

# The importance of cannabis genetics\*

- Every cultivar carries a **unique genotype** that serves as a blueprint for its growth, as well as a **specific phenotype** that is influenced by its environmental factors and affects a range of attributes like **color, smell, structure, potency and yield of a cannabis crop**.
- When it comes to quality cannabis flower for medical use, **consistency is paramount**. Due to regulatory requirements and product standards commonly found in Europe, cannabis brands with large-scale operations often select **consistent, high-quality cannabis cultivars for their product lines**.
- Artificial selection has been common practice in farming for centuries, with farmers routinely selecting the best plants and breeding their superior genetics after each crop rotation to improve the following harvest. In the cannabis space, the **art of artificial selection and marker-assisted breeding have enabled cultivators to optimize the size, color, smell, density and texture of the resulting cannabis crop, as well as the yield of cannabinoids content**.
- The diversity of cannabis cultivars currently known to cultivators and researchers has created a new field within the cannabis industry, with licensed producers working alongside researchers and product designers to create **uniquely-tailored cultivars optimized for each use-case through the process of artificial selection**.



The global cannabis seeds market is expected to reach USD 723.77 million by 2027. According to [Data Bridge Market Research](#), the market is growing with a CAGR of 14,5%.