

Hop Quality Group Annual Meeting

January 22-25, 2019 -- Monterey, CA

Call to Order:

Rules of the Road (antitrust guidelines):

Member Introductions:

New Coordinator Position:

- Zach's role and areas of focus
- Survey Results
- What else do members want?

Financial:

- Budget, P & L, etc.

Membership:

- Recruiting new breweries

Grower Relations:

- What farms should we see? The "second" picker, size of relevant farms?
- Pellet Mill visits (Committee for focus?)
- Sanitation Visits – set dates early for OR, ID and WA?
- Grower BBQs

Technical:

- Breeding Program - John Henning
- Hop Creep
- Hop lab analysis

Marketing:

- Swag
- Website plans (Committee for focus?)

Governance/Steering Committee:

- Succession planning, formalization of an executive committee?

New Business:

Survey Results

1. Has your brewery budgeted for HQG in 2019?

- a. YES – Allagash, Bell’s, Boston, Boulevard, BrewDog, Creature Comforts, Deschutes, Fieldwork, Firestone, Founders, Half Acre, Karl Strauss, NBB, New Glarus, Oskar Blues, Rhinegeist, Russian River, Sierra, Stone, 3 Floyds (20)
- b. NO – Crux, Full Sail (2)
- c. NO RESPONSE – Brooklyn, Dogfish Head, Ninkasi, Odell, Three Weavers (5)
- d. NO LONGER MEMBERS – Brew Hub, Ecliptic, Real Ale, Schlafly, Summit, Urban Chestnut (6)

2. Communication from HQG – Just Right, Spotty or Lacking.

- a. Generally speaking, “spotty” due to lack of coordinator role:
 - i. Month calls, with pre/post meeting notes for preparation and planning**
 - ii. Website would be helpful
 - iii. Need more participation in monthly calls, both in physical participation and comments from membership

3. In 2018, what was successful with HQG for your individual brewery?

- a. From new members...
 - i. Making new connections within the group & with hop connections, exposure to hop specific events. Good partnership and collaboration among group
 - ii. “What are our specific member benefits?”
- b. From all members...
 - i. Individual members takeaways/empowerment to help in member home states
 - ii. Sanitation visits and BBQs for grower face time (HQG needs to close loop on getting growers info on sanitation visits)
 - iii. Exposure to John Henning’s Hop Breeding Program
 - iv. Contributions to hop quality!

4. In 2019, what opportunities for growth do you see for HQG as it relates to your brewery?

- a. Focus on Hop Breeding Program, leveraging pubs/pilot breweries for brewing trials. **
 - i. How do we move this program ahead?
- b. Hop Creep*
- c. How to handle states outside of the Pac NW, and Internationally?
- d. Website; plan for organization HQG’s farm reports. A hop “forum” on site?
- e. Focus on ID and OR for farm visits, especially OR.
- f. Understanding the responsibilities of the Coordinator role.

5. Is HQG missing the mark on anything critically important to your brewery?

- a. Communication with growers on farm visits**
- b. More written communication (Breeding Program) and organization of HQG information (website)*
- c. Define importance of HQG to membership, pass on to member brewery leadership/executives

6. Any other comments that might be helpful as it pertains to HQG, your membership, HQG’s effectiveness, etc.?

- a. Standard audit forms for sanitation visits**, pellet mill audits?
 - i. Focus on the positives during visits (HQG members conduct post visit debriefs)
- b. Better HQG Organization (meetings details (CBC), farm reports (publish or perish), etc.)
- c. Re-energize subcommittees for technical work?
- d. How can new members get MORE involved?
- e. Work in conjunction with hop dealers/merchants not against them, partnership?
- f. “What are our specific member benefits?” – Technical days for membership?