



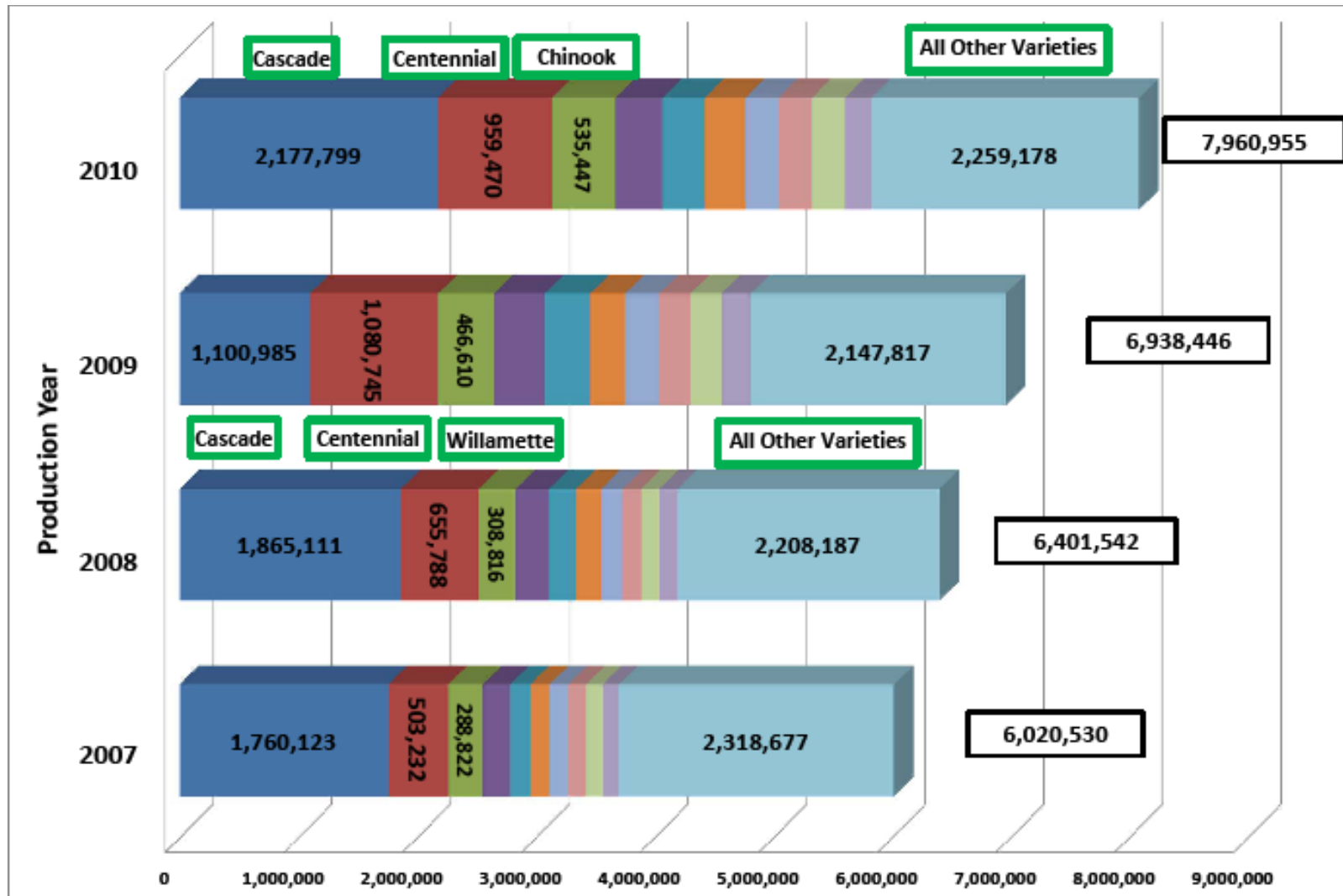
Hop Quality Group

Mitch Steele

Fall 2013 MBAA District NW

The Hop Quality Group is a non-profit organization made up by the membership of craft brewing companies partnering together to work with both growers and brokers of hops to advocate for the sustainable and quality focused production and processing of hops for the craft brewing industry in the United States. This group serves as an advocate for all craft brewers (not just members) in the maintenance and improvement of hop quality, as well as developing useful information with regard to the quality characteristics of hops that is accessible to all craft brewers keeping the desires of the brewer (the end user) in mind.

Hop Varieties Utilized by Craft Brewers



Craft Brewer Hop Usage Rates

Source: BA Hops Survey

Survey Year	2008	2009	2010	2011
Production Year	2007	2008	2009	2010
TTL Respondent Pounds Hops Used / TTL Barrels Production	0.93	0.92	0.95	0.98
TTL Pounds Hops per TTL Barrels Produced				
<2,500 BBL Annual Production	1.75	1.44	1.19	1.79
2,500-25,000 BBL Annual Production	1.26	1.42	1.03	1.27
>25,000 BBL Annual Production	0.84	0.85	0.93	0.94
% US Grown Hops	80.4%	79.4%	82.6%	84.5%



Hop Quality Group Origin

- 1st meeting (informal) at 2010 MBAA National Conference
- Discussion about changing needs of hop quality, based on craft brewing perspective
- Education and Communication focus-between brewers, growers and brokers
- Sponsor Hop Research

Membership

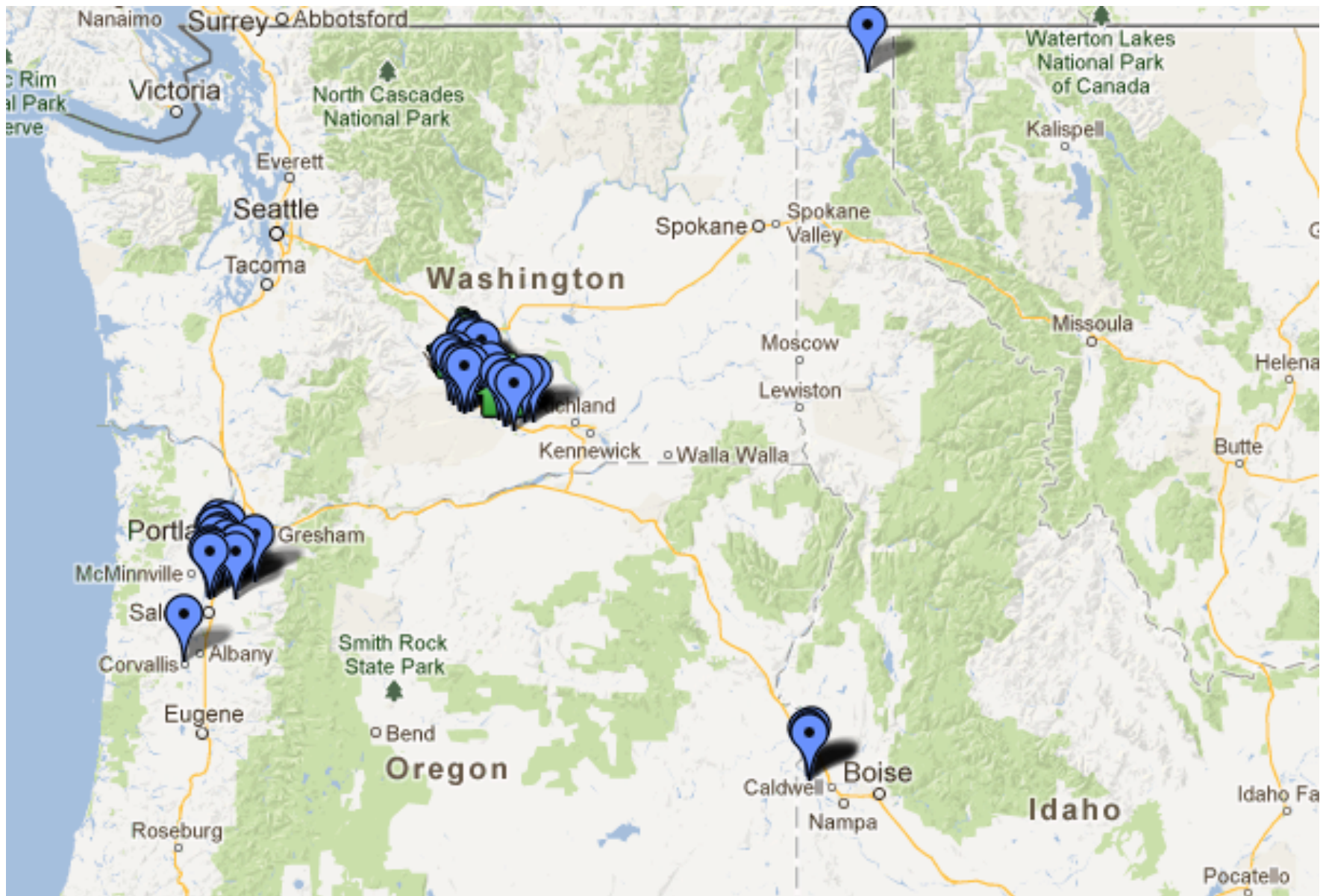
- Bell's
- Boston Beer
- Boulevard
- Brooklyn
- Deschutes
- Firestone Walker
- Full Sail
- New Belgium
- New Glarus
- Odell
- Russian River
- Sierra Nevada
- St. Louis/ Schlafly
- Stone

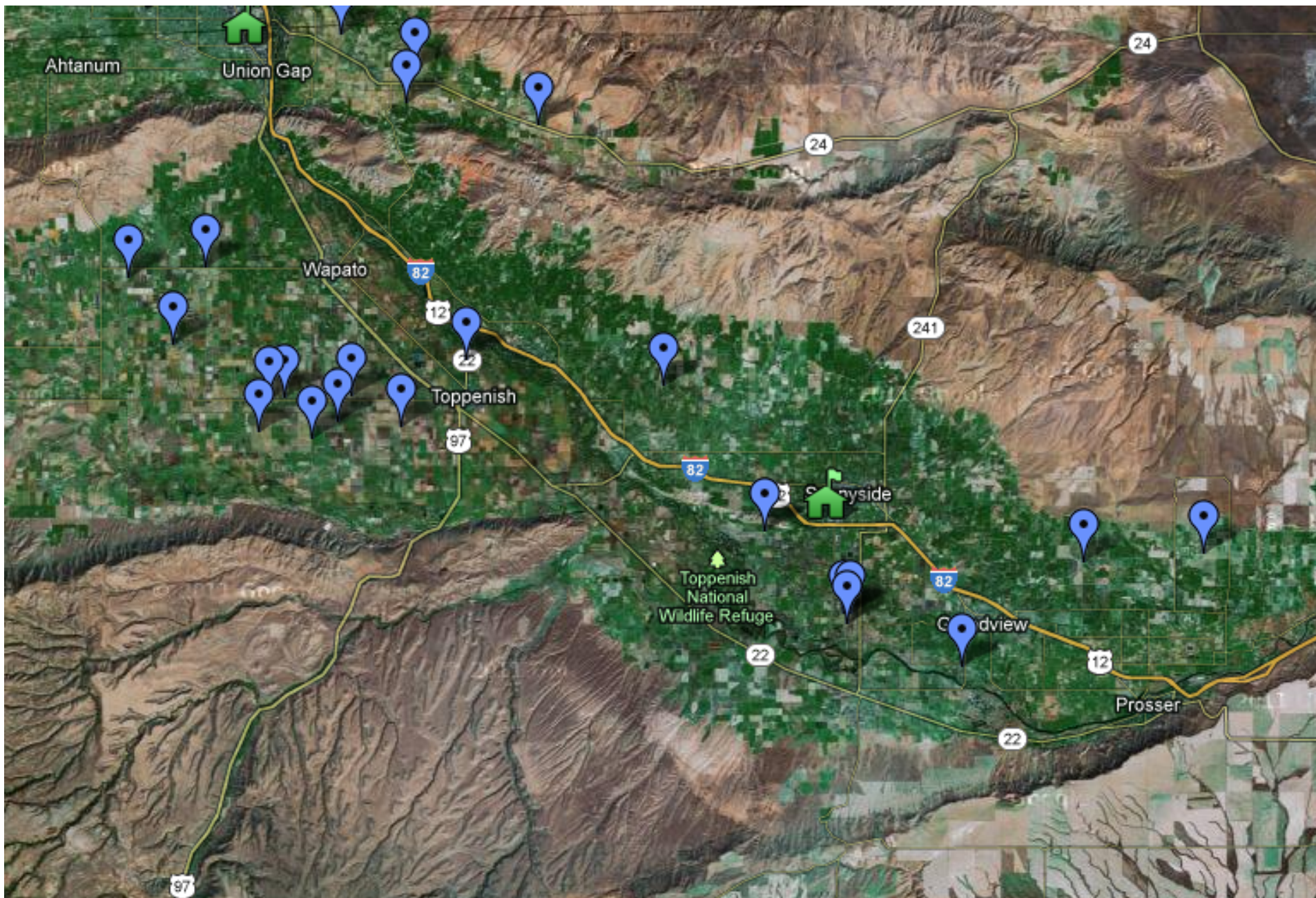
Goals of the Hop Quality Group

- Our plan as it has been developed is:
- Step 1: Develop the relationships by “doing what we do best. i. e. throw a kick ass party”
- Step 2: Get educated about the issues for the entire supply chain. Including farmers researchers, breeders and brokers.
- Step 3: Quality Initiatives: Best practices, Hops are food message, Drying Study, Cascade Cup etc.
- Step 4: Continue to develop the quality conversation throughout Craft Brewing. Startup hop growers/processors are one recent development.
- Step 5: Strengthen relationships by continuing to throw awesome parties

HQG COMMITTEES

- Technical:
 - Best practice documents (grower, processor, brewer)
 - Research and trials coordination
 - Example: Hop Kilning Temperature Study
- Grower and Broker Relations: The Cascade Cup, Farm Tours and inspections, Grower barbecues
- Membership
- Marketing
- Finance/Legal






















**PLEASE REMEMBER:
HOPS ARE A
FOOD PRODUCT!**

**RECUERDE POR FAVOR EL LÚPULO
ES UN PRODUCTO ALIMENTICIO!**





- Hops are a food product
 - Authorized personnel only
 - Protective clothing must be worn if in contact with hops
-
- El lúpulo es un producto alimenticio
 - Solo personal autorizado
 - Ropa de protección deben ser usados en caso de contacto con lúpulo

 Perrault Farms, Inc.



 PLEASE REMEMBER:
HOPS ARE A FOOD PRODUCT!
*RECUERDE POR FAVOR EL LÚPULO
ES UN PRODUCTO ALIMENTICIO!*







@SierraNevada