



Niche Market

Hopyards of Kent - Greenville, Michigan



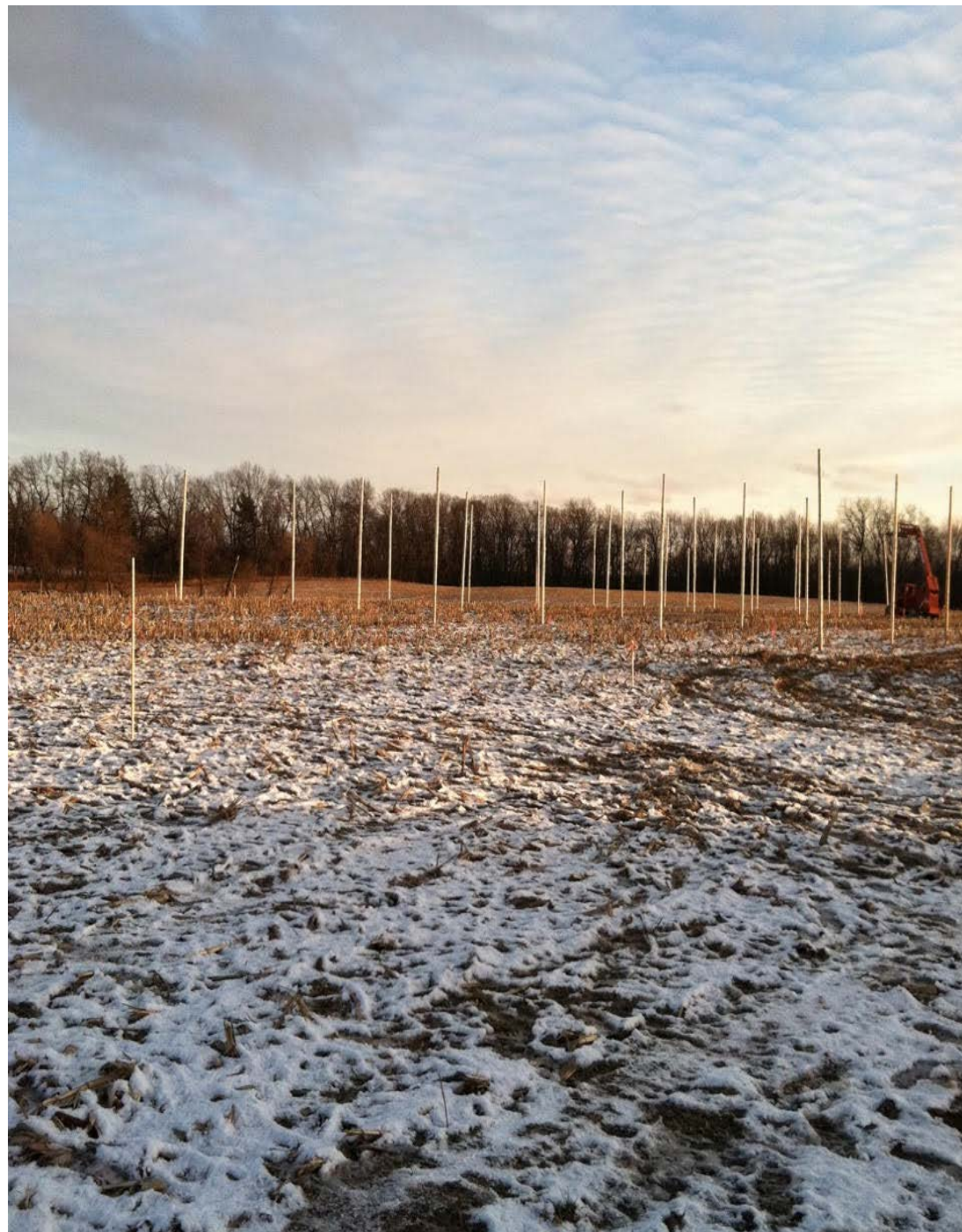
- **Subset of the Market Product That is Focused On**
- **A Small Market Segment**
- **A Job Position That is Very Suitable For Someone**



- **Relationships Build Success**
- **Grower / Brewer**
- **Both Perspectives Will Get You Where You Want to Be**

N

- **Never Grow Before You Know**
- **G: Clear Specific Goals**
 - Learn – Research
- **B: Interview Brewers**
 - What Varieties Do They Use?
 - The Demographics of Your Area
 - How Many Pubs in your County
 - State and Surrounding States





- **Integrity**

- **G: Reputation – Image**
 - Always Improving
 - Nothing is Impossible
 - Inner GPS
- **B: Importance of Ingredients**
 - Hops
 - Grain
 - Water
 - Yeast



C

- **Customer Satisfaction**

- **G:** Clearly Identify Your Ideal Customer
 - What Can You Do To Satisfy Their Needs
- **B:** Open Farm To Tours
 - Breweries And The Public
 - How Much A Brewer Uses In A Year
 - Price Point







H

- **Harvesting Quality**
- **If It Is Brown Flush It Down**
- **G:** Be Willing To Not Bring Crop To Market If Not 100% Quality
 - 1 Bad Bale Has More Impact Than 100 Good Ones
 - Its Your Reputation!!
- **B:** The Brewers Nose Knows!!
 - Dank – Skunk – Onion – Cat Urine
 - Can't Make A Bad Cone Look Good As A Pellet





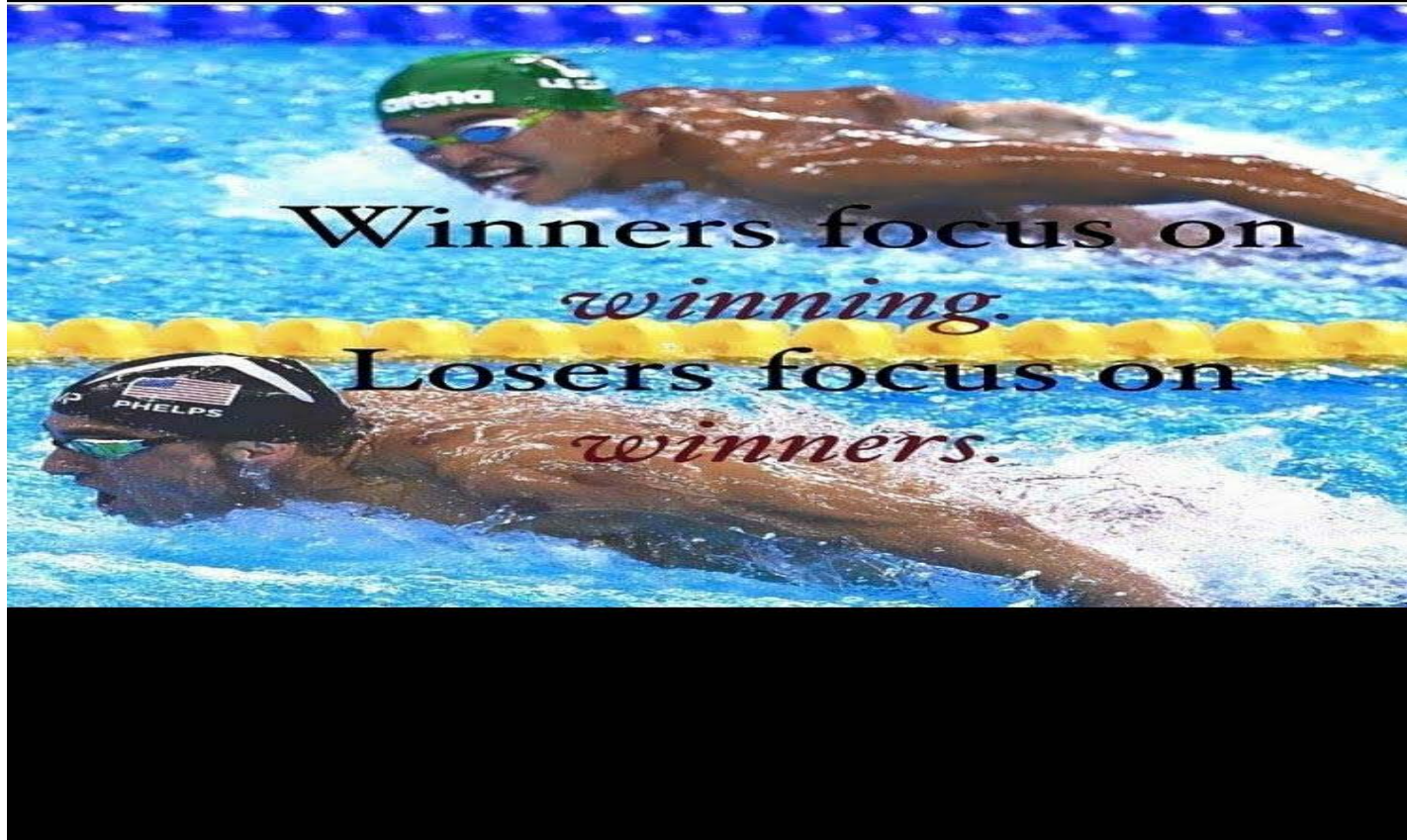
E

- **Excellence Through Education – Everything Counts**

- **G: Must Become Absolutely Excellent At What You Do**
 - Attend Every Seminar Possible
 - Visit Other Farms – Come Together
 - Learn From Each Other
- **B: Farm Ready For A Tour**
 - Someone Might Just Drop By!

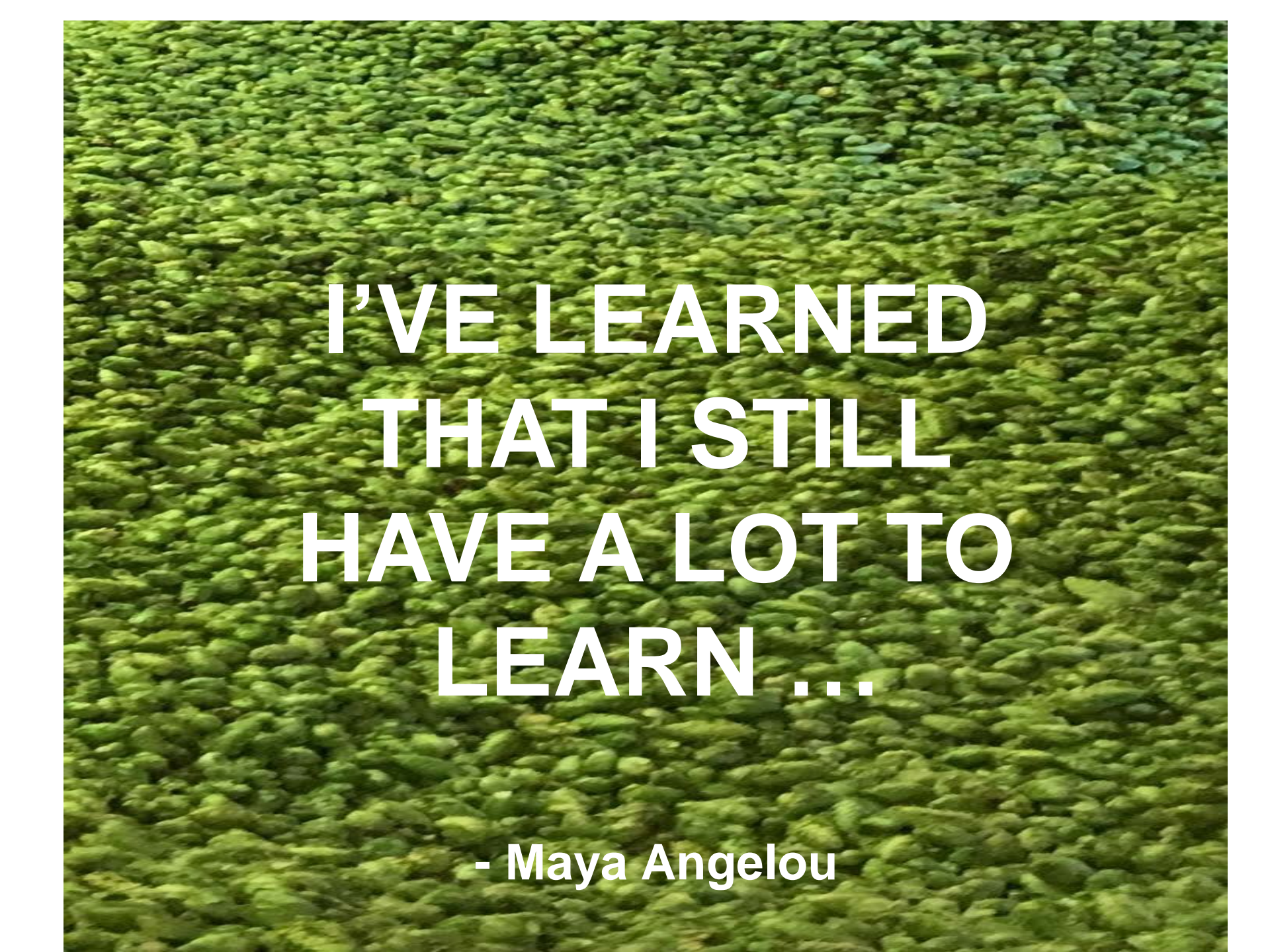






Never Fear Your Competition!

- It Takes Energy To Look At Others That Are Succeeding
It Takes Away A Mind Set Of Achieving Your Goals!



**I'VE LEARNED
THAT I STILL
HAVE A LOT TO
LEARN ...**

- Maya Angelou

NICHE

- **N**EVER GIVE UP
- **I**NTEGRITY – BE KNOWN FOR IT
- **C**USTOMERS DESERVE YOUR BEST
- **H**ARVEST QUALITY – ACCEPT NOTHING LESS
- **E**XCELLENCE – IF YOU HAVE BEEN GIVEN – GIVE – IF YOU HAVE BEEN TAUGHT TEACH

**THEN IN A NICHE MARKET
WE CAN ALL WIN!!**

