

# Organigram Expands into US Hemp Derived THC Market

## Organigram Global Expands into U.S. Hemp-Derived THC Market with Collective Project Acquisition

Organigram Global, one of Canada's largest cannabis producers, is making a strategic move into the fast-growing U.S. hemp-derived THC beverage market. The company has announced the acquisition of Collective Project, a THC-infused drink manufacturer based in Hamilton, Ontario. The deal is valued at 6.2 million Canadian dollars (\$4.3 million) upfront, with potential earnouts pushing the total price up to CA\$30 million, according to a Tuesday press release.

### Earnouts Could Make This One of the Industry's Largest Recent Deals

The earnouts are tied to various revenue targets and, if met, could make this acquisition one of the most significant transactions in the cannabis sector in recent years. The industry has faced challenges with mergers and acquisitions due to a [\\$3 billion debt wave set to mature by 2026](#). Despite these financial headwinds, Organigram is pressing forward with its expansion strategy.

### Collective Project Brings Art-Inspired THC Beverages to U.S. and Canada

Collective Project, founded in 2013 by **Collective Arts**, is known for its premium cannabis and hemp-infused beverages, including sparkling juices, teas, and sodas. The brand stands out with its **unique art design elements** featured on packaging. The company launched its **U.S. sales in late 2024**, and its products are already available in **37 states**, including Florida, Georgia, Indiana, Kentucky, Minnesota, North Carolina, Ohio, South Carolina, Tennessee, and Texas.

In Canada, Collective Project's beverages are distributed in British Columbia, Newfoundland and Nova Scotia, Ontario, and Saskatchewan.

### Organigram Joins Other Major Cannabis Companies Entering U.S. Hemp THC Market

With this acquisition, **Organigram Global joins a growing list of major cannabis companies expanding into the U.S. hemp-derived THC market**. Other notable companies making similar moves include:

**Curaleaf Holdings** (New York-based multistate operator)

**Wana Brands** (Colorado-based edibles manufacturer)

**Green Thumb Industries** (Chicago-based multistate operator)

## **Organigram Global's Stock Performance and Future Outlook**

Organigram recently rebranded as Organigram Global, signaling its intention to expand its footprint beyond Canada. The company's shares are traded on the Nasdaq and the Toronto Stock Exchange under the ticker symbol OGI. As the demand for hemp-derived THC beverages grows, this acquisition positions Organigram as a key player in the evolving North American cannabis market.

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