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LED's unknown effect on changing chemotype of Flowers

The success of Cannabis Craft flower growers centers around the ability to deliver consistent high quality cannabis flowers. Many flower brands rely on cultivars that have been tested for years under very strict production standards that may include HID lighting. A flower brand could be irreparably harmed by LED's effect on chemotype change of their flowers. In essence forcing growers to change their lights from HID to LEDs could lead to "formula change" in their products which could be disastrous for a consumer packaged goods company. One historical example of how a tried and true product changing its formulation lead to a huge sales drop-off is the "New Coke" formula dropped by Coca-Cola in 1985. There is already evidence to suggest that LED's change the chemotype of flowers versus LED.

Growers should not be forced to change to LED's unless there is enough research to show that chemotypes won't significantly be affected. Chemotype changes are essentially product formulation changes which can be disastrous to brands.