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## **The Sports Car & The Sleeping Giant: How THCv & CBN Are Taking Over the Industry**

**Presenter: Nicole Brown, Chief Innovation Officer, Open Book Extracts**

**Abstract:** Here, we will discuss why 2022 has the potential to be remembered as the year when minor cannabinoids achieved major status. While it's true that the cannabis market is generally interested in tetrahydrocannabinol (THC), the intoxicating cannabinoid that most marijuana consumers have come to know and love; as well as cannabidiol (CBD); but cannabinoids such as tetrahydrocannabivarin (THCv) cannabinol (CBN) have started to attract attention on their own.

THCv is probably the most sought-after cannabinoid on earth. In 2017, Vice news followed Franco Loja and Arjan Roskam, the founders of the famous Green House Seed Company, into the Democratic Republic of the Congo as they looked for rare plants that might produce THCv. A grueling journey brought back a strain that tested at only 1.1 percent THCv—a fairly tiny amount, but enough for Roskam to say that it was “worth the effort, going into the jungle, fighting your way through, bribing your way through, in the end you have the reward.” Loja later died after contracting malaria on a subsequent trip in January 2017.

What about THCv could entice someone to risk death to hunt for it? THCv has been shown to be energizing and appetite suppressing, two traits that make it an obvious candidate for a valuable form of cannabis. Who in America doesn't want to lose weight and get more energy from an herbal drug?

Further, Cannabinol (CBN) has officially earned its position as the sleeping giant of the cannabinoid industry — and demand is climbing.