

FAVEN



Under Canopy
LED MULTI-TIER

Amplified Farms

CASE STUDY
2025

Amplified FARMS

In 2014, three friends Steve, Zach, and Greg, founded Amplified Farms, initially selling to the medical market. By 2016, Amplified Farms was known for its small-batch, specialty indoor cultivation. The company now operates with a 12-person team and delivers products to over 75 clubs in California. Their cultivation method focuses on hand-care and high-THC, hard-hitting strains. The farm earned recognition, including a 2019 Hightimes pre-roll award and several accolades for their Super Sour Diesel strain.

Amplified farms have been an early adopter of LED technology, including under canopy. The team was a part of the first public utility funded project with SMUD in Sacramento. The research was used to develop the rebate program SMUD rolled out for LED grow facilities and got national attention. Amplified has used a mix of LED and HPS grow lights since.

CULTIVATOR NAME: Amplified Farms

LOCATION: Sacramento, CA

FACILITY TYPE Indoor - Multi Tier

SQUARE FOOTAGE OF BENCHING: 1,562



“WE SAW A 43% INCREASE ON A SPECIFIC STRAIN. ABOUT 28% AVERAGE ON THE OTHER GENETICS IN ROTATION. YOU COULD SAY THEY WORK REALLY WELL.”

- ZACH GOODIN
Co-Owner

RESULTS	BEFORE FAVEN	AFTER FAVEN
Yield	62.4 gs/sqft	90.8 gs/sqft
Smalls Ratio	6:1 (16%)	15:1 (6%)
Uniformity of Color/Maturity	Up to 12% green product	0% green product
Plant Labor	110 man hours	60.5 man hours 45% reduction

“FAVEN UNDER CANOPY LIGHTS ARE THE BEST PURCHASE AMPLIFIED HAS EVER MADE. THE PRODUCT IS TOP NOTCH AND THE ENTIRE TEAM IS A DREAM TO WORK WITH.”

-GREG HARTNETT
Co-Owner



IMPLEMENTATION:

Amplified chose to take a staggered approach to implementing Faven Under Canopy Lighting. They started by first adding UCLs to the top tier of their room to understand the effects that UCLs would have on their yield and their environments. This strategy allowed for a great side-by-side trial of non-UCL vs UCL within the same room. It also allowed the facility to lower their upfront cost of UCLs and use the extra profit obtained from the UCLs to pay for their next installment of fixtures. Essentially, they are rolling their first investment of the top tier into the investment into the bottom tier.

ADDITIONAL BENEFITS:

Cultivating in the ultra-competitive Northern California market, Amplified was keen on reducing low-value products such as green buds and smalls. Using Faven units, they were able to eliminate green buds and reduce their smalls ratio from 6:1 to 15:1. (16% to 6%) Labor was another data point Amplified saw an impact. They were able to lower their plant work labor costs by 45% focusing more on de-leafing and less on the removal of lower bud sites.

CULTIVATION INFO:

Top Lighting Brand	120 Fluence Spyder
Faven Units	240 R8
Benching Brand	Montel
Irrigation Delivery	Netafim Drip
Nutrients	Custom Blend
Substrate Type and Size	1 Gallon Coco
Planting Density	9-12 Plants per 4'x4'
Typical Flower Duration	63 Days
Typical Veg Duration	12 Days
Monitoring Platform	Aroya
Controller used for Favens	Grow Flux