

The Seed

A MONTHLY
NEWSLETTER

FROM
CEDAR VALLEY



Violet Visions

Green isn't the only color Cedar Valley Farms will be seeing a lot of this month; violet is being added to our color scheme! As February blows in, so will a company named Violet Gro from Orlando, Florida.

CVF is collaborating with this company for experimentation with lighting in our greenhouse in hopes to accomplish mutual advancements within both of our businesses.



Violet Gro is a company who specializes in premium indoor agricultural lighting that thrives on being cost effective by using high efficiency LED lights that produce more light and less heat. They are exploring ways to improve their lights that are specific for greenhouses growing plants like hemp. When Cedar Valley was first getting established, our greenhouse was lit by Violet Gro lighting; however, due to our global location, we discovered a few adjustments that needed to be made. This created a perfect opportunity for Violet Gro to explore with another go-around at Cedar Valley to identify how to make things better for hemp farmers with an indoor greenhouse.



In 2020, when establishing the greenhouse, CV initially began with a set of Violet Gro's LED lights, but when winter arrived, it was soon realized that the greenhouse actually needed approximately double the lights that were installed or that equal to the amount needed for a complete indoor grow. The plants were not getting enough sunlight with the amount of Violet Gro lights attained to suffice for the wintertime months here in Ohio, much different than winter months in Florida.



After contacting Violet Gro and discussing the issue, CVF then installed HID or HPS lights from another company in addition to keeping the set of Violet Gro lights to make up for the amount of light that was lacking from the Ohio winter sun. The greenhouse now had a combination of LED lights as well as standard HPS bulbs. HPS stands for high-pressure sodium, which are lamps that have a wide color-temperature spectrum. LED lighting, on the other hand, tends to be much more efficient. Currently, the greenhouse still consists of both LED lights from Violet Gro as well as the HPS lights.




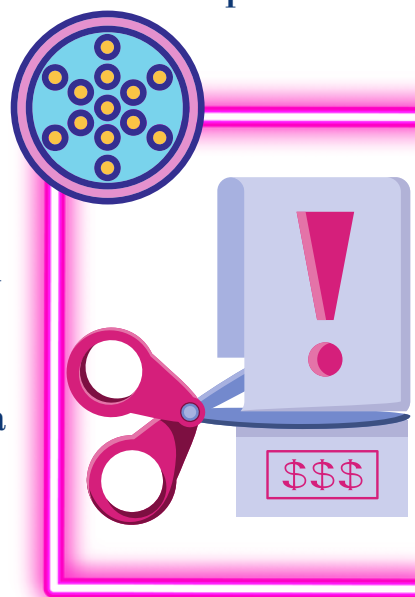
LED

That is about to change at the beginning of February. The Cedar Valley Greenhouse will be lit by Violet Gro's improved version of LED lighting in entirety. Violet Gro's lighting is ideal for things like lettuce or vegetables, but they are now in an effort to improve their lights to make them just as suitable for hemp plants as well. This is the main purpose of the upcoming collaboration with Violet Gro and Cedar Valley.

What's the real difference between LED bulbs and standard HPS bulbs?

One major difference is the amount of heat that they produce. Regular lights produce an abundance of heat, which presents another variable that must be controlled in a greenhouse, temperature. LED lights do not create heat, which eliminates the need to control this aspect and saves time and eliminates the risk of the plants' well-being when it comes to temperature.

Normally, when using a regular indoor grow bulb, it is required to change the light bulbs out at different stages of the growth cycle due to the heat that is put out and the climate needs of the plants at these specific stages; with LED bulbs, this is not necessary due to the fact that they do not output heat, a significant advantage. LED lights also use less electricity, cutting the electric bill to approximately a third of the original cost with standard bulbs. In addition to saving risk and cost, the bulbs in an LED light also outlast the lifespan of a regular bulb. This is yet another advantage.

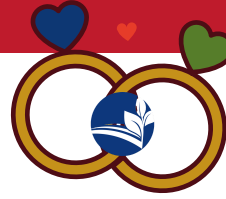


Cedar Valley thrives on constantly growing better in all ways. With Violet Gro's efforts to improve their lighting for hemp farmers, it looks as if the season of matchmaking has found a perfect match!

Cedar Valley Farms®



It's Official!



*Cedar Valley Farms®
4-ever!*

As we flip the calendar to February, feelings of love begin to float through the air. There is often a rush to find romance and relationships and possibly even a proposal to make things "official". Cedar Valley has done just that! We have officially become trademarked as Cedar Valley Farms. You could say we're married to it, and we couldn't be more in love!

What exactly does it mean to be trademarked?



A trademark provides legal protection for your brand so that no one else can sell similar goods within the US with the same business name. Your trademark identifies the source of your goods.

How hard is it to attain a trademark?



Attaining a trademark is actually a complex procedure that can take anywhere from 12-18 months for approval.

What does the trademark symbol look like?



It actually depends where you're at in the process with approval!

If your trademark is in the process of being registered, then the appropriate symbol is: 

If your trademark is officially registered or approved, then the appropriate symbol is: 

Fall in love with Cedar Valley this season!

*Delivered!
Cedar Valley Farms
trademark!*





A Battle of the Sexes



Pistols & Pollen Sacs

Even though match making is in season, if you step into our greenhouse this month, or any time of year for that matter, you won't be seeing any male and female plants falling in love. You might just see one of them getting kicked to the curb! Can you guess which one?



Male

Did You Know?

Did you know there is a difference between male and female plants? Not only is there a difference, but recognizing the difference between the two is extremely crucial to the success of the entire greenhouse. This does depend on the intended purpose for the growth of the hemp plants and how they will be used.

Because male plants have pollen, they do not flower like female plants; therefore, they do not contain CBD or THC. Female plants grow flowers and “pistols”, which is white-like hair. The flowers or buds are what contain the CBD, making them typically the “chosen ones” over male plants if they are being grown for products that will contain CBD or THC (e.g. lotions, gummies, tinctures, smokables, etc). If hemp plants are being grown for textiles or fibers (e.g. textiles, fabrics, rope, paper, animal bedding, etc) then either male or female plants would be considered desirable.

Female



GIRL POWER

If used for CBD or THC, as in most cases, males are actually very detrimental to the productivity of the plants due to the fact that they possess pollen sacs and have the ability to pollinate any other (female) plant within their vicinity if left hanging around. If a male is near any of the female plants, it will create the females to pollinate, creating significantly less CBD, again ruining the female plants when it comes to the productivity of CBD.

Male and female plants are determined at seed, so the sex of the plant is known at the time of seed purchase. There is always a chance that there could be a few males throughout a batch of female plants, so this is why it is crucial to continually check for them.

If a male plant is identified, it must be immediately discarded from the greenhouse and destroyed or killed to eliminate all risk of pollinating the female plants. This Valentine's Day, Cedar Valley is kicking the males to the curb (plants that is), as the future is all female!