



THE TEC REPORT

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TEC Program Administration Moves In-House

In 2007, HGA's operations were consolidated with the Washington Hop Commission. Due to the Commission's small staff of two, HGA relied on outside contractors to carry out much of the Trade Education and Communications program. However, over the past 3.5 years, strategic staff expansion has added three new people to our team: Jaki Brophy in 2015, Rachel Becker in 2017, and most recently Jessica Lucas in Fall of 2018. These expansions have allowed many responsibilities and tasks, previously held/done by contractors, to be shifted in-house with the expectation of more to come. This enhanced HGA's ability to make ongoing improvements to the efficiency, scope, and effectiveness of TEC programs while conserving grower funds that support these educational and promotional efforts.

Jaki Brophy joined the team in mid-2015 as the new Marketing and Communications Director. She worked closely with contractors for the first 18 months to learn the program while transitioning management for TEC activities in-house. This included working with an external advisor to facilitate strategic planning with the HGA Board of Directors and key stakeholders. Those efforts identified priorities for market expansion as federal grant funding allows. In 2018, she

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The TEC (Technical Education & Communication) Report is a newsletter written by HGA staff to keep the U.S. hop industry up to date on HGA's international promotional efforts. This is an internally managed and executed program with the help of contractors for grant applications and reports, and also financial/compliance reporting and tracking. HGA also has in-market representatives in Europe, for on-the ground support and local expertise. The program is managed by Jaki Brophy with the guidance of the HGA Board of Directors and Ann George. If you have questions on the program, please contact Jaki Brophy (509-453-4749; jbrophy@wahops.org).

successfully transitioned program management in-house and launched expansion into two new markets, Brazil and Australia. Additional funding will determine the level of involvement for the new markets. However, HGA did receive the largest percentage increase last year of all USDA-FAS (USDA-Foreign Agricultural Service) cooperators thanks to in-house changes. It should be noted, that while this increase was certainly helpful, HGA's budget is still small and cannot support all desired activities at this time.

A focus on Pan-Europe and Global programs continue. In addition to European brewing school seminars and the BrauBeviale/Drinktec trade shows (held in Germany), Global efforts also include the Craft Brewers Conference and BrewExpo®. A new activity, HGA's German IPA Contest, was added in 2016. This contest was extended to all of Europe in 2018. Brewing seminars also expanded this year with a total of 5 held year-to-date in Europe: Doemen's and TU Berlin in June with Jennifer Talley; CERIA in Brussels with Steve Dresler; and Heriot-Watt in Edinburgh, plus Weihenstephan with Mathew Brynildson this November, the week prior to BrauBeviale. In addition, HGA hosted their an-

nual U.S. craft beer tasting seminar at BrauBeviale, and three presentations by Steve Dresler at the Warsaw Beer Festival in October. Adding in an HGA U.S. Hops presentation in Sydney Australia at BREWCON, a total of 10 seminars will have taken place this year.

Rachel Becker's addition as Event Coordinator in early 2017 allowed HGA to transition the management of program execution in-house. This resulted in downsizing contracts to include only the federal grant proposal and annual progress report, along with financial management and federal audit compliance. This allows staff direct working relationships with overseas representatives and in-house logistics management.

Jessica Lucas joined our team in September 2018 as Finance and Compliance Specialist. She is working with HGA's current financial/compliance contractors to transition these activities in-house in 2019. Jessica will provide all of HGA's accounting and regulatory compliance activities, as well as providing other organizations and programs managed by the team with compliance and audit support.

Warsaw Beer Festival

October 25-27th, 2018 | Legia Warsaw Municipal Stadium, Warsaw, Poland



Steve Dresler, Festival Founders and Attendees on the opening night of the Warsaw Beer Festival on Oct 25th.



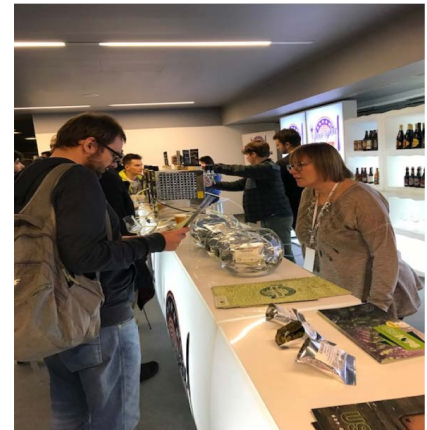
Steve Dresler and Festival Founders in Press/Bloggers Conference.



A festival attendee smells freshly opened U.S. hop pellets.

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Hop Growers of America, in partnership with the US Embassy – Warsaw Foreign Agricultural office, hosted a United States hop booth at the 9th Annual Warsaw Beer Festival, October 25-27. The festival sees 13,000 attendees from all over the European Union. Hop Growers of America sent 430 lbs. of hop samples, repacked into 1oz foils of Cascade, Centennial and Chinook. These samples were handed to festival attendees consisting of brewers both large and small. This booth was very popular thanks to Poland's current emerging craft brewing market with a heavy focus and interest on American beer styles. As with all HGA events, materials were handed out to each booth visitor that received hop samples. These materials consisted of the Merchant Guide & the Variety Snapshot, giving festival attendees information on where they can purchase U.S. - grown hops, plus additional information highlighting the advantages of the U.S. hop industry. FAS Warsaw worked separately with the Brewers Association in having U.S. craft beer on draft for festival attendees so they were able to experience hops and beer in one setting.



Jolanta Figurska, Senior Agricultural Marketing Specialist at U.S. Embassy-Warsaw talks to a festival attendee as he looks at HGA's Variety Manual.



Brewer with Centennial hop samples.

Hop Growers of America and FAS-Warsaw contributed to the attendance of Steve Dresler, retired Sierra Nevada Brewing Co. Brewmaster. Steve Dresler, along with FAS Warsaw, partook in the opening of the Ameryka od Kuchni Stand (ribbon cutting ceremony) and staffed the booth, answering questions from curious international brewers. Steve Dresler led 3 U.S. hop seminars, providing in-depth educational opportunities for brewers about the utilization and unique specialties of US hops. Hop Growers of America thanks FAS-Warsaw for a successful partnership in such a well-attended event and looks forward to receiving more information on the Festival's program when it becomes available.

FAS Partner Events

Approximately every year or two, HGA is asked to participate in an Embassy event through US-DA-FAS (Foreign Agricultural Service), celebrating the presence of the U.S. and its agricultural products in another country. Along with some general promotional materials, sensory samples are on-hand among a number of other commodities from the U.S., for dignitaries and other international audiences to discover and celebrate. However, in 2018 HGA was approached by two different FAS locations – the Warsaw office and the Prague office – to partner on USA Hops promotional and

educational events. For Warsaw, Steve Dresler, retired from Sierra Nevada, presented 3 seminars similar to what we do for our brewing school seminars, but at the Warsaw Beer Festival. In Prague, Matt Brynildson of Firestone Walker will be inserted a third seminar between Edinburgh and Munich the week prior to BrauBeviale. For this event, HGA was even more showcased as the entire event was a technical USA Hops brewing seminar for professional brewers in the Czech Republic. Essentially, it was a replicate of our Brewing School Seminars but in front of a trade audience. Additionally, be-

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sides the fact that these are good events to cooperate with different Foreign Agriculture Service, (the funding agency for the HGA TEC program) offices on, they are also great activities which are, for the most part, paid for by the cooperating of-

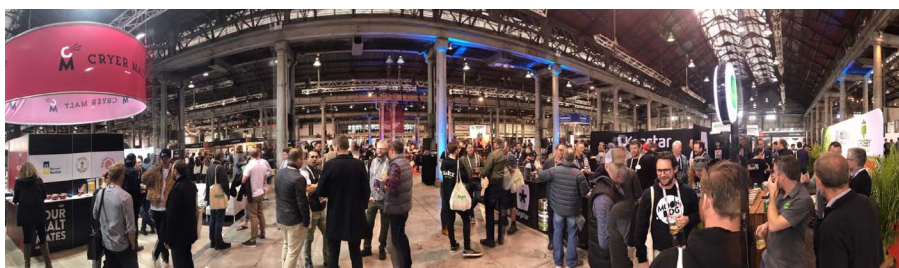
fices and organized by FAS employees in cooperation with HGA staff. For the marginal costs that remained, HGA covered them with Market Access Program and Quality Sample Program funds from USDA-FAS.

HGA Attends BREWCON



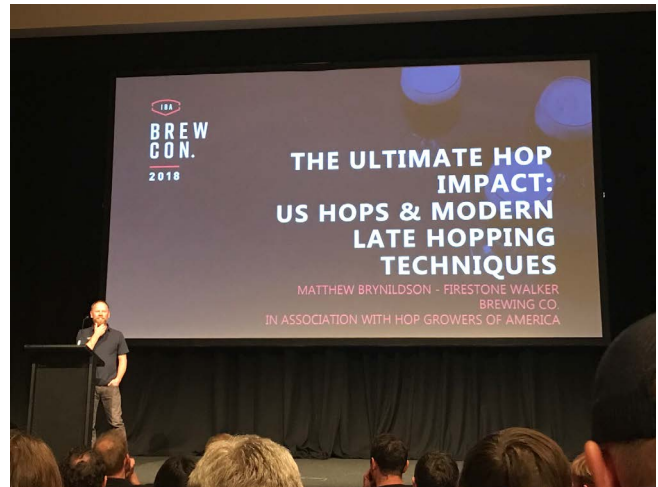
After strategic planning sessions with the HGA Board identified both Brazil and Australia as desirable new target markets for the TEC program, Jaki Brophy attended Brasil Brau in the summer of 2017 for additional exploratory information on the market and also to witness the trade show first hand to best plan for future involvement (should budget and program priorities allow). Repeating the same exercise in 2018 for BREWCON – a similar (albeit smaller) event to CBC held in Australia by the Independent Brewers Association (Australian-based & focused group akin to the Brewers Association), this trade show was visited to

assess for future involvement. In addition, Matt Brynildson also attended on behalf of HGA to deliver an official Hop Growers of America talk. Typically, all branded talks were given on the trade show floor, but due to the excitement of the speaker, HGA's presentation was integrated into the seminar schedule. This trip and presentation was paid for utilizing Market Access Program funds from USDA-FAS.



Tradeshow in Australia

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Matt Brynildson spoke on behalf of HGA at BREWCON to deliver an official Hop Growers of America talk.

IPA Contest



Originally starting as our German IPA contest in 2016, this activity has now expanded to be the European IPA contest, allowing stiffer competition to come in from other European countries and dropping out some of the previously lower scoring German breweries. In addition to expanding the eligible countries, two more beer styles were added as options to the previous (and still eligible) style of West Coast IPA: East Coast IPA and IPL – India Pale Lager. Due to the popularity of East Coast IPA’s, HGA wanted this to be an option if brewers wanted to tackle this style. As West Coast IPA’s were more familiar and the original style of the contest, plus

a requisite style of any craft brewery, we also wanted to keep this “on the menu” for the competition. Lastly, with lagers being a more familiar style to the region, HGA thought adding IPL’s would be an easier transition for some breweries wanting to create hop-forward recipes that were still more comfortable brewing lagers, and also an easier transition for some of their customers with a lager-leaning palette.

All participating breweries will be submitting their beer to HGA by sending their beer to HGA’s BrauBeviale booth. Judging will take place offsite, and winners will be announced at the end of the U.S. Craft Beer Tasting Seminar. Participating breweries for 2018 are: Weird Beard Brewing (UK); Raven Brewery (Czech Republic); Bocks Corner Brewery (Finland); Dogma Brewery (Serbia); Toccalmatto

Hops
Chinook
Cascade
Centennial
Amarillo®

Brewery (Italy); Störtebecker Brauerei (Germany); Crew Republic (Germany); Kehr wieder Brauerei (Germany); Lemke Brauerei (Germany). Hops provided for the 2018 contest were: Chinook, Cascade, Centennial, and Amarillo as the proprietary hop.

The success of this activity is starting to show in retail locations and top beer lists in Germany - see additional handout of HGA's success story as submitted to USDA.

To incentivize participants, HGA has offered for the past two years a trip to Yakima during harvest for two people from the winning brewery. These costs are not eligible to be paid for by grant funds. This year, HGA is offering a new prize to contest winners: two Skype consultations where the winning brewery can send beer of their choosing to one of HGA's Brewmaster consultants for feed-

back, and a follow-up session for final comments. While these costs are still not eligible to be paid for by our USDA grant, they are more cost effective than a trip for two to Yakima, and still provide incentive and service that continues to contribute to the overall program. This activity is paid for utilizing Market Access Program and Quality Sample Program funds from USDA-FAS, plus grower funds.



Craft Brewers Conference and BrewExpo



Craft Brewers Conference and BrewExpo took place this year in Nashville Tennessee from April 30 – May 3. This year, CBC BrewExpo saw nearly 14,000 visitors, with HGA's booth connecting with 1,700+ of those attendees. Marking the fifth year of participation for HGA, new changes took place this year, with a hardshell booth (on a budget – it was technically a decorated storage closet!) for a more professional and consistent appearance with our other international booths. Further changes include dropping the hospitality room to put resources towards a more suitable effort with an education focus as opportunities arise to better align with HGA's program strategy.

The hops featured this year were Cascade, Cashmere, WSU 11059-059, Pekko®, and Citra®. Stone Brewing Company brewed all of our beers this year, making a single hop Cashmere IPA, single

hop WSU11059-059, and then an IPA with Citra® and Pekko®, and another IPA with Cascade and Cashmere. The beers were very popular and added to the excitement of the booth. Some attend-

Hops	Beer – IPA's
Cascade	Cashmere
Cashmere	WSU 11059-059
WSU 11059-059	Cascade & Cashmere
Pekko®	Citra® & Pekko®
Citra®	

ees had discovered Cashmere for the first time, and the proprietary and public experimental hops created a lot of interest as well. Each attendee who received a sample was scanned to capture booth data for follow-up, and received materials

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on the hops they received. This included the Variety Snapshot for information on other hops and the U.S. hop industry overall, and most importantly, a Merchant Guide with a list of options so they could find a supplier to purchase more.

Thank you to our wonderful grower delegation: Tyler and Michaela Carpenter of Carpenter Ranches, WA; Lori and Derek Pavlicek of 4B Farms, OR; Austin Smith of B&D Farms, OR; Micah Chase of Coleman Ag, OR; and Brian Bolduc of Goschie

Farms, OR. Thank you also to Michelle Palacios of the Oregon Hop Commission for volunteering her time as well.

For 2019, a partnered program between HGA and other industry partners is being discussed. Details to be announced upon confirmation and final budget approval. CBC BrewExpo activity is paid for utilizing Market Access Program and Quality Sample Program funds from USDA-FAS, plus grower funds.



Upcoming...

Brau Backdrop



With a year-end heavy TEC schedule, many activities are still to come this fall. As per usual tradition, the week prior to BrauBeviale includes Brewing School seminars at the International Centre for Brewing and Distilling - Heriot-Watt University in

Edinburgh, Scotland; and also at Weihenstephan Technical University Munich. In addition to these two seminars, an additional third seminar was added in to the week's schedule in Prague, for a trade-focused event held in partnership with FAS

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(see FAS Partner Events). Matt Brynildson, Brewmaster for Firestone Walker, will be the speaker for these seminars. They take place on November 6, November 8, and November 7, respectively. Hop Growers of America participates in BrauBeviale once again, the trades show running from November 13 – 15. This year, HGA will have a sensory station with 15 U.S. varieties on display, and an additional station acting as a bar with beers from the U.S. corresponding to the hops on display. Additionally, HGA will again be hosting a U.S. Craft Beer tasting on Wednesday, open to 150 attendees of Brau and also led by Matt Brynildson. Already, our German marketing representatives from mk2 report that sign ups are ahead of future years and

they anticipate the event to be booked up early in the first day of Brau. At the culmination of the tasting, awards will be presented for the European IPA contest – previously the German IPA contest – now in its third year of competition (see An IPA Contest - Mostly). The majority of these activities will be paid for utilizing Market Access Program and Quality Sample Program funds from USDA-FAS.



Public Hop and Beer Lineup

Hop	Beer
Cascade	Sierra Nevada Brewing Co. / Pale Ale
Cashmere	Wander Brewing Co. / Ground Hop Day
Centennial	Founders Brewing Co. / Centennial IPA
Chinook	pFriem Family Brewers / IPA
Comet	Georgetown Brewing Co. / Lucille IPA
Crystal	Ninkasi Brewing Co. / Total Domination IPA
CTZ	Firestone Walker Brewing Co. / Union Jack
Nugget	Odell Brewing Co. / 90 Shilling
Tahoma	<i>No known canned or bottled beer available</i>
Willamette	Widmer Brothers Brewing Co. / Deadlift Imperial IPA

Proprietary Hop and Beer Lineup

Hop	Beer
Amarillo ®	Founders Brewing Co. / All Day IPA
Belma ®	Seismic Brewing Co. / Shatter Cone IPA
Citra ®	Lawson’s Finest Liquids / Sip of Sunshine
El Dorado ®	Sierra Nevada Brewing Co. / Tropical Torpedo
Simcoe ®	Bale Breaker Brewing Co. / Topcutter IPA