

# Smoker Farms:

## Small-Batch Excellence Meets Grodan Efficiency



**Rooted  
in science**



Part of ROCKWOOL Group

Tucked in the woods of Beaverdell, British Columbia, Smoker Farms is the definition of craft cannabis. Co-founded by Jeff and Sheri Aubin, the micro-cultivation facility is known for its flagship strain, Master Kush Ultra, and its no-compromise approach to craft quality.

Jeff spent over two decades growing in soil before making the transition to stone wool. For him, the move wasn't about automation or fancy tech—it was about finding a more consistent, scalable, and repeatable way to deliver the highest quality flower.



**“We’re small-batch.  
We’re hands-on. We’re  
quality-driven”**

— Jeff Aubin

Co-Founder Smoker Farms



## When Passion Meets a Bottleneck:

As demand for their flower grew, so did the pressure to streamline operations. Jeff was spending hours hand-watering each room. *“I used to hand-water for three and a half hours every two days,”* he recalls. *“It wasn’t sustainable.”*

The toll was mounting—on time, energy, and day-to-day consistency. *“We needed to stand out and be more efficient,”* Jeff explains. That challenge sparked the search for a better solution—one that could deliver repeatability, control, and lasting efficiency. They found it in Grodan.



## **Choosing the Right Tools to Level Up:**

Jeff and Sheri invested in a complete overhaul: new tables, a Dosatron nutrient delivery system and Grodan Improved Hugo blocks (6x6x6). *"I told her we're spending all the money we have to put in these tables, the Dosatrons, and to do the Hugo blocks... I see it as the future for us."*

While Jeff had spent 23 years growing in soil, he found the transition to stone wool surprisingly natural. *"Hugo blocks are phenomenal. They're so easy to control, and they let me grow at a level I never thought possible."*

## **Personalized Craft Workflow:**

Jeff roots his cuttings in Grodan A-OK plugs before transplanting into Hugo blocks. He's developed his own irrigation rhythm, dialing in the volume and frequency to match each phase of growth. *"When I first hydrate those blocks, I use a hard, six- to eight-second spray with a hand wand. The block's heavy but not saturated—and that's crucial for me."*

He runs a straight nutrient solution through Dosatron injectors without PK boosters and maintains consistent dry-backs by relying on his eyes, his nose, and deep plant experience.

## **More Than Just a Block Supplier:**

Though Jeff doesn't use advanced sensors or automation tools in his daily workflow, he continues to refine his methods with support from Grodan's team. *"The consultation that Grodan offers when you use their product—man, it's an amazing thing. There's so many things I didn't know about the blocks that Chad's bringing to my attention."*



## Efficiency That Keeps the Dream Alive:

The switch to Grodan transformed Smoker Farms' workflow. "We're using less and getting more. It's the kind of efficiency you need to survive in this industry."

Jeff has cut irrigation labor drastically, improved plant consistency, and built a growing system that meets the high standards of the legal market—all while staying true to his hands-on roots.



## What's Next for Smoker Farms:

With plans to expand their license to include processing, Jeff and Sheri remain focused on elevating the Smoker Farms brand. From hand-trimmed buds to cold-curing methods, their approach reflects a deep respect for the plant and for quality.

"We want people to look at our flower and think, 'Holy—it's so beautiful I don't even want to smoke it.' That's the dream."

### Smoker Farms' Products & Equipment

#### GROWING MEDIA:

- Grodan A-OK Starter Plugs
- Grodan HUGO Blocks (6"x6"x6")

#### IRRIGATION SYSTEM:

- Dosatron Nutrient Delivery System
- Flood Tables
- Hand Wand for Initial Saturation

#### LIGHTING:

- Gavita 1000W DE-HPS Lights
- Adjustable 'Yoyo' Lighting System

#### NUTRIENTS:

- Advanced Nutrients Jungle Juice

Thinking about making the switch to Grodan? If you have any questions or want to learn more about Grodan's stone wool products and GroSens Suite, please reach out to us through our contact page at [Grodan101.com](http://Grodan101.com). We're here to help and look forward to connecting with you.



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