



CTA Expands Collaboration with Product Earth: CEO Matt Clifton Joins as Non-Executive Director

The Cannabis Trades Association (CTA) is pleased to announce an exciting development in its partnership with Product Earth as CEO Matt Clifton takes on the role of Non-Executive Director.

This strategic move comes as a natural progression following their successful collaboration since 2020, which began during the challenges brought about by the pandemic.

Matt Clifton will bring his extensive expertise and experience in the relevant industry sectors, particularly in marketing and media, to contribute to the growth and development of the CTA as the UK's oldest and largest trade organisation in Hemp and Cannabis. His invaluable knowledge and background will play a pivotal role in helping to shape strategic initiatives and expanding the CTA's influence in its respective community.

Marika Graham Woods, Executive Director of the CTA, expressed her enthusiasm about this partnership, stating, *"We are excited to welcome Matt as a Non-Executive Director of the Cannabis Trades Association. With his wealth of sector-specific knowledge and successful track record in marketing and media, we are confident that Matt will make a significant contribution to furthering our organisation's goals and driving its success."*

The CTA is a well-regarded trade organisation dedicated to promoting responsible practices and fostering collaboration within its industry. By establishing partnerships with key stakeholders and individuals with expertise, the CTA aims to create a sustainable and thriving market that benefits all participants involved.

Matt Clifton, CEO of Product Earth, shared his excitement about his new role, stating, *"I am honoured to join the CTA as a Non-Executive Director. Through our longstanding collaboration with the CTA, we have witnessed their exceptional efforts in advancing the industry. I am eager to contribute to their ongoing work and help shape the future of this dynamic sector."*

The appointment of Matt Clifton as a Non-Executive Director signifies a significant milestone in the partnership between the CTA and Product Earth. Together, they will continue to promote innovation, facilitate industry growth, and advocate for responsible practices within their field.

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About the Cannabis Trades Association (CTA)

The CTA is the UK's leading trade organisation in the Hemp and Cannabis sector committed to supporting and representing businesses within the cannabis industry. With a focus on promoting responsible practices and fostering collaboration, the CTA plays a crucial role in shaping the future of the British Isles' hemp and cannabis trade.

<https://www.cannabistrades.org/>

About Product Earth

Product Earth is the UK's largest CPD accredited, natural medicine weekend experience. Education, innovation and entertainment are in their DNA, showcasing hundreds of brands in the legal cannabis and natural medicine space, with a star-studded lineup in their seminar zone, addressing the important issues that the industry faces at all levels, making it the ideal experience for everyone from natural medicine enthusiasts to cannaseurs and business owners alike.

<https://www.productearth.life>

About Milk & Amber

Milk & Amber, a growth agency boasting over 50 years of advertising experience & 25 years cannabis experience, founded by a collective of passionate industry storytellers, bringing an unparalleled mix of experience in marketing, events, digital content and distribution, focused on elevating the Cannabis industry.

<https://milkandamber.com/>

CTA Board of Directors

<https://www.cannabistrades.org/pages/41-board-of-directors>

