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Photobleaching in Cannabis: Safely Maximizing Light Intake without Losing Your Green

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Abstract: Recent advancements in supplemental lighting have allowed cultivators to increase the amount of light their plants can take in—consistently improving yield and plant quality. As a grower ramps up the light intensity, they significantly increase the risk of their crops photobleaching—discoloration caused by the destruction of chlorophyll in the cannabis crop. While researchers are still evaluating photobleaching's impact on potency and taste, photobleaching creates a product with a color profile consumers are less accustomed to.

Consumers can afford to be picky, with many established markets facing a surplus of supply and a deficiency of demand. New markets aren't coming on board fast enough to make up the difference, creating incredibly tight margins across the cannabis industry, and therefore turning up the pressure on cultivators to make sure they're putting out the highest-quality product.

This presentation, led by Fluence principal scientist Dr. David Hawley and incorporating cutting-edge Fluence research, will break down the science of photobleaching and teach growers how to safely increase their light intensity to maximize plant yield without impacting color. Dr. Hawley will also share insights from recent Fluence research, ensuring attendees leave with a comprehensive understanding of how to harness the power of high light intensities to their advantage.