



# HGA Annual Meeting

Portland, OR  
January 24, 2019



2019

CBC  
April 9-11



June Brewing  
School Seminars  
June 25 & 27



November Brewing  
School Seminars  
Nov 6-7



IHGC  
July 29-Aug 2

USAEDC  
July 9-11



BrewCon  
Sept 4-6

USAEDC  
Nov 19-21

BrauBeviale

BrauBeviale  
Nov 12-14

Brasil Brau  
May 28-30



Annual Meeting  
Jan 24



# 2019 Market Prioritization



Australia

vs.



Brazil



**USAHOOPS**  
HOP GROWERS OF AMERICA

**2019**

CBC  
April 9-11



June Brewing  
School Seminars  
June 25 & 27



November Brewing  
School Seminars  
Nov 6-7



CIH - IHB - IHGC  
IHGC  
July 29-Aug 2

Global  
Hop Summit  
Nov 18

USAEDC  
Nov 19-21

USAEDC  
July 9-11



BrewCon  
Sept 4-6

**BrauBeviale**

BrauBeviale  
&  
IPA Contest  
Nov 12-14

Brasil Brau  
May 28-30



Annual Meeting  
Jan 24

**USAHOOPS**  
HOP GROWERS OF AMERICA

# 2019 Trade Shows



CBC



Brasil Brau



BrewCon

**BrauBeviale**

BrauBeviale

Connected with:

3,350+ brewing industry professionals

*Served 31 different beers*

TOTAL SAMPLES  
HANDLED AT  
TRADE SHOWS IN

**2019**

**22,829**  
1oz SAMPLES

**10 PUBLIC**  
**2 EXPERIMENTAL**  
**6 PROPRIETARY**



CASCADE	952	500	704	723	2,879
CHINOOK	952	0	704	723	2,379
CLUSTER	952	0	0	723	1,675
COMET	952	0	704	723	2,379
CTZ	952	0	0	723	1,675
CASHMERE	0	500	0	723	1,223
AZACCA™	0	500	0	723	1,223
CENTENNIAL	0	0	704	723	1,427
WI121-059	0	500	0	0	500
IDAHO-7™	0	0	0	723	723
CRYSTAL	0	0	704	723	1,427
LOTUS™	0	0	0	723	723
NUGGET	0	0	0	723	723
PEKKO®	0	0	0	723	723
WILLAMETTE	0	0	0	723	723
SABRO® BRAND HBC 438	0	500	0	723	1,223
CITRA® BRAND HBC 394	0	0	704	0	704
2000009-033	0	500	0	0	500

**USAHOPS**  
HOP GROWERS OF AMERICA

## CBC



**USAHOPS**  
HOP GROWERS OF AMERICA











**Hops:** Cascade & Azacca®  
**Aroma/Taste:** Aromas and flavors of tropical fruit including pineapple, guava, mango, passion-fruit along with grapefruit and tangerine citrus and a slight chive dankness.  
**Bitterness:** A medium, yet assertive bitterness that does not linger  
**Clarity:** Medium haze  
**Color:** Straw  
**Body/Mouthfeel:** Medium, smooth and creamy

**LOA OF AGRICULTURE**  
 Pale Ale | ABV: 5.3% | IBU: 70

**NIGHT ON SABRO™ MO**  
 American Style IPA | ABV: 6.5%

**Hops:** Sabro™ & Cashmere  
**Aroma/Taste:** Aromas and complex flavors of orange, lemon and grapefruit citrus, pineapple and apricot.  
**Bitterness:** A medium, yet assertive bitterness that does not linger  
**Clarity:** Light haze  
**Color:** Light straw  
**Body/Mouthfeel:** Medium and clean

**STONE BREWING**

**SINGLE HOP IPA**

Complexity of aromas including stone fruit, mint, cucumber skin, rosemary, raspberry, and earth. Flavors of mixed berries, stone fruit, lychee, pear, mushroom, herbal and slight vanilla. There is some hop resin and dankness. Smooth palate with light bitterness.

ABV: 7.7% | IBU: 58 | COLOR: 6.9

**KARL STRAUSS BREWING COMPANY**

**KARL'S HOPPY LAGER**

Hoppy Lager using 2-row and Bohemian Pilsner malts. 5 IBU's of Sterling for bittering and 20 IBU's of Triumph for aroma in the finish. Dry hopped with 1lb/ BBL of Triumph. Crisp clean and slightly bitter, this beer drinks well and accentuates the Triumph hops used for this style.

ABV: 4.8% | IBU: 25 | COLOR: 3

**SABRO™**

**CREAM HERBAL CITRUS SWEET FRUIT FLORAL GRASSY WOOD**

Sabro™ brand HBC 438 was developed by the Hop Breeding Company and released in 2018. A robust hop with neomexicanus lineage, Sabro is strongly expressive and translates flavor incredibly well into beer.

**ALPHA:** 0% to 20% (12.0-16.0%)  
**TOTAL OILS:** 0mL to 5mL (2.5-3.5mL/100g)

**FEATURED HOP: W1121-059**

Bursting with dynamic fruit characteristics, this hop packs a punch. The hop is a daughter to 'Galena', from a 2011 cross made at Washington State University and is on track for public release.

**ALPHA:** 0% to 20% (4.3%)  
**BETA:** 0% to 20% (6.4%)  
**TOTAL OILS:** 0mL to 5mL (1.2 mL/100g)

Icons: Tropical Fruit, Floral, Citrus, Herbal

**Speaker:** Steve Gonzalez, Stone Brewing

**AZACCA®**

**SPICY LEMON PINEAPPLE PINEY ORANGE GRAPEFRUIT CITRUS TROPICAL FRUIT MANGO**

Developed and released by the ADHA.

**ALPHA:** 0% to 20% (14.0-16.0%)  
**TOTAL OILS:** 0mL to 5mL (1.6-2.5mL/100g)

**FEATURED HOP: 2000009-033**

This hop's bubble gum aroma is sure to add some pop! Slated to be released as the named variety 'Triumph', it is the result of a cross made to 'Nugget' in 2000 by the USDA public hop breeding program.

**ALPHA:** 0% to 20% (12.5%)  
**BETA:** 0% to 20% (4.1%)  
**TOTAL OILS:** 0mL to 5mL (1.8 mL/100g)

Icons: Bubble Gum, Melon, Peach

**Speaker:** Matt Johnson, Karl Strauss Brewing Company

**USDA** Agricultural Research Service

**BA** BREWERS ASSOCIATION

**USA HOPS**

**HOP RESEARCH COUNCIL**

**DraughtLab**

# Brasil Brau

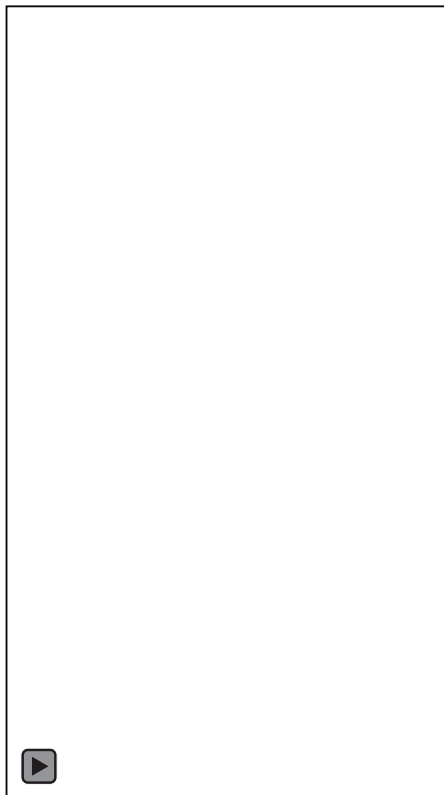








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# Fourth Annual IPA Contest



## 2109 Style: Hazy IPA

**Braukollektiv**  
*Bruce IPA* 



**Brauerei Lemke**  
*Hazy IPA* 



**BRLO**  
*In Hops we Trust* 



**10 Participants**  
**5 countries**

**USAHOOPS**  
HOP GROWERS OF AMERICA

## CHEERS TO HOPPY BEERS!

### HOP GROWERS OF AMERICA EU CRAFT BREWING CONTEST 2019



Hop Growers of America gratulieren dem **Braukollektiv und Braumeister James Tutor** zum Gewinn des diesjährigen Best IPA Contest mit seinem „**Bruce New England IPA**“.

Der zweite Platz ging in diesem Jahr an die **Brauerei Lemke Berlin** während das **Team von BRLO** ebenfalls aus Berlin die Bronzemedaille holte.

Wir bedanken uns bei allen Teilnehmern, die auch dieses Jahr wieder hervorragendes Bier gebraut haben!

**Contest 2020** Wenn Ihr Interesse habt, an unserem Contest 2020 teilzunehmen, schickt uns eine Mail an [info@mh-2.com](mailto:info@mh-2.com).

**USAHOOPS**  
HOP GROWERS OF AMERICA

Full-Page Ad from BIER & BRAUHAUS

**USAHOOPS**  
HOP GROWERS OF AMERICA

## Laird West Coast Style IPA

Meininger's International Craft Beer Award 2019

Tasted on: 15.05.2019

Braukollektiv KG, Freiburg

### Detailed Information

Product type: Beer

Beerstyle: IPA (American)

Country of origin: Germany

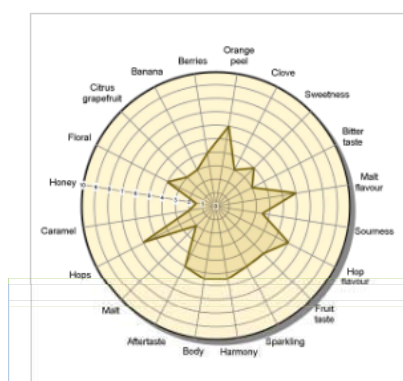
Alcoholic level: 6.50 % vol.

Recommended retail price: 3.20 €

Bottle content: 0.33 litres



## 2018 HGA IPA Gold Medal Winner



## Hopfenstopfer It's Doomsday

Meininger's International Craft Beer Award 2019

Tasted on: 15.05.2019

Häffner Bräu GmbH, Bad Rappenau

Bestes IPA (American Style)

### Detailed Information

Product type: Beer

Beerstyle: IPA (American)

Country of origin: Germany

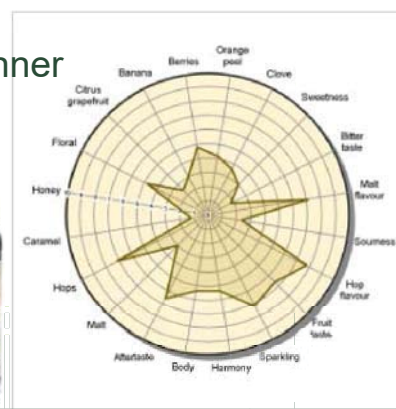
Alcoholic level: 6.80 % vol.

Recommended retail price: 2.00 €

Bottle content: 0.33 litres



## 2017 HGA IPA Bronze Medal Winner



# Brewing School Seminars

**Doemens**



Doemens & TU Berlin

June 25 & 27

**Tim Kosteletzky**



Heriot Watt & Weihenstephan

Nov 6-7

**Matthew Brynildson**

4 Schools | 142 Students | 109 surveys

### Post Seminar Evaluation Questions

???'s	Averaged response of all 4 school attendees that replied "Agree" or "Strongly Agree"
Interacting with HGA at the event or trade show increased my knowledge of American hop varieties	<b>94%</b>
Participating in this event was a good use of my time	<b>93%</b>
I would recommend attending this event or something similar to my colleagues	<b>94%</b>

*Identified areas of less familiarity:*

**Contracting  
Storage Best Practices**







## Blind Pig IPA

Russian River Brewing Co.

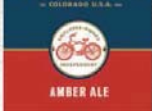
**ABV:** 6,25% • **IBU:** 64

**Featured Hop:** Crystal  
**Other Hops:** Cascade, Centennial, Chinook, CTZ, Amarillo®, Simcoe® Brand YCR 14, Citra® Brand HBC 394

### Style:

Full-bodied, very hoppy, with citrus, pine, fruity notes and a nice dry, bitter finish!

**Fat Tire**



## Fat Tire

New Belgium Brewing Co.

**ABV:** 5,2% • **IBU:** 22

**Featured Hop:** Willamette  
**Other Hops:** Goldings, Nugget

### Style:

Fat Tire Amber is the easy-drinking Amber Ale born in Colorado from New Belgium Brewing Company, the 100% employee-owned leader in environmental stewardship. Tasting Notes: Visual: Clear, Amber and bright with white lacing. Aroma: Sweet biscuity malt, subtle hints of fennel and green apple. Flavor: Toasty malt, gentle sweetness, flash of fresh hop bitterness. The malt and hops are perfectly balanced.



## Mirror Pond Pale Ale

Deschutes Brewing Co.

**ABV:** 5,0% • **IBU:** 40

**Featured Hop:** Cascade

### Style:

Since 1988, this refreshingly uncomplicated ale has inspired the simple moments that become extraordinary when shared. Crisp and clean with subtle hints of caramel, Mirror Pond is a delicious everyday ale whose straightforward single-hop character and smooth maltiness combine to deliver a timeless pale ale that's best served in the moment and paired with a few good friends. Brewer Notes: A crisp, single-hop pale ale with floral and citrus notes from 100% Cascade hops and a smooth caramel malt character.



## IPA

pFRIEM Family Brewers

**ABV:** 6,8% • **IBU:** 65

**Featured Hop:** Comet  
**Other Hops:** Chinook, Mosaic® Brand HBC 369, Citra® Brand HBC 394

### Style:

When the first Pale Ales arrive in India in the early 18th century, outcries of "Zounds! Jolly good! And Huzzah!" were heard. Similar exclamations are expected when sniffing the piney aroma and tasting the big hops, huge citrus and candy-like malt of pFRIEM's own IPA. Tasting notes: light copper with off-white foam. Dank aromas of peach, citrus, papaya, and blueberry. Bright flavors of lychee fruit, grapefruit, and light candy maltiness. Finishes fresh, hoppy, and piney, with a touch of grapefruit rind.



## Born & Raised IPA

No-Li Brewhouse

**ABV:** 7,0% • **IBU:** 85

**Featured Hop:** CTZ  
**Other Hops:** Cascade, Chinook, Northern Brewer

### Style:

This big, bold copper colored ale showcases Munich & Crystal malts to create a big supportive body on which we layer our favorite Washington hops. Chinook & Cascade provide citrus and piney flavors, while Northern Brewer adds a hint of mint. Dry hopping with Cascade and Columbus increases the beer's hoppy aromas. Malt, hops and yeast derived fruitiness combine to create our most complex offering.

**Weihenstephan**  
**November 7**

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**Coming Soon - 2020**

**CBC Expo – San Antonio**  
**4 European Brewing School Seminars**  
**2 Brazilian Seminars**  
**Brau Beviale**  
**European IPA Contest**

<http://www.says-it.com/marquee/>



# USAEDC

- Previous:
  - Numerous Embassy Events
  - Poland Beer Festival (2018)
  - Prague Industry Seminar (2018)
  - Continued Increases in grant funding
- Possible 2020:
  - Poland Beer Festival
  - Brazilian IPA Contest Partnership with USDA-FAS
  - Reverse Trade Mission



## TEC Budget Increases

2020 Funding: \$398,002 **+\$13,658 – 1 year**

2019 Funding: \$384,344

2020 Funding: \$398,002

2019 Funding: \$384,344

2018 Funding: \$369,840

2017 Funding: \$331,816

2016 Funding: \$350,592

2015 Funding: \$322,074

**+\$75,928 – 6 years**



# 2019 Statistical Packet

## Highlights:

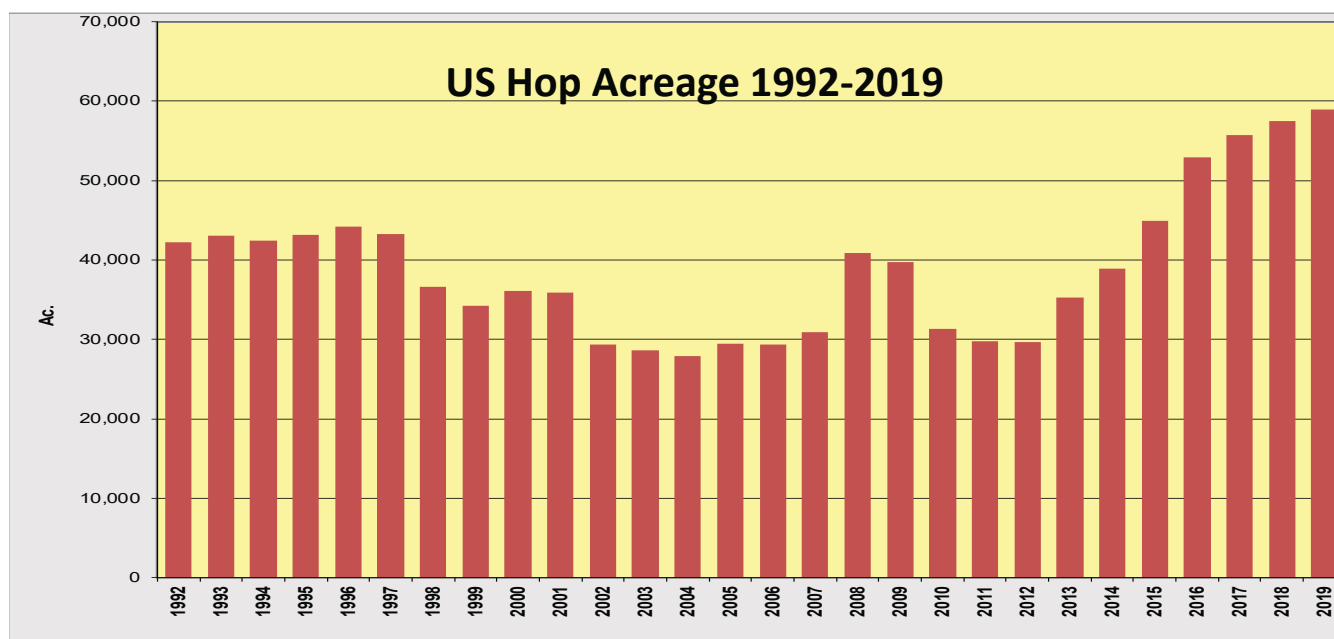
- PNW Acreage Harvested increased 2.74%
- Non PNW Acreage is becoming more difficult to collect, but general trend is slight decrease (est. 1.93%)
- Overall US acreage increase of 2.54%



Rank	2014	2015	2016	2017	2018	2019
1	Cascade (6,619)	Cascade (6,790)	Cascade (7,581)	Cascade (7,175)	Citra®, HBC 394 (6,652)	Citra®, HBC 394 (9,035)
2	CTZ (5,775)	CTZ (5,323)	Centennial (5,082)	Centennial (5,534)	CTZ (6,102)	CTZ (6,539)
3	Centennial (3,353)	Centennial (4,401)	CTZ (4,498)	Citra®, HBC 394 (5,284)	Cascade (6,009)	Cascade (5,280)
4	Summit (2,522)	Simcoe®, YCR 14 (3,306)	Citra®, HBC 394 (4,494)	CTZ (4,952)	Centennial (4,864)	Simcoe®, YCR 14 (4,365)
5	Simcoe®, YCR 14 (1,886)	Citra®, HBC 394 (2,993)	Simcoe®, YCR 14 (4,331)	Simcoe®, YCR 14 (4,598)	Simcoe®, YCR 14 (3,916)	Mosaic®, HBC 369 (4,225)
6	Citra®, HBC 394 (1,761)	Mosaic®, HBC 369 (1,800)	Mosaic®, HBC 369 (2,525)	Mosaic®, HBC 369 (2,773)	Chinook (2,839)	Centennial (3,680)
7	Chinook (1,641)	Chinook (1,787)	Chinook (1,940)	Chinook (2,429)	Mosaic®, HBC 369 (2,768)	Amarillo®, VGXP01 (2,369)
8	Nugget (1,628)	Summit (1,620)	Summit (1,769)	Willamette (1,657)	Amarillo®, VGXP01 (2,734)	Chinook (2,368)
9	Willamette (1,159)	Willamette (1,359)	Willamette (1,561)	Summit (1,616)	Pahto®, HBC 682 (1,659)	Pahto®, HBC 682 (2,150)
10	Apollo™ (985)	Apollo™ (994)	Apollo™ (970)	Apollo™ (912)	Summit (1,574)	Summit (1,072)







## US Hop Production 2019

- PNW new record: 112,041,200 pounds, increase of 4.8%
- Non-PNW difficult to estimate. Decreased due to reported acreage reduction and weather-related yield reductions
- Total estimate: 113 million pounds, +4.28%

## IHGC Updates

### **2020 meetings include:**

- Excursion to Argentina in late February / early March
- Summer Executive Committee meeting in Freising – August 7
- Fall Executive Committee meeting in Nuremberg – November 9



## **Best Practices Committee**

- Program launched 2016 with Specialty Crop Block Grant (\$131,253)
- Oversight by grant advisory committee
- Transitioned to Standing Committee in 2018, with formal membership appointed by identified stakeholder sectors

# ADMINISTRATION

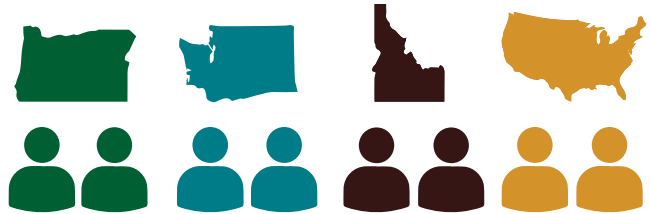
Administered by Hop Growers of America

## GOVERNANCE

Governed by the HGA Best Practices Committee consisting of 8 voting members representing PNW states and overall U.S growers.

## CONTRIBUTORS

Additional Best Practices Committee non-voting seats reserved for representatives of hop merchants, breweries and industry experts.



Merchants, Brewers, Experts

## Output

- GLOBALG.A.P. Hop Sub-Scope
- 2 self-assessment modules: Food Safety and Risk Assessment
- 2 educational modules: Water Quality Testing, Soil Fertility
- 2 IPM educational modules in development: Scouting and Resistance Management



# Output

- Creation of Good Bines platform in HGA website member area
- Creation of Best Practices Directory on HGA website (BA Grant)
- Compilation of “Other Resources” on Good Bines platform (Member Area)

# Next steps

- Creation of Case Studies (ABI grant)
- Identification of additional educational resources
- Grower education and increase in Good Bines platform / Best Practices Directory usage

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## **US Hop Industry Plant Protection Committee**

### **2020 priorities include:**

- European Union MRL policies – hazard-based assessment, cut-off criteria
- Korea MRL establishment (Specialty Crop Block Grant)
- Codex
- Other markets: Japan, Canada, Taiwan, Australia, China, etc.



## Other projects

- Completed studies for clofentezine (Apollo) miticide in 2019 (4-year TASC grant, \$440,000)
- Work underway to prepare dossier for submission to Codex for support of MRLs in Codex and EU
- US registration review underway

## Korea project

- Supported by Specialty Crop Block Grant (\$213,325)
- Seeking harmonized MRLs for over 30 compounds
- Includes developing the dossier for 10-12 compounds not supported by registrants



# 2021 & 2022 Hop Growers of America Annual Convention Updates



## 2021 - Santa Rosa, California

- Hyatt Regency, Sonoma  
– January 17-23, 2021





## 2021 - Santa Rosa, California

- Dinner at Russian River Brewing Company

## 2021 - Santa Rosa, California

- Hosted by Idaho Hop Growers Association
  - Idaho is very excited to host the 2021 Convention, and be back in the rotation!
  - A lot of exciting things to come your way!
  - Watch for the registration and reservation information to be released Summer 2020!

**2022 Convention** January 19-21



**USAHOPS**  
HOP DRIVERS OF AMERICA