

# CANNA RIVER<sup>+</sup>

## This Entrepreneur Is Making Premium CBD Affordable From Source to Sale



**CBD is soaring, and so are prices. Canna River Co-Founder Grant Boatman wants to change that.**

Why do good things have to cost so much? This question has fueled Grant Boatman's vision for a more affordable CBD space. The Canna River Co-Founder and seasoned entrepreneur brings one business model to every venture he pursues: Offer people high quality goods at the lowest prices possible—even if that means slashing his profits.

"There is an assumption about low margin-high volume business models. It's the idea that quality has to be inferior to high margin-low volume goods in order for you to be successful," said Boatman. "It is exactly that thinking that makes consumers and manufacturers think they must choose between quality or their wallets."

Boatman has spent the last five years building an enterprise on saving people money. He started out making e-liquid in his garage. With vision and a \$10,000 loan from his uncle, he turned his DIY setup into a multimillion dollar company—River Supply Co. "I think I've been successful because quality and low pricing have always been equal priorities for me. I never sacrifice one for the other."

River Supply Co now brings that same spirit to the CBD market with RVR CBD—a premium collection of low priced raw CBD material, CBD solutions, diluents, and oil soluble flavors. "People keep asking why it's so cheap. They can't believe it's lab tested CBD from USA-grown hemp. That's how inflated the market is."

Becoming a force as a CBD wholesaler is just the beginning for Boatman, who launched a B2C brand, Canna River, in October 2019. "Canna River is special to me because I believe in the benefits

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of CBD and want it to be more accessible. Premium products are too pricey for many consumers. So they settle for snake oil or don't buy CBD as often as they'd like or need to. That's not okay."

According to the CBD Awareness Project, CBD oil tinctures cost an average \$0.09 to \$0.17 per mg of CBD, with premium oils costing up to \$0.20 or \$0.30 per mg. Canna River's high potency tinctures (1000 mg, 2500 mg and 5,000 mg) are a fraction of the cost per mg, and they are made with lab tested CBD from USA-grown hemp, organic MCT oil, natural terpenes and food grade flavoring. Canna River also carries pet tinctures and is expanding into capsules, body lotion and more.

Meanwhile, Boatman also co-founded Terpene River, which sells USP Grade, non-GMO terpene isolates and blends. "A lot of people consume CBD products for a better quality of life. I'm all-in. I want to make premium more affordable from every side: as supplier, manufacturer and retailer. If more people can get the support they need without breaking the bank, I'll consider myself a success."

*Interested in working together? You can reach out to the River family team and learn more about Canna River by visiting [www.cannariver.com](http://www.cannariver.com).*