

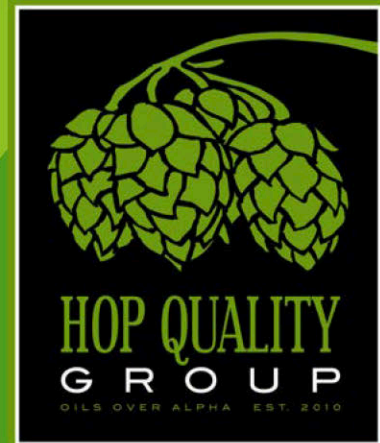
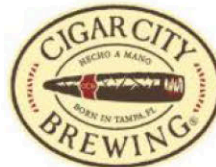
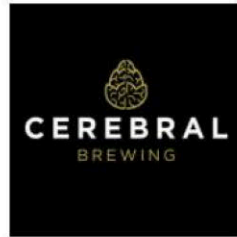
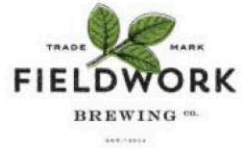
# HOP QUALITY GROUP

**The Hop Quality Group advocates for all craft brewers, not just members, in the maintenance and improvement of hop quality, in addition to developing and sharing useful information about the quality characteristics of hops.**

**Nonprofit Mutual Benefit Corporation**



# 56 MEMBERS STRONG!



# 56 MEMBERS STRONG!



columbus  
BREWING CO.



DESCHUTES  
BREWERY.



OTHER HALF



# 9 ACTIVE COMMITTEES



**MEMBERSHIP**

**TECHNICAL**

**GROWER RELATIONS**

**PELLET MILL**

**FINANCE/GOVERNANCE**

**MARKETING**

**PUBLIC HOP BREEDING**

**SCHOLARSHIP**

**WEBSITE**



# EXECUTIVE TEAM

**PRESIDENT – ALEC MULL, FOUNDERS BREWING CO.**

**VICE PRESIDENT – JAMIE FLOYD, NINKASI BREWING CO.**

**SECRETARY – JEREMY MOYNIER, STONE BREWING CO.**

**TREASURER – BEN BAILEY, TROEGS BREWING CO.**

**MEMBER-AT-LARGE – JOE MOHRFELD, PINTHOUSE BREWING CO.**

**PAST PRESIDENT – JOHN MALLET, BELL'S BREWING CO.**

**DIRECTOR – TOM TWEEDY**



# ANTITRUST GUIDELINES

## ANTITRUST GUIDELINES FOR MEETINGS

Do not discuss any of the following topics:

- Prices, pricing procedures, margins, what constitutes a fair profit level, changes in or stabilization of prices, terms or conditions of sale.
- Pricing practices of any industry member, including whether such practices are unethical, unfair, or in compliance with applicable legal standards.
- Forecasts of price increases or decreases.
- Specific credit terms, discounts, rebates, freight allowances, profits, profit margins or costs, market shares, allocation of markets, any limitation on sales, sales territories or distribution practices.
- Production levels or schedules – or the regulation of same.
- Bids, or intent to bid, or not bid on a contract.
- Selection, rejection, boycott, refusal to deal with, or termination of any suppliers or customers.



# ANTITRUST GUIDELINES

- Do not exchange price information (or other sensitive business information) with competitors.
- Do not agree with any competitor to refuse to sell to certain customers, or to buy from certain suppliers.
- Do not discuss anything that may in any way tend to affect the availability of products or services.
- Do not foster practices involving advertising, merchandising, standardization, certification, or accreditation that may be perceived as misleading or as limiting competition or the ability of any industry member to compete.
- Do not discuss matters that will encourage anyone to refrain from competing vigorously.
- Do not discuss matters that will limit anyone from manufacture or sale.
- Do not discuss matters that could result in illegal brokerage or rebates.
- Do not discuss matters that could create improper reciprocity in dealing.





# CODE OF CONDUCT, DE&I

The Hop Quality Group members will always strive to maintain the highest standards of conduct, by using only legal and ethical means in the business activities and in the HQG membership's activities. Members shall actively promote and encourage the highest level of integrity within the Craft Beer Industry. Members shall cooperate in every reasonable and proper way with other members, growers, and the craft brewing community, in the maintenance and improvement of hop quality, in addition to developing and sharing useful information about the quality characteristics of hops.

- Reporting systems established including a 3<sup>rd</sup> party reporting site (WeVow)
- Aligning with other industry groups (i.e. Bru Coalition, Brewers Association, etc)
- Recruitment efforts to improve diversity



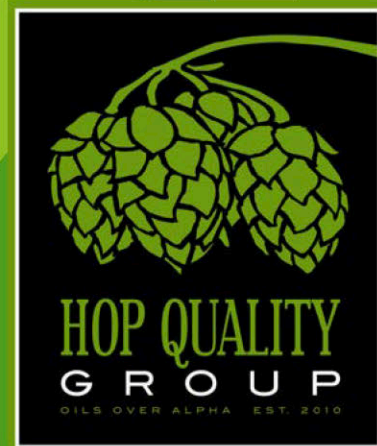
# HISTORY

- Formed in 2010
- Born out of conversations about growing gap between craft and large brewers quality needs especially in regards to dry hopping
- First informal Meeting: 2010 MBAA National Convention in Providence, RI
- First farm tours and processing facilities Oct, 2010
- Non Profit established in early 2011



# VISION

*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.*



# HQG PRIORITIES

## **HOPS AND FOOD SAFETY**

- The HQG works with brokers, farmers and processors to ensure and improve safe and clean hop growing and handling practices.

## **PUBLIC HOP BREEDING PROGRAM**

- Cultivars for everyone!!
- Focus on citrusy, fruity, juicy aromatic hops using evaluation of thiols as guide

## **TECHINICAL PROJECTS TO HELP BREWERS AND GROWERS**

- Best practices
- Drying trials
- Thiol and oil evaluations
- Dry Hop Creep
- And more.....

## **SCHOLARSHIP**

## **ANNUAL CASCADE CUP**



# GROWER RELATIONS

- What do we do?
  - Look at ways we can engage with Growers and Vendors
  - Annual Pre-Harvest Farm visits (food safety), Pellet-mill visits, and BBQs
  - Farm/Process Feedback
  - Educating each other on Hops/Beer
  - Building relationships
  - Handing out beer and Swag



# DOMESTIC VISITS

- Washington
  - Idaho
  - Oregon
  - Michigan
- As Membership has expanded, visiting other areas as well
- Colorado
  - New York
  - Ohio
  - More to come!



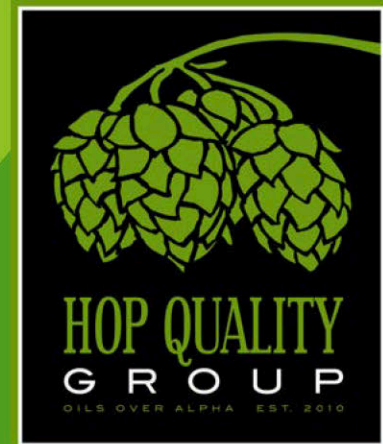
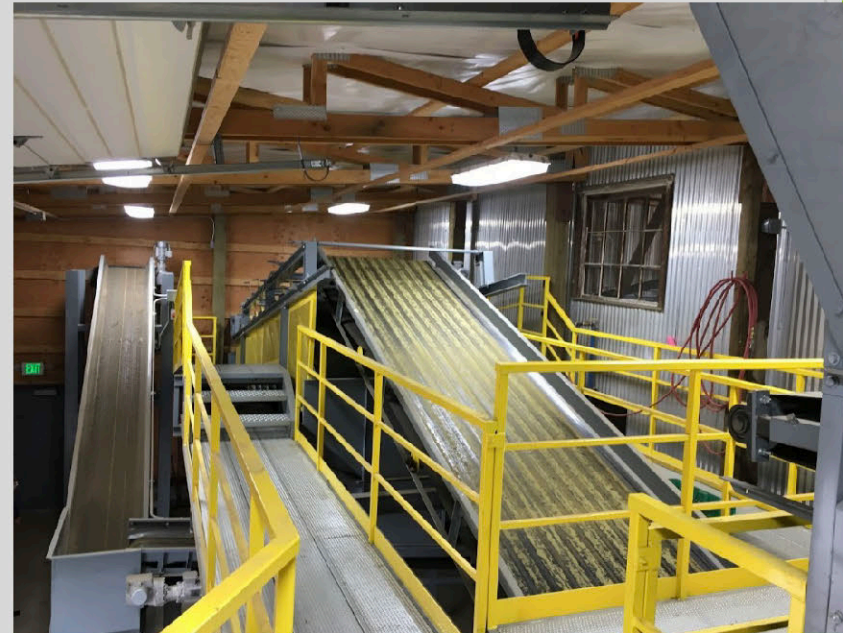
# INTERNATIONAL VISITS

- Individual Member Visits
  - Germany
  - Slovenia
  - New Zealand
  - Australia
  - South Africa
  - Spain
- Expanded to group visits in ~~2020~~, ~~2021~~, 2022



# HOP PROCESSING FOOD SAFETY

- Thoroughly implemented sanitation practices before and immediately after harvest.
- Prevention of bird and rodent ingress to facilities as well as exclusion of dogs, cats and livestock.
- Exclusive use of food grade lubricants on processing equipment.
- Shatterproof light fixtures in processing areas.
- Eliminate food and beverages from processing areas. Separate break areas for food and hand washing facilities.





# HOP PROCESSING FOOD SAFETY

- Polypropylene or other food grade plastic material for hop bales instead of burlap.
- Prevention of ingress of miscellaneous items like: cell phones, lighters, tools, gloves etc. If it is not needed, then it should not be used.
- Magnets are employed throughout the process.
- Covered conveyance and kick plates are utilized.
- Paint and insulation above processing areas are in good condition and cannot fall into hops.



# HOP PROCESSING FOOD SAFETY



# HOP PROCESSING FOOD SAFETY



# PUBLIC HOP BREEDING

- Goal to make desirable hops available to all growers and all brewers in all regions.
- USADA-ARS Researchers Dr. John Henning (Corvallis, Oregon), Dr. Kayla Altendorf (Proseer, WA) and their teams are pursuing agronomically viable cultivars that are pest and disease resistant, and with desirable oil contents similar to our favorite citrusy and juicy proprietary varieties.
- Using Thiol and oil analysis to help determine which brewer preferred cultivars exhibit traits that are attractive to brewers and growers.
- Looking for cultivars that might also do well in non-traditional hop growing regions with different climate and terroirs.



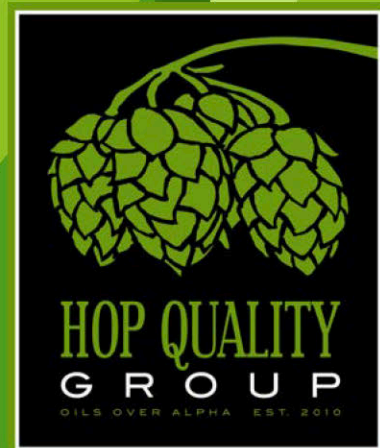
# PUBLIC HOP BREEDING

- HQG Breeding nurseries started in 2015
- Crosses
- Single Hill Evaluations
- Advanced lines
- Elite lines
- Thiol chemistry analysis of Experimental varieties
- Yearly comprehensive sensory evaluation by Member Breweries
  - Whole hops/pellets
  - Brewing trials



# TECHINAL PROJECTS

Hop Quality Group is technical in nature. It is the only venue created distinctly for US craft brewers, large and small, to focus solely on quality issues surrounding hoppy beer production and distribution. Ranging from owners, creative, technical brewers, laboratory managers and scientists, the HQG is a forum for brewers to discuss their experiences together in common pursuit of hop excellence with unwavering respect for the industry. HQG is a sub-sample of the larger US brewing community that has chosen to actively engage with the hop community on quality and technical innovation.



# TECHINAL PROJECTS

- Best practices
- Hop Creep increase due to seed content
- Hop Thiol chemistry
- Application of Sulfur to Hops on flavor & aroma
- Yeast/Hop Interactions
- pH increase due to Dry Hopping
  - Varietal component
- Drying trials
- Breeding Trials



# SCHOLARSHIP

- Established first scholarship in 2019 to honor our friend and hop grower Dan Martinez Jr.
- Funded by Hop Quality Group Membership for students with family members working in the hop industry in any capacity
  - Growers
  - Farm Workers
  - Production Workers
  - Sales
  - Administration
- One year scholarship of at least \$1,000
  - Awarded three \$1,000 scholarships in 2021!





# CASCADE CUP

- Established in 2013 to award the best Cascade grown
- Judged and awarded annually at the Hop Growers of America Convention
- Past winners
  - 2022 B & D Farms
  - 2021 Coleman Greenleaf
  - 2020 Tributary Hop Farms
  - 2019 B & D Farms
  - 2018 Morrier Ranch
  - 2017 Sodbuster Farms
  - 2016 B & D Farms
  - 2015 C & C
  - 2014 Brulotte Farms
  - 2013 Van Horn Farms



# THANK YOU!



[WWW.HOPQUALITYGROUP.COM](http://WWW.HOPQUALITYGROUP.COM)