

Village Farms Sheds Produce Unit to Focus on Cannabis

Village Farms International Exits Fresh Produce to Pursue Global Cannabis Growth Strategy

In a decisive shift toward its long-term vision, Village Farms International announced it is exiting the fresh produce business to concentrate fully on cannabis operations. The move marks the end of an era for the company, which began as a leader in greenhouse-grown vegetables and is now pivoting entirely toward the global cannabis market.

The company's exit from produce is designed to streamline its operations and reinforce its position as a major player in international cannabis exports, medical cannabis production, and consumer cannabis brands.

Divestiture Supports Strategic Refocus and International Market Expansion

According to a Monday news release, the divestiture will enable Village Farms to scale its cannabis business and deepen its engagement with international markets. This includes export activity as well as operations in the Netherlands through its cannabis assets abroad.

The company also retains a financial interest in the food space through its ownership stake in Vanguard Food, a newly formed private joint venture. Vanguard Food is a collaboration between Kennedy Lewis Investment Management, Sweat Equities, and Village Farms itself. Though Village Farms is stepping away from direct produce operations, this partnership offers continued exposure to the sector without operational involvement.

A Decade-Long Transformation Culminates in Pure Cannabis Focus

The shift is the result of a strategic transformation nearly a decade in the making. Over the past eight years, Village Farms has invested heavily in building a cannabis platform informed by its 35 years of expertise in controlled environment agriculture.

The company's wholly owned Canadian subsidiary, Pure Sunfarms, is a cornerstone of this transformation. It operates 2.2 million square feet of high-tech greenhouse space in British Columbia and has become one of the largest and most efficient cannabis producers in the world. The scale and efficiency of Pure Sunfarms have enabled Village Farms to achieve significant output while maintaining cost control and product quality.

EU-GMP Certification Fuels Cannabis Exports to Global Medical Markets

Village Farms' cannabis operations include a facility certified under European Union Good Manufacturing Practice (EU-GMP) standards, which is essential for exporting medical cannabis to tightly regulated

international markets.

The company currently supplies medical cannabis to Germany, the United Kingdom, Israel, Australia, and New Zealand. These markets represent strong and growing demand for medical cannabis products, especially in jurisdictions where domestic cultivation is limited or heavily regulated.

Village Farms' ability to serve these markets puts it in a competitive position to capitalize on global medical cannabis expansion, particularly in Europe, where patient demand and regulatory clarity continue to increase.

Financial and Market Position Reinforced by Nasdaq Listing and Operational Realignment

Shares of Village Farms International are traded on the Nasdaq Capital Market under the ticker symbol VFF. The company's presence on a major U.S. exchange reflects its international ambitions and investor focus, distinguishing it from many cannabis firms limited to smaller exchanges or over-the-counter markets.

With the produce business divested and its cannabis operations fully prioritized, Village Farms enters a new phase of streamlined, single-sector operations. The shift not only clarifies the company's business model for investors but also consolidates its resources around a high-growth, high-margin sector.

Strategic Consolidation Reflects Broader Cannabis Industry Trends

Village Farms' decision to divest its legacy produce division aligns with broader trends in the cannabis sector, where operators are narrowing their focus to core assets and shedding non-core businesses. As global cannabis markets mature, capital efficiency, specialization, and international compliance have become key differentiators.

By consolidating operations around cannabis, Village Farms positions itself to take full advantage of new medical and adult-use markets as they emerge. The company's experience in large-scale greenhouse production gives it a potential edge in meeting both regulatory and commercial demands across multiple jurisdictions.

Outlook Strong as Village Farms Positions Itself for Global Cannabis Leadership

With a sharpened operational focus and an expanding footprint in key international markets, Village Farms International is moving confidently into a future defined by cannabis, not produce. Its departure from the food sector marks not a retreat, but a strategic repositioning that aligns its resources, expertise, and ambitions with one of the fastest-growing industries in the world.

Investors, regulators, and industry watchers will now look to see how the company executes this next phase—one in which it seeks not only to grow cannabis but to lead in a competitive and evolving global market.

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