

# The past, present & future of Aussie hops



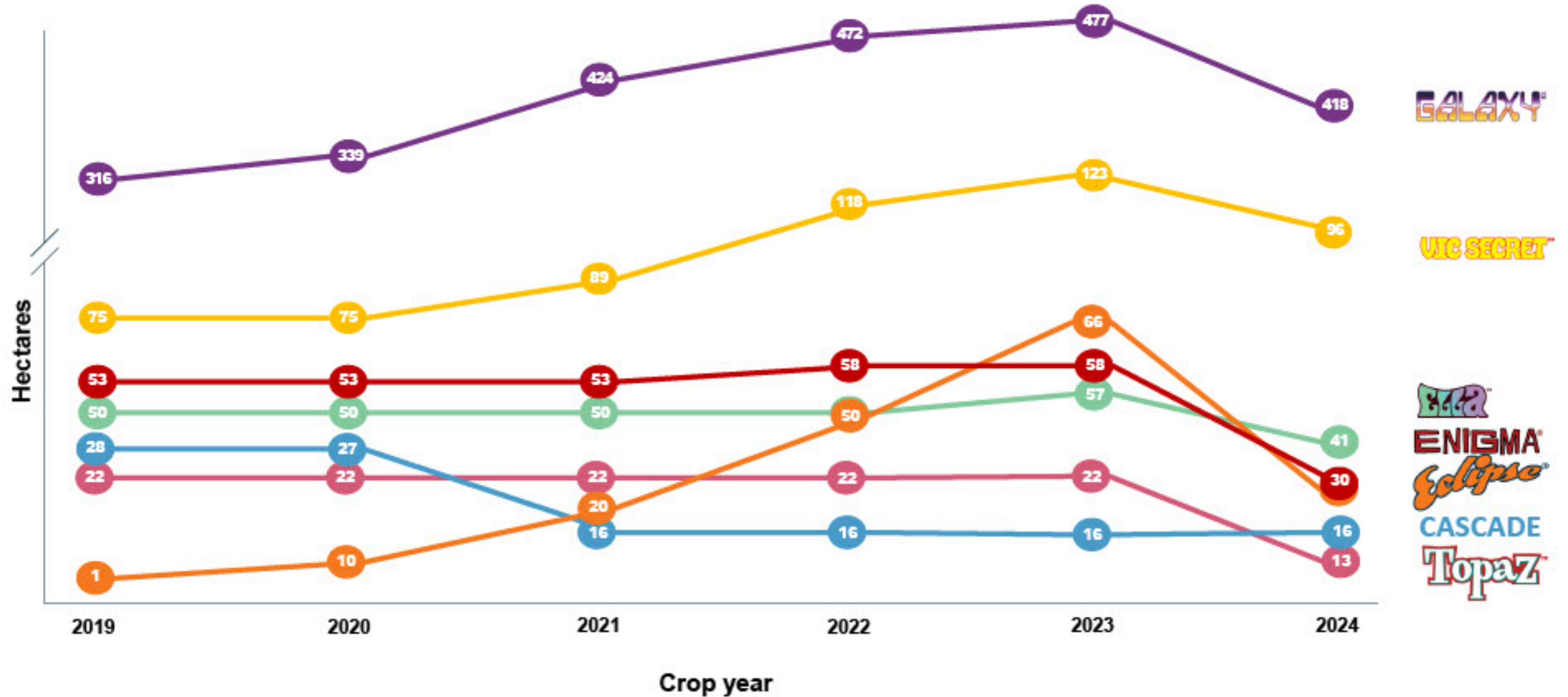
Owen Johnston, Head of Sales & Marketing, Hop Products Australia

HPA would like to acknowledge the traditional owners and continuing custodians of this land on which we meet today. We would also like to pay our respect to Elders past and present, and extend that respect to other Aboriginal and Torres Straight Islanders who are present today.

# From alpha to flavour



# Aussie hops by hectare



## Expansion projects

- 2014 - Farms total 294ha
- 2014 to 2017 - \$15M expansion project
- 2017 - Farms total 500ha
- 2018 to 2023 - \$35M expansion project
- 2022 to 2024 - \$20M expansion project
- 2024 - Farms total 845ha



**FLASH NEW EQUIPMENT.  
HIGHER QUALITY HOPS.  
BETTER FOR BREWERS.**



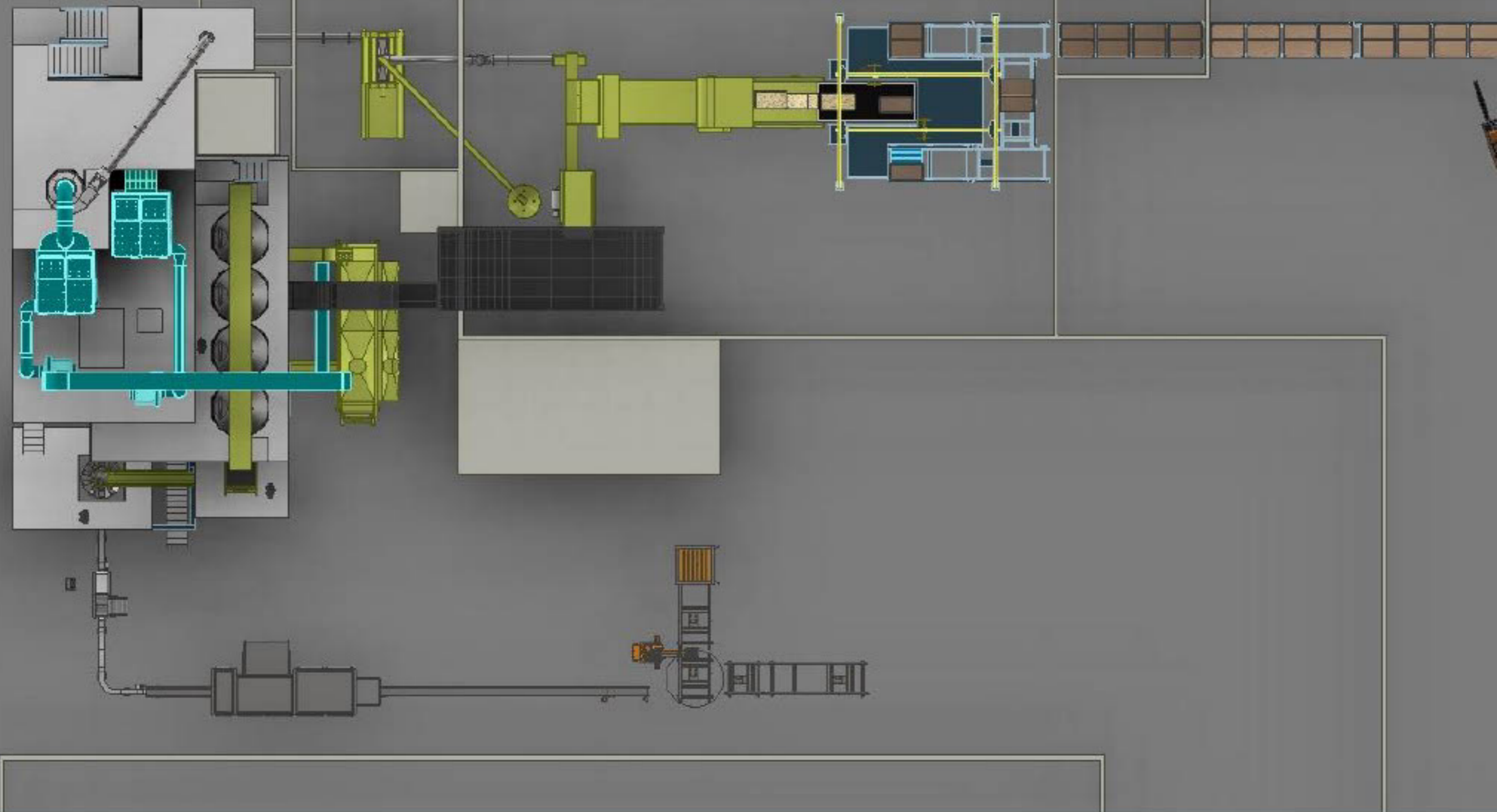
• Temperature controlled pellet plant

- Modern form, fill and seal packaging line
- 100% cold chain bale storage

## Pelleting & packaging facility

- Centralised, temperature-controlled pellet plant and form fill and seal packaging line
- Higher percentage of essential oils retained in the finished hop pellets
- Blending algorithm will ensure optimum outcomes based on key hop analytes
- Brewers should expect an overall increase in quality and a reduced spread of analytical data across lots







Mixing tanks & pellet die  
10°C

Hammer mill  
2°C

Bale breaker  
Ambient °C

Bale cold storage  
0-5°C

Surge bins  
Cooler

Ambient °C

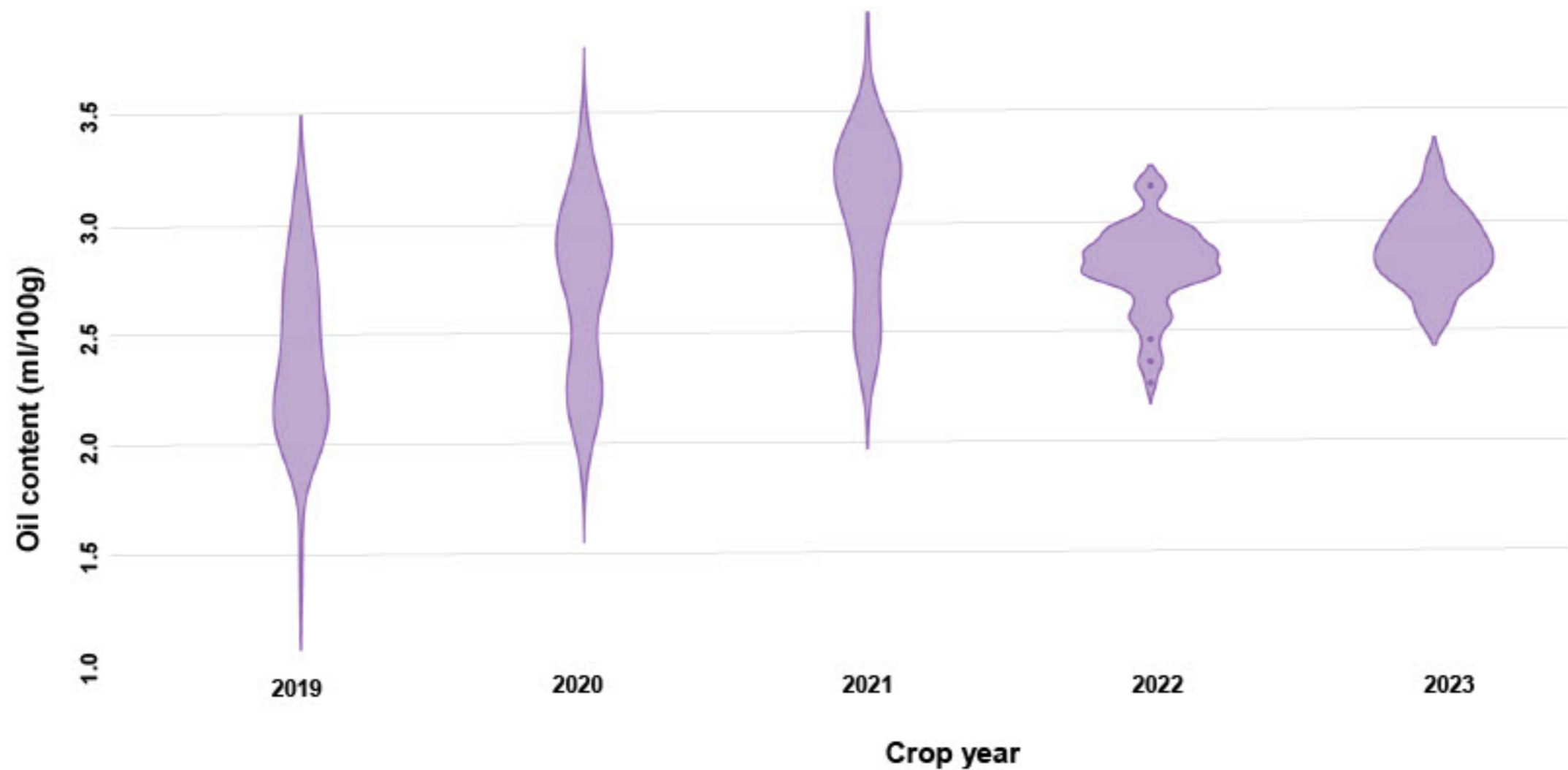
FFS Machine

Carton former

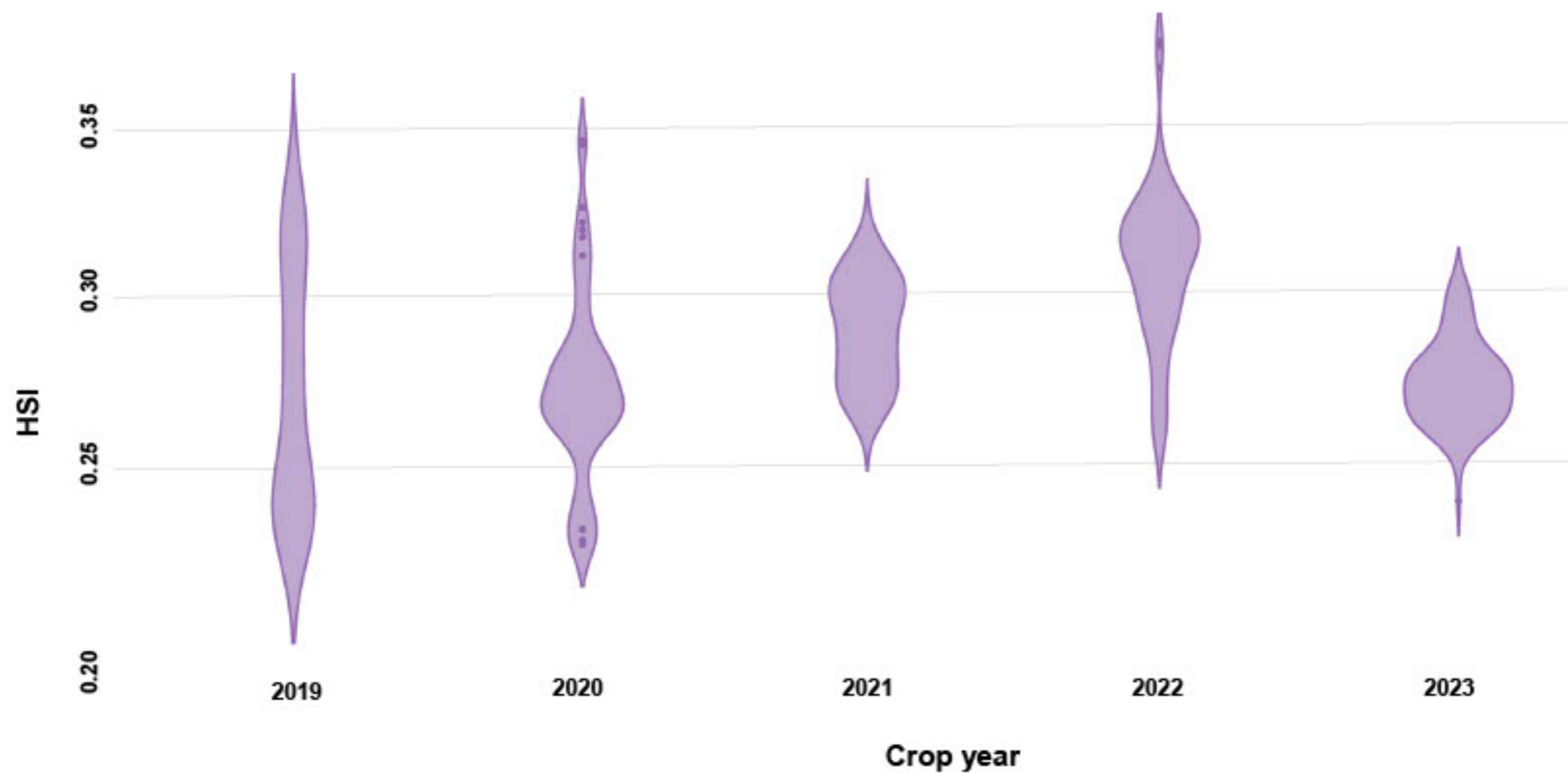
Robotic palletiser

Packaged cold storage 0-5°C

## Galaxy<sup>®</sup> oil content trends



## Galaxy<sup>®</sup> HSI trends



# FY24 sustainability strategies & initiatives

## A strong industry position

- **Sustainable economic growth** through our hop production, export activity, industry sentiment, resilience to market fluctuations, and diversified income streams.
- **Nurture strategically aligned customers** by establishing service metrics, opportunities for improvement and pursuing forward contracts to align supply and demand.
- **Reward for market engagement** resulting from efficient marketing campaign investment and channels and focus on our long-term customer value.

## High quality hop products

- **Vibrant, productive, and profitable hop farms** through land use, capital investment, and hop pricing.
- **Maximise the quality and utilisation of all produce** through ag systems, fertiliser ratio, and strong yield.
- **Responsible management of pests, weeds, diseases, and agricultural inputs** through consistent adoption of effective management strategies.
- **Aussie hops are sought and valued by international and local consumers** through industry leading quality standards and outcomes, effective programs in place.
- **Products are trusted as safe and traceable** proven by certifications, customer satisfaction, and effective systems in place.

## Culture & enterprise

- **Zero harm** through measures to proactively reduce lost time injuries at work, identifying hazards, conducting risk assessments, and effective WH&S practices and training.
- WGEA
- Community focus
- Supply chain
- Preparation for reporting compliance and regulatory changes – ESG

## Environment & resources

- **Objective measures employed to guide efficient water use** by effective monitoring and analysing irrigation rates and soil moisture.
- **Nutrient applications are matched to crop need** using an informed strategy, and proven knowledge of nutrient use efficiency in hops, and best practice compost management.
- **HPA understands and manages the risks of climate change and extreme weather variability and builds resilience to natural disasters** through a climate risk assessment and management strategy and protections in place.

# FY24 environmental sustainability goals

## Water & nutrients

- Efficient water usage
- New dam
- Weed management
- Cover crops
- Pesticides
- Fertiliser applications
- Soil health
- Investment in and use of technology

## Energy & emissions

- Assessment of climate risk
- Carbon emissions reduction
- Efficient energy usage
- Management of waste
- Recycling
- Demolition or disposal of materials
- Batteries
- Diesel
- Shipping and freight
- Coolstores

## Packaging & materials

- Recycled Cardboard and Paper
- Use of Bioplastics
- Sustainable packaging
- Procurement
- New manufacturing practices (new PP)

# Thank you

