

# Mississippi Company Delivers More Value for Medical Cannabis

## Southern Crops' Role in Mississippi's Emerging Cannabis Market

Mississippi's medical cannabis industry is one of the newest in the United States, offering unique challenges and opportunities. Southern Crops, a key player in this burgeoning market, is focused on providing high-quality, affordable cannabis products to meet the needs of patients statewide. Alec Pagliaro, Chief Revenue Officer of Southern Crops, shares insights into the company's approach, including its operations, product offerings, and strategic branding efforts.

### Setting Up Operations in Mississippi

Southern Crops operates six dispensaries and supplies products to over 100 locations across Mississippi. Establishing these operations required extensive community engagement and strategic planning. "We can harvest every six weeks, which allows us to meet market demand efficiently," Pagliaro noted. The company utilizes tissue cultures instead of mother plants, ensuring consistent product quality and faster production cycles.

Their 200,000-square-foot facility features four flower rooms, each capable of holding up to 3,456 plants, producing approximately 600 pounds of biomass per room per harvest. This setup is designed to be scalable, allowing Southern Crops to adjust production based on market demand, which averages 2,000 to 2,500 pounds of biomass per month in Mississippi.

### Processing Capabilities and Product Range

The facility includes comprehensive processing capabilities, enabling the production of a wide range of cannabis products, including distillates, oils, gel capsules, and blister packs. Advanced equipment and a full kitchen setup allow for the production of premium vapes and edibles, catering to diverse consumer preferences. "Our setup is designed for efficiency and scalability, ensuring we can meet the needs of the Mississippi market and beyond," Pagliaro said.

### Understanding the Mississippi Market

Southern Crops has identified older adults as a significant portion of their consumer base, many of whom are seeking alternatives to traditional pharmaceuticals. This demographic's needs drive the company's focus on education and personalized product recommendations. "It's still kind of that stigmatization challenge that we have here in Mississippi more so than other states," Pagliaro explained, highlighting the importance of educating both consumers and staff.

Training is a crucial part of Southern Crops' strategy, ensuring that employees can effectively assist customers in finding the right products for their needs, whether for pain relief, daily wellness, or recreational

use.

## **Economic Considerations and Pricing Strategy**

Mississippi's economic landscape influences Southern Crops' pricing and product positioning. With an average household income below \$60,000, the company prioritizes affordability without compromising quality. "We aimed to offer high-quality products at affordable prices," Pagliaro said. The product offerings, including flowers, vapes, and gel capsules, were carefully selected to cater to the primary categories that perform well in most markets.

Southern Crops' products are designed to maximize value within state regulations, which limit patients to purchasing six units per week. This restriction guides their product offerings to ensure they provide the best value within these constraints.

## **Branding Strategy and Future Plans**

Southern Crops emphasizes local identity in its branding, creating products that resonate with the Mississippi community. For example, their "Queen City OG" strain pays homage to Meridian, a city in the state. This local branding strategy helps build a connection with consumers and fosters brand loyalty.

Looking forward, Southern Crops plans to expand its product range and increase production capacity in response to growing market demand. The company continues to leverage automation in its operations to maintain cost efficiency, ensuring that its products remain accessible to a broader patient base.

## **Meeting Market Needs with Quality and Affordability**

Southern Crops' commitment to providing high-quality, affordable cannabis products is shaping the medical marijuana landscape in Mississippi. By focusing on efficiency, education, and local identity, the company is well-positioned to meet the needs of its consumers and adapt to the evolving market dynamics. As Mississippi's cannabis industry continues to grow, Southern Crops stands out as a leader in delivering more bud for the buck to medical marijuana patients.

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