannabis producers in Canada. In terms of products on the horizon, Jason had this say about his company’s plans:

*“We have access to a huge strains stable to play with. We breed our own as well – we’re constantly working on that. We’re constantly working on a quest to get better and better! Our passion is high terpene, premium craft flower, as well as hand-rolled hash. As we evolve and build a following, more and more premium products will be added to our list.”*

### Record-Keeping Nightmare

During their setup phase, the Cannatoba team realized that the complexity inherent in a cutting-edge cannabis business meant that accurate record keeping could easily spiral out of control. Adopting an intuitive seed-to-sale software platform would be critical. After careful consideration and recommendations from industry experts, Cannatoba chose GrowerIQ as their preferred cannabis management software. The decision was



## Case study: Cannatoba and GrowerIQ, Hashing Out a Plan for Growth

influenced by GrowerIQ's commitment to customer service, tailored training programs, and the platform's affordability and ease of use.



The team at GrowerIQ flew out to meet Cannatoba's staff, providing personalized, in-depth training that addressed their specific needs and concerns. Jason highlights the exceptional customer service, saying, "Customer service was amazing. Right? Like, we had questions. We had concerns. You guys flew out to meet us from two parts of the world. You came here and walked through our facility, which was amazing because then the team could see from our perspective the flow of our facility."

With GrowerIQ's support, Cannatoba successfully onboarded onto the platform, enabling them to automate compliance procedures, streamline data collection, and manage their operations more efficiently.

Compliance is such a critical aspect of operating in the cannabis industry, and GrowerIQ's compliance-focused features and tools help Cannatoba meet regulatory requirements and maintain adherence to quality control standards. The platform ensures that Cannatoba's operations stay organized, reducing the risk of penalties or legal issues.

## Not Simply High-Tech

GrowerIQ provided Cannatoba their complete set of SOPs, written around the software's processes, which helped provide Cannatoba best-practices from like-minded LPs and industry experts. Operating in a newly regulated industry, cannabis founders are in a constant state of 'figuring it out' as they ramp up operations. GrowerIQ's unique role is to be a strategic partner in this process, leveraging the company's years of experience working with dozens of LPs of all different sizes and scopes.

Personalized training and ongoing support is all part of the package with GrowerIQ.

*"Customer support was a huge help for us. The way you approached training definitely showed the care and how we felt supported. We know that if we have an issue that you guys will be there for us. We even know our GrowerIQ team personally too. So, I feel totally comfortable reaching out - I can just call or text them. Whether for system support, or swapping music recommendations! But it's nice. In cannabis, there are so many things we need to worry about, it's nice to be reassured from your supportive team in this area."*

Jason and the team at Cannatoba are focused on connecting with amazing peers in the industry and learning from everybody, all while rolling out their exciting new brand, FloraKraft, to store shelves. As the cannabis industry continues to evolve, embracing technology, and building relationships with great partners, like Cannatoba and GrowerIQ, will help to establish your cannabis business on a rock-solid foundation.