

HEARLAND INDUSTRIES SEES A 25% INCREASE IN DRY WEIGHT YIELD WITH THE ADDITION OF PROXIMITY

Heartland Industries seeks to supplement DLI during the winter months where production is 50% compared to summer months. The target improvements with the use of PROXIMITY is to encourage crop consistency, promote larger flower development and increase overall yield.



SPOTLIGHT ON HEARTLAND INDUSTRIES:

Heartland Industries is a subsidiary of Strawberry Fields and specializes in the wholesale cultivation, manufacture and distribution of cannabis products to Colorado dispensaries, and manages production for Pentagon Vape, Chaos Edibles, Devour Gummies and TOKE joints.

HEARTLAND INDUSTRIES • Facility Type: Greenhouse • Toplighting: HPS

OVERVIEW

Heartland Industries wanted to increase overall production and improve flower consistency while minimizing operational disruptions and additional electrical needs. Instead of adding more top-lighting, Heartland Industries deployed the PROXIMITY lighting to increase PPFD levels in the most light-hungry area of their crop. The result was higher overall yields, and a higher ratio of sellable flower compared to trim.

EVALUATION DETAILS

Cannabis Strains: Blue Dream

- 32ft² of Proximity CUBE Lighting
- Equal plant count per cultivar and per treatment with cultivars randomized

RESULTS

- 27% Increase in wet flower at harvest
- 25% Increase in dry weight after harvest
- 24% Increase in sellable flower

"Adding light to the under-canopy with PROXIMITY had an immediate effect on yield. We saw less pop-corn and more fully developed flower, and increased production overall."

- Gevin Gros
Greenhouse GM