



Fairway Green Cannabis Acquires EcoGreenCrops for Artificial Intelligence Expertise

July 24th, 2020 (Ottawa, Ontario, Canada) Fairway Green Cannabis a privately held Biotech Company developing solutions for medical grade cannabis and cannabinoids, has announced they have acquired Ottawa based EcoGreenCrops.

EcoGreenCrops is a software company focused on developing solutions for Greenhouse growers to optimize their crop yields, improve efficiencies and increase profitability using data analysis for the hemp, fruit, vegetable, floral and nursery markets. EcoGreenCrops was founded by Rajiv Muradia and has been involved in research and development using Artificial Intelligence for the cannabis industry.

“Our acquisition of EcoGreenCrops allows us to combine Artificial Intelligence with our innovative craft cultivation practices and technologies,” explained Michael Inskip, Chief Executive Officer of Fairway Green Cannabis. “Their technology road map aligns nicely with our existing Research and Development portfolio and the acquisition fits nicely into our business units and matches our corporate strategy; innovate then cultivate,” added Mr. Inskip. “In addition to the opportunities we see for the cannabis industry we think the EcoGreenCrops Artificial Intelligence technology can find applications for crop monitoring, crop inventory, food safety and food traceability,” explained Mr. Inskip.

“We are really excited to apply modern artificial intelligence technology to greenhouses and outdoor crops in order to improve yield and profitability,” explained Gordon Freedman, VP Intellectual Property at Fairway Green Cannabis. “Our use of artificial intelligence will allow for early detection and intervention in greenhouses without daily oversight by experienced growers. The real world problem of improving greenhouse and farm management is very important; we intend to be at the forefront of this field,” explained Mr. Freedman.

“We are excited to be a part of Fairway Green Cannabis and look forward to working with their technical and IP teams to bring our technologies to market,” mentioned Mr. Muradia.

“We are very pleased to have Rajiv Muradia join the Advisory Board of Fairway Green Cannabis,” announced Mr. Inskip.

Rajiv is a serial entrepreneur with a wealth of experience in executive roles in technology, management and business development in various domains from m-health, AgTech, web e-commerce as well as mobile application platforms. He has founded several companies successfully and has helped a number of startups with their product strategy, positioning and technology visions. Most recently, he was involved with initiatives in AgTech & Precision Agriculture, specifically in Farm Management Software as well as Crop Yield Forecasting Software Platform utilizing Machine Learning and Artificial Intelligence.

Fairway Green Cannabis is actively looking to acquire additional cannabis companies with Research and Development operations, product ideas or a Health Canada license to cultivate. For more information, please visit: www.fairwaygreencannabis.com

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