

HQG Meeting Notes --- August 23, 2019

Call to Order: 8/23/19 @ 11am MST

- Rules of the Road!

HQG Coordinator (Zach Baitinger, zbaitinger@newbelgium.com):

- Housekeeping – Mute phones if not talking. Please jump into discussions as you see fit.
- At the conclusion of the HQG meeting today, Zach will be staying on the call to host a roundtable for new 2019 HQG members.
- Zach's Current focus:
 - Getting out all Farm Sanitation visit reports by Labor Day. OR is complete!
 - Website
 - Hop Convention planning
- 64th Annual American Hop Convention -- January 22-24 Portland, OR
 - Special requirements?
- Hop Source 2019 with the BA/HRC will be weeks of Sept 16th and 23rd at Yakima Valley Hops. This is an evaluation of experimental hop lines based on brewer's interest.
 - Yakima Valley Hops, 702 N. First Avenue - Sept 16-19 and Sept 23-26 (9am-5pm)

Financial/Governance (Vinnie Cilurzo, vcilurzo@russianriverbrewing.com):

- Only 2 more invoices for 2019 membership to be paid! Thank you for your membership in HQG.
- \$174,500 collected in dues for 2019.
- \$29,315.69 coming in from Dogfish Head from a glassware sale connected with Sierra Nevada. Thanks!
- Some memberships will combine in 2020 (Boston Beer/Dogfish); a 2020 budget consideration.

Membership (Zach Baitinger):

- Invited Modist Brewing onto the call in August.
- Membership mostly closed for 2019.
- Taking on additional members? TBD at the 2020 Hop Convention.

Grower Relations (Jeremy Moynier, jeremy.moynier@stonebrewing.com):

- Highlights from WA (Jeremy):

- 13 Farms visited, lots of first time HQG farm visits. BBQ at Bale Breaker, 150 attendees. Overall, harvest looks on track, some babies looked poor. Four yards of Mosaic collapsed at Shinn Farms. Severe weather weakened some other yards as well.

- Highlights from OR (Daniel):

- 5 farms visited, Daniel to follow up with some farms that did not want us to visit (Horseshoe & Willamette Valley (Richard Kirk)). Great BBQ with 100+ attendees.

- Highlights from ID (Alec):

- Hops looked great in Idaho, low pest pressure. Visited multiple farms and Mill 95. HQG was not able to visit Nate Jackson again or Weilmunster's 2nd picker. Even more investment in ID, also new cold storage.

Technical (Tom Nielsen, tom@sierranevada.com):

- Fourteen Research Projects Proposed in four areas of research
 - Hop Aroma & Flavor
 - Five projects
 - Brewing & Sensory
 - Three projects
 - Hop Dextrinase Activity (hop creep)
 - Four projects
 - Increase in pH w/ dry hopping
 - Two projects
- Technical Committee Rating for Impact, Feasibility, Financial Cost
 - Narrowed down to seven projects
 - Sending seven top rated projects to HQG membership for Ranking
 1. Brewing Trials w/ HQG EXP Hops (Brewing & Sensory)
 2. Hop Tea Method Standardization (Brewing & Sensory)
 3. Bench Method for Hop Creep (Hop Dextrinase Activity)
 4. Application of Sulfur & Impact on Flavor and Aroma (Hop Aroma & Flavor)
 5. Experimental Hops Thiol Chemistry (Hop Aroma & Flavor)
 6. Thiols Specs for Thiol rich hops (Hop Aroma & Flavor)
 7. Varietal Component to pH Increase during dry hopping (Increase in pH w/ dry hopping)
- **Look for a ranking ballot soon – One ballot per member**
- Other discussion points:
 - Draught Lab
 - HopSource
 - Hemp crossover with Hops. **Do we need a committee? Checklist after hops?**
 - CBD and THC genetic infrastructure in Hops
 - GM Yeast & Hop Aroma
 - HRC / HQG collaboration
 - HQG Breeding: Messaging our intentions

Breeding Program updates from the fields (John Henning, john.henning@oregonstate.edu):

- Harvest has started, will conclude no later than Sept 10th. Several early lines have been harvested and packaged (sealed under nitrogen). Approximately 30+ harvested.
- Working with Chris Swersey to submit samples for Hop Source evaluations.
- Prior month spent getting ready for harvest. Steam washing picker and kiln. Lubricating picker (food grade lubricant). Maintaining yard through weeding, cultivation, last sprays applied early enough to eliminate residuals period to harvest.
- Student temp workers hired and trained.
- 2017 Nursery groaning on short trellis up at F&B farms. Will be identifying female lines later this month. Vigorous males will be selected for use in breeding.
- Tours of Corvallis Hop Yard have been happening!
- Placed timers on kiln to turn off heat, then airflow. Will reduce errors in length of time samples stay in kiln under hot air.

- Pelleting machines up and running! Will not use for single hill plots but only advanced lines.

Website (Zach Baitinger):

- 2nd Meeting with Amy to discuss the HQG site map for the website
 - Google doc area for pictures content coming soon.
- Hoping to have the website complete before end of 2019
- Working on skeleton of website and action items from Amy to bring back to Website team, the marketing team. Need to build up more content, organize farm reports for website after all 2019 farm reports are generated and sent to out hop partners.

Marketing (Matt Gallagher, matt@halfacrebeer.com):

- **Motto:** Oils over Alphas
- **Our Mission:** The betterment of hop quality by aiding farmers and processors with research, application and best practices.
- **Value Proposition / About Us:** Founded in 2010 the Hop Quality Group is a non-profit organization created for the purpose of improving hop cultivation and processing through fundamental research and development. Representing the best interests of brewers and farmers alike, we sponsor research to ensure and improve the quality of hops; visit hop growers and processors to share best practices and stress the importance of food safety for craft brewers; and support programs to breed and release viable and independent public varieties.

- Matt will act as the chair of the committee for now and we'll look at rotating that duty around the three of us in the coming years. Below are some thoughts we've had. We've been shooting from the hip on a lot of this so let us know the best way to get some feedback from the HQG leadership on where they see this going. We've broken it down to a few categories: social media, merch, and communications (press release stuff, industry interaction, etc).
 - Social Media: we'll get an Instagram account set up, compile some nice photos, then start posting once we have a good stock of photos. Steve is going to head this up.
 - Merch: We're still working on what we want out of this, and what kind of monetary resources should be committed to this. Alex is going to head this up and I believe already has the appropriate logos
 - Communications: This will encompass any type of press release (Cascade Cup along with a brief description of what the HQG is), website content, industry conference participation (CBC, MBAA, Hop Growers, etc), general information sharing with the broader brewing industry, etc. Alex is already on some of the website/mission statement stuff but I can take over if he gets swamped.
- Also tied into all of this is event planning stuff that we can help with (future bbq's, small social events at MBAA, CBC, other industry gatherings that we can use as a way to share what the group does with a broader audience).

Pellet mill team (Alec Mull, alec@foundersbrewing.com):

- OR Pellet Mill visit reports will be going on out this week.
 - Conveyance issues at Indie fixed following previous HQG feedback.
- WA team visited Haas last week with Val. We discussed packaging but did not conduct an audit

- Additional WA pellet mill visits to be scheduled
- Mill 95 updates coming soon.

Int'l Growers Relations (Matt Brynildson, matthew@firestonebeer.com):

We have discussed some of the obvious needs before we start making too much noise abroad and could use your input as well:

- A presentation for the International merchants and growers that gives some perspective on the HQG mission. We might also need to translate these materials (German would be the initial focus since it is the largest of the growing regions internationally.) Jason Pond and Tim Matthews have both expressed that they would be comfortable presenting HQG to the merchants they work with, but agree that the materials should be produced and approved by HQG before we move forward.
- A data collection center for logging merchant, processor and grower information by country.
- Some guidance for HQG members for when they are visiting International hop growers and speaking on behalf of the group. Everyone seems to agree that we should have some written brief that insures a constant message. Maybe that already exists but needs to be adapted?
- In the future, should we host picnics like we have in the US with the hope to gather farmers and communicates our needs – goal 2020?
- Perhaps a “watch period” for Int'l grower visits?
- Brau upcoming in Nov 2019. HGA beer discussion.
- (Jeremy M.) visit with Jason Judkins, CEO of Hop Revolution. A couple of interesting points:
 - 120 ha planted of Nelson, Riwaka, Motueka, and Pacific Sunrise with brand new processing set up (wolf drying system). 1st year production this coming harvest
 - down another 120 ha 3 km down the road and will put in separate processing: looking to do Nelson, Riwaka, Motueka but also Motuere, Wai-iti and few others
 - They are forming a NZ hop association that will include themselves, NZ Hops and Freestyle and will all support Plant and Food (Hapi) and the NZ hop industry in general
 - Will pelletize the first year both at Freestyle and Mill 95
 - They would love to be audited by HQG. Want to keep improving and learning.

New Business:

- Hemp. We saw hemp growing & soon processing at most WA/OR hops farms. Question/statement/best practice piece & committee to investigate? **(Currently with Tech Committee)**
- HGA is requesting HQG help to potentially help selecting beer
 - Do we want to do this? Committee? Tabled. **Matt B. do you want to keep doing this?**
- Consistent messaging in communicating with growers, social media. **Just a reminder, discussion point**
- Hop Source samples? **Tom/ John Henning will take care of this.**
- Licensing in WA, other hop states. **Tabled. More info to come ahead of Crop 2020.**
- Hearing Citra & Mosaic will be short from Crop 19 (i.e. no spot positions). Shore up your positions as possible.
- Thanks to everyone for supplying beer at the BBQs. The beer selection at Loftus in WA was AMAZING!!
- **Other/Open New Business Items.**
 - Zach held new 2019 members meeting after general meeting. Look for a possible new committee.
 - Chris Holbrook suggested a 10th Anniversary event for HQG in 2020.
 - Tom (@HRC) – lots of discussions of pesticide harmonization in Europe (strict tolerance levels)
 - Membership – look for a survey about HQG priorities from Zach/Tom soon.

- “Public breeding summit” – how do we bring HRC, HGA and HQG together with all public hop programs? Maybe a gathering at Winter meetings.
- New membership at YCH? Need more information.

8/23/19 HQG members (41)

- Allagash
- Alvarado Street
- Avery
- Bell's
- Boston Beer
- Boulevard
- Breakside
- BrewDog
- Brooklyn
- Cellarmaker
- Cigar City
- Cloudburst
- Creature Comforts
- Deschutes
- Dogfish Head
- Ecliptic Brewing
- Fieldwork
- Firestone Walker
- Founders
- Gigantic Brewing
- Half Acre
- Highland Park Brewing
- Karl Strauss
- Maine Beer Co
- Modern Times
- Monkish
- New Belgium
- New Glarus
- Ninkasi
- Odell
- Other Half
- Oskar Blues
- Pinthouse Pizza
- Rhinegeist
- Russian River
- Sierra Nevada
- Stone
- 3 Floyds
- Trillium
- Three Weavers
- Wayfinder Beer