

### HEARTLAND INDUSTRIES SEES A 25% INCREASE IN DRY WEIGHT YIELD WITH THE ADDITION OF PROXIMITY™ CUBE™ LIGHTING

Heartland Industries seeks to supplement DLI during the winter months where production is 50% down compared to summer months. By supplementing PPFD with PROXIMITY CUBE, Heartland sought 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. Vertically integrated, Heartland Industries curates production quality from seed to sale for premium brands and manages production for Pentagon Vape, Chaos Edibles, Devour Gummies and TOKE joints.

**HAZY FARMS CULTIVATION FACILITY • 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 CUBE intercanopy lighting system to increase PPFD levels. The result was higher overall yields, and a higher ratio of sellable flower compared to trim.

#### TRIAL DETAILS

Cannabis Strain: Blue Dream

- 32ft<sup>2</sup> 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  
Heartland Industries