

# THE EMERALD CONFERENCE

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## **Whole Plant Edibles: Harnessing the full power of cannabis**

**Presenter: Charlie Villanueva, Director of Commercialization, Azuca**

**Abstract:** When ingesting a traditional cannabis edible, one is solely consuming the THC cannabinoid, meaning one may be missing out on the potential medicinal and wellness benefits that come from other parts of the cannabis plant. Charlie Villanueva provides insight on how experts are working to encapsulate other parts of the plant that also provide therapeutic components and integrate them into edibles, vastly opening up the potential benefits a consumer can experience. Innovations that allow consumers to go beyond simply psychoactive effects and also harness the full therapeutic power of the plant are imminent, but there is still much more to be done and to be explored. From a business perspective, innovation allows companies to stay competitive in an evolving marketplace.