

Leading US Hemp Firm Sets Its Sights on Switzerland



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A leading organic natural grown US hemp firm, California Grown Hemp, has revealed ambitions to break into the Swiss hemp and global, CBD and marijuana market this summer. Already renowned in North America for the quality of its premium hemp, the company now wishes to make its name overseas and spread the word about its naturally-grown product.

A group of hemp farmers and growers based in Santa Cruz County, the outfit likens its hemp to California's fine wine and world-renowned orange juice produce – comparable in quality due to the excellent climate and growing conditions of the region.

Coming together in 2019, the specialists behind the brand operate farms across California and are dedicated to growing hemp completely organically and naturally. Committed to using only natural growing methods, the company proudly offers 100% natural hemp and sees this as its USP what does USP mean? and the secret to achieving such a high-quality product. Alert to the world-leading standards of the Swiss hemp market, the firm trusts that its organic and natural credentials will set it apart and attract the attention of exacting Swiss and global customers.

Pedro Ibarra, founder and Managing Director of California Grown Hemp, said: “We’re flourishing here in the US right now. The pandemic has seen an increased demand for hemp products, not just in North America but globally – particularly CBD oil and marijuana. Now seems like the right time for us to break into the Swiss and global market and start showing the industry experts over there just why our product is so highly thought of and so well respected.”

He added: “People are soon going to see that the climate

that's responsible for such award-winning wines and the go-to oranges for that breakfast orange juice produce is the exact same climate that makes exceptional hemp. We're really excited to get the message out there and to start building long-term relationships with the Swiss and global customers.."

The group offers three many varieties of hemp – such as Buubatonic, Bubba Kush, OG Lime and, Purple OG Legendary and many more. Each has slightly different characteristics and is suited to different customer needs, from aiding relaxation to therapeutic uses such as combating combatting insomnia and alleviating stress, according to consumers.

The firm supports hemp brokers, wholesalers, distributors, dispensaries and e-commerce platforms. Its objective is to become the backbone supplier for Swiss and global hemp-flower needs, from premium hemp flowers to biomass, CBD oil, CBD isolate and any related CBD or hemp products.

In a few short years the group has already become a favorite in North America, with strong customer relationships spanning the country. Glowing reports are to be found from coast to coast, with happy customers in New York, Colorado, Texas, New Jersey, Tennessee, Oregon, Minnesota, Florida, Georgia, Illinois, Mississippi and Vermont. The commercial acumen and hemp expertise that has catapulted the firm into a prime position at home stand them in good stead for this new move into Europe.

The company's new website, launched earlier this year, offers both an English and German language option, ideally suited for Swiss customers. And for all that the team will be focusing on large, wholesale volume operations, they are ready to adapt to the demands of the market and accommodate any size of order.

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