



# FY2021

## HOP INDUSTRY ANNUAL REPORT

Revised April 2022





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# 2021 A LOOK BACK



## A Look Back With Board President Jason Perrault

Yes, 2021 happened. It goes without saying that it was a year marked by challenges. Among others the continuing pandemic, wildfires, and heat domes, on top of inflationary pressure and supply chain issues have created difficulties never faced by many of us. Not all at once anyway. Indeed, we are not defined by the challenges we face, but rather how we react to them.

This report details HGA's proactive reaction to the challenges collectively facing our industry today and the organization's efforts to better position the U.S. hop grower for success in the future. The core efforts in promotion, sustainability, collaboration, and education are stronger than ever. These efforts were bolstered by a stellar team led, in her final year as Executive Director with the HGA, by Ann George. We cannot thank Ann enough for her 35 years of dedicated service to USA hops. While Ann has officially announced her transition into retirement, she has assembled a top-notch team with the skills and motivation needed to carry the HGA into a bright future.

A quote regarding the purpose of HGA in this report stands out to me, "Hop Growers of America (HGA) is a trade organization striving to cultivate resiliency in the American hop industry..." From the information contained herein it is clear to me that after 64 years of existence the HGA is proudly accomplishing this goal through acknowledging the shared challenges in front of us and supporting programs that will strengthen our ability to face them.

Sincerely,

Jason Perrault

# 2021 BOARD OF DIRECTORS

## EXECUTIVE BOARD

**Jason Perrault, President | Washington**

**Oliver Schroeder, Vice President | Idaho**

**Jared Favilla, Secretary-Treasurer | Washington**

Nathan Jackson | Idaho

Brent Christensen | Michigan

Christopher Holden | New York

Blake Crosby / Austin Smith | Oregon

David Henze | Oregon

Kyle Shinn | Washington

Trishia Gasseling | Washington



# 2021 HIGHLIGHTS

**SERVING THE US HOP INDUSTRY FOR 64 YEARS:** Incorporated in 1957, Hop Growers of America seeks to increase global utilization of U.S. hops by facilitating communication between hops growers, merchants, and brewers on the quality, variety, and tradition of hops produced in the United States.

**65TH ANNUAL AMERICAN HOP CONVENTION ~ VIRTUAL EDITION:** With the cancellation of in person events and the pivot to a virtual platform, HGA was able to organize and carry on a longstanding tradition of bringing together the U.S. Hop Industry and it's partners for the benefit of all. *Learn more on page 11*

**VIRTUAL CONGRESSIONAL VISITS:** HGA, Hop Research Council and state hop grower associations from Washington, Oregon and Idaho met with Members of Congress and their staff virtually in lieu of the traditional "Fly-In" to Washington, DC. *Learn more on page 12*

**TEC PROGRAM ACTIVITIES:** Despite the ongoing pandemic, the Trade Education and Communication program was still able to implement trade activities in the selected, target markets. Some of these activities included virtual technical educational seminars, brewing contests, a first ever collaboration with another US commodity, and an in-person trade show. *Learn more on pages 16-20*

**THE SEMINAL LIFE CYCLE ASSESMENT:** The Hop Growers of America Best Practices Committee launched a Life Cycle Assessment for Hops to begin the process of quantifying climate impacts and sustainability metrics for the crop. *Learn more on page 13*

**GLOBALG.A.P. TRAINING & REVIEW:** In July, growers and managers from across the Pacific Northwest gathered at a Yakima Valley (WA) farm to review the GLOBALG.A.P. Hop Subscope Checklist.

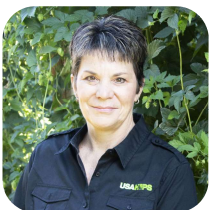
**NEW BREWER - US HOP HARVEST REPORT:** Each year Hop Growers of America is invited to contribute the U.S. Hop Harvest Report to the Brewer's Association *New Brewer Magazine*. The winter issue routinely examines the raw materials supply chain and delivers updates on barley and hop harvests on a national and global scale.

**NEW VIDEOS HIGHLIGHT THE HOP INDUSTRY:** HGA spent the harvest season coordinating the development of new videos to share the story of the U.S. Hop Industry. *Learn more on page 10*

# Administrative Transition

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**After 35 years of unprecedented service to the hop industry, Ann George stepped down as Executive Director on January 1, 2022. Ann will continue to serve HGA as Director Emeritus until she officially retires on December 31, 2022.**



## **Ann George, Executive Director, Emeritus**

Ann George has served as the Executive Director of the Washington Hop Commission and Hop Growers of Washington since 1987. She has also fulfilled this role for Hop Growers of America since 2007. During her 34 years of service to the hop industry she was instrumental in the formation of the US Hop Industry Plant Protection Committee and international regulatory harmonization program, HGA Best Practices Committee and Good Bines educational platform. In addition to general program and office oversight, budgeting and planning for these three organizations and their committees, Ann manages Science and Technical programs, political and regulatory efforts, and has secured numerous grants to expand the hop industry's resources. A graduate of Washington State University, Ann holds a Bachelor of Science degree in Animal Science.

**Ann is committing the final year of her tenure towards training the two positions assuming her responsibilities:**



## **Jessica Stevens, Executive Director**

Jessica Stevens is the Executive Director of Hop Growers of America. Jessica joined HGA in 2018 and most recently served as Chief Financial Officer, in this role ensuring compliance and operational efficiency for all programs of the organization. With extensive experience in contract management as well as an impeccable record overseeing millions of dollars in funding from the National Science Foundation, Department of Education, and United States Department of Agriculture, Jessica provides strategical and fiscal management for the U.S. hop industry's international marketing efforts, pesticide harmonization initiatives, and agronomic research projects. A proud veteran of the U.S. Navy, she holds a Bachelor of Arts Degree in Business Administration with a specialty in Accounting from Washington State University.



## **Maggie Elliot, Science & Communications Director**

Maggie Elliot joined Hop Growers of America in June of 2021 as the Science and Communications Director. In this role Maggie leads U.S. hop industry initiatives to register, harmonize, and maintain plant protection measures, operates the HGA Best Practices committee to promote data-driven and ecologically sound management strategies to producers, and assists in the procurement and designation of research funding to support industry advancement. Maggie also distributes trade publications, administers grower outreach, and manages press inquiries. A native of the Yakima Valley, she holds a bachelor's degree in Agricultural Science, Communications, and Leadership from the University of Idaho as well as master's degree in Agricultural Communications from Texas Tech University.

**To view a full list of staff, please refer to page 22.**

# About Hop Growers of America

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**Hop Growers of America (HGA) is a trade organization striving to cultivate resiliency in the American hop industry by facilitating collaboration among growers, merchants, and brewers to empower producers with the research, policy, and marketing tools to remain as world-leading stewards of their land and communities.**

## **HGA supports several programs strengthening the U.S. hop industry:**



The Best Practices Committee operates to connect industry members to reputable approaches to farm management. The committee provides educational platforms and funds research to develop novel advancements to inform the operational decisions of producers.

The Trade, Education, and Communications Program (TEC) builds long-term global demand for U.S. hops. Through the TEC program HGA shares the story of how U.S. producers responsibly grow high-quality hops with the international brewing community at trade shows, technical seminars, and IPA Contests.

The U.S. Hop Industry Plant Protection Committee (USHIPPC) assists producers in navigating pest management issues by directing the delivery of plant protection tools. The committee also endeavors to harmonize international standards and secure trade access for U.S. hops abroad.

The Liaison Committee coordinates hop inspection activities between Washington, Idaho, and Oregon's respective state inspection labs, the USDA, and industry partners to ensure consistent and accurate inspection practices, bale labeling, and reporting measures.



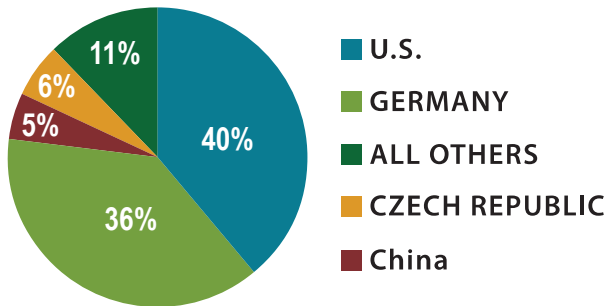


# Industry At A Glance

Hop Growers of America collaborates with federal, state, and industry partners to compile statistics that provide a clear view of the U.S. hop industry.

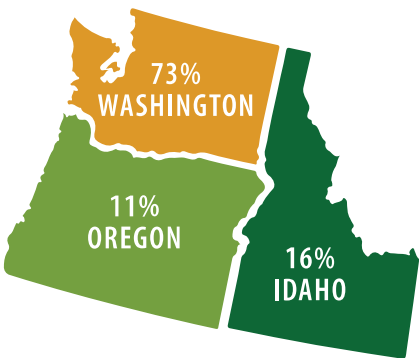
## WORLD HOP PRODUCTION

The United States provides 40% of the world's hop supply.  
2021 brought a record U.S. harvest of 116.5 million pounds.

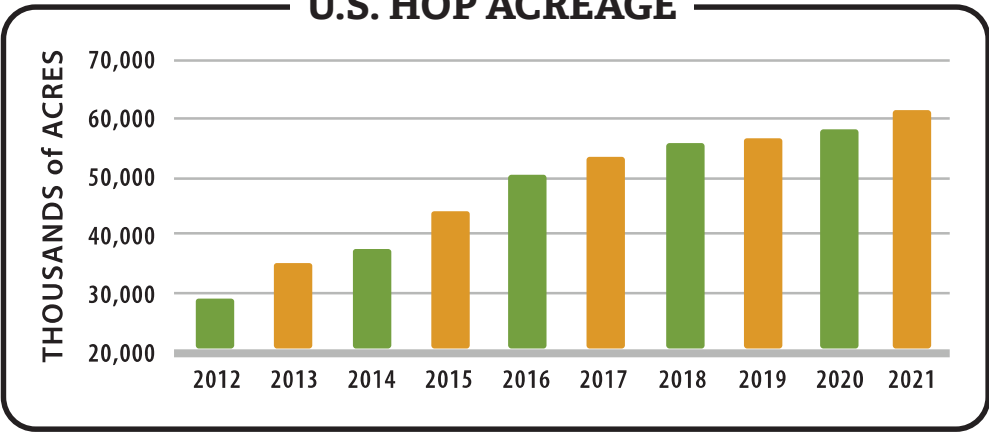


## PNW PRODUCTION BY STATE

The Pacific Northwest states of Washington, Idaho, and Oregon  
account for 98% of U.S. hop production.



## U.S. HOP ACREAGE



# Communications // Outreach Platforms - Newsletters & Website

2021 was a year of inaugural newsletters and new technical resources for the HGA website.

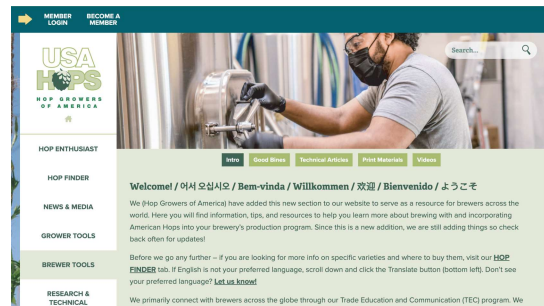
In February HGA released the first edition of the **Good Bines Biannual**, a publication committed to underscoring the environmental stewardship practices of the U.S. hop industry, featuring latest research developments, educational resources, and connections with third party certification programs.



November brought the seminal release of **Protection Press**, an industry publication dedicated to spotlighting updates concerning domestic pesticide registration, innovative approaches to integrated pest management, and notable trends regarding international pesticide harmonization. The next edition of Protection Press will be distributed in April 2022.

In 2021 HGA launched a new **Brewer Tools** tab on [usahops.org](https://www.usahops.org). This tab is a space to direct brewers to merchants, our TEC schedule, information about brewing, and our hop sensory finder.

**Visit the Brewer Tools Tab Here!**  
<https://www.usahops.org/brewers/>



## USAHOPS.ORG

In 2021 Over 40,000 People Visited the USA Hops Website!

### TOP WEBSITE USERS BY COUNTRY



The most popular pages visited were:

Hop Sensory Finder (7,329 visits)

Overview of the Hop Industry (4,865 visits)

Use of Hops in Brewing (4,493 visits)

## Communications // Good Bines



Good Bines is an educational program administered by Hop Growers of America, designed to connect hop industry members to reputable approaches to farm management. Online modules spanning key production topics are available, including Food Safety, Water & Irrigation, Business Management, Soil Fertility, Integrated Pest Management, and Sustainability. Growers can complete self-assessments to become Good Bines certified and showcase their commitment to best practices.

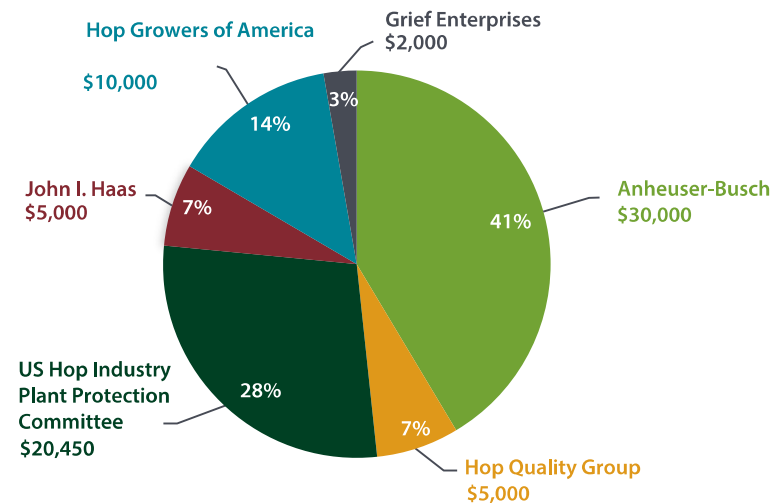
In an effort to recognize the time and resources invested in industry best practices, Hop Growers of America has sanctioned the use of Good Bines logos for use by hop growers. The logos will highlight completion of the Water & Irrigation, Food Safety and Risk Assessment modules. The logos are viable for one year and must be renewed on an annual basis, upon renewal of these three self-assessment modules (certificates of completion expire annually). Growers are welcome to utilize the logo on their institutional stationary, on-site facilities, websites, and promotional materials. To attain access to the logo each year, producers must submit all three Good Bines certificates of completion for the modules noted above OR active GLOBALG.A.P. compliance documents to Maggie Elliot at [melliot@wahops.org](mailto:melliot@wahops.org).

The Best Practices Committee, which funds initiatives such as Good Bines, is made possible by the generous contributions of our donors.

Contributions from Anheuser-Busch, Hop Quality Group, John I. Haas, and Grief Enterprises funded the U.S. hop industry baseline life cycle assessment. Find the LCA results on page 13.



### 2021 BEST PRACTICES FUNDING SOURCES





## Communications // New Industry Videos

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### **In 2021 HGA sanctioned the development of video assets for the U.S. hop industry.**

Working with the production agency Trivue Entertainment HGA developed a 5-minute video highlighting technological advancements in the hop industry. This 5-minute video will be uploaded to regional PBS affiliates in the spring of 2022 and air across the United States. The video, *Smart Farming in the Hop Industry* is contracted to receive at least 3 million viewings on PBS.

HGA also partnered with creative agency Digital Vendetta to create a video capturing realities of hop harvest in the Pacific Northwest. *Three Valleys* was entered in the 2022 Seattle Film Festival.

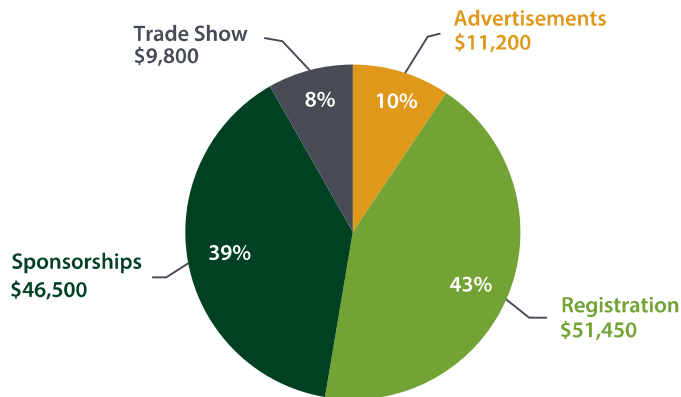
Digital Vendetta also produced a hop sensory video featuring Brewmaster Matthew Brynildson of Firestone Brewing Company. The video features Matt exploring the technical process of performing a hop rub, and will be integrated into outreach materials to reach the international brewing community.

These videos will be publically released on [usahops.org](http://usahops.org) under the Hop Enthusiast tab in early April of 2022. Follow HGA on social media for a few teasers of the new videos starting March 18.

# American Hop Convention

After 64 years of gathering the U.S. hop industry together in-person, in 2021 HGA made an unprecedented adaption to host the American Hop Convention virtually in light of a global pandemic.

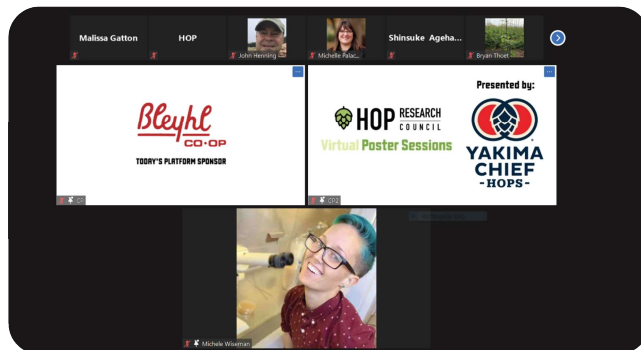
## 2021 CONVENTION REVENUE



Planning activities started out much like any other year. The host organization, Idaho Hop Growers Association assembled a committee, selected the location of Santa Rosa, CA, and partnered with the famed brewing entity Russian River Brewing. The planning committee was in the midst of creating an exciting program for the intended in-person event when the decision was made in October to pivot to a virtual format. It was also decided at that time that HGA would take over hosting responsibilities so that an Idaho hosted event could be rolled over to another year with in-person capabilities.

The virtual convention was hailed as a success. There were a total of 373 registrations for the event. Highlights included the annual Merchant and Brewer Panels, a USDA-ARS Breeders Roundtable Discussion, the always anticipated Cascade Cup, and many other informative sessions. One presenter mused that the Merchant Panel may have seen the highest attendance ever with a peak of 250 viewers, or approximately 70% of all registered participants.

Two standout benefits of holding the event on a virtual platform included the opportunity for those to attend that may not have been able to otherwise; and the ability of attendees to focus and absorb the content of each presentation in their home or office setting. We are thankful that despite the year's challenges, we were able to continue a long-standing tradition - 65 years! - of bringing together the U.S. Hop Industry and its partners for the benefit of all.



# Government Affairs

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**HGA collaborates with state hop grower organizations, Hop Research Council, as well as the Brewers Association and Beer Institute to advocate for federal legislative support.**

**In 2021 HGA conducted virtual visits with the entire Pacific Northwest congressional delegation, amassing meetings with nearly 40 offices. This effort broke a record for the most offices visited by HGA in a legislative session.**

## **The top six requests of the U.S. hop industry included:**

### **1 // USDA-ARS Hop Research - Hop Plant Health Initiative**

- FY 2021 the USDA-ARS was appropriated \$2.6 million for hop research.
- FY 2022: Continue current \$2.6 million appropriation to prioritize hop research to strengthen the supply chain for global demand of high quality U.S. hops and strengthen our Climate Smart production system.

### **2 // Wildfire and Hurricane Indemnity Program - Plus (WHIP+)**

- The 2020 wildfire season in the Pacific Northwest was one of the most destructive on record. In early September, high winds combined with continued dry weather caused the fast expansion of multiple wildfires and severe smoke conditions. Following harvest, 1 million pounds of hops with an estimated value of \$10 million were rejected due to smoke taint.
- The Wildfire and Hurricane Indemnity Program - Plus (WHIP+) compensates producers for loss due to natural disasters including WILDFIRES. The US hop industry supports the Congressional effort to renew WHIP+ for 2020 crops damaged by wildfire.

### **3 // Critical USDA Program Support**

- The National Agricultural Statistics Service
- FAS Foreign Market Development programs, including the Market Access Program and Quality Samples Program
- The FAS Technical Assistance for Specialty Crops Grant Program
- Specialty Crops Research Initiative and Specialty Crops Block Grant Program
- National Clean Plant Network

### **4 // Labor**

- The need for a reliable and legal source of workers is a top priority for the agriculture industry and we support the bipartisan Farm Worker Modernization Act.

### **5 // IR-4 Program**

- The IR-4 Project is a collaborative USDA-Land Grant University national research program to develop data required by US EPA to support the registration of crop protection products for specialty crops.
- IR-4's support of new registrations addresses gaps in specialty crop pest management.
  - New invasive pests
  - Loss of existing product registrations
  - Access to newer, reduced risk chemistries to improve impacts on climate, the environment, workers and consumers
- Increase funding from \$11.9m to \$20.0m during FY 2022

### **6 // International Trade**

- The EU's "hazard-based" pesticide evaluation system does not employ a "risk-based" scientific assessment as required by the WTO. As a result of the EU policy, numerous pesticides are being withdrawn from use in the EU and associated Maximum Residue Levels are being eliminated. This loss is adversely impacting the export of agricultural goods to the EU, including hops. We urge Congressional support of US trade negotiators to address this issue.



# Research Initiatives // U.S. Hop Industry Life Cycle Assessment

In 2021 HGA performed a baseline Life Cycle Assessment (LCA), the first study representative of the entire U.S. hop industry. This study measured the environmental impacts of hop production spanning the production process from cultivation, to pelletizing. The LCA examined the carbon footprint, land use, and water consumption of hop production.

The information attained from the LCA affords the industry with empirically reliable data to share with brewing customers and offers baseline statistics to track progress. The analysis also reveals potential areas of efficiencies for producers, allowing HGA to prioritize the most impactful research initiatives for the industry

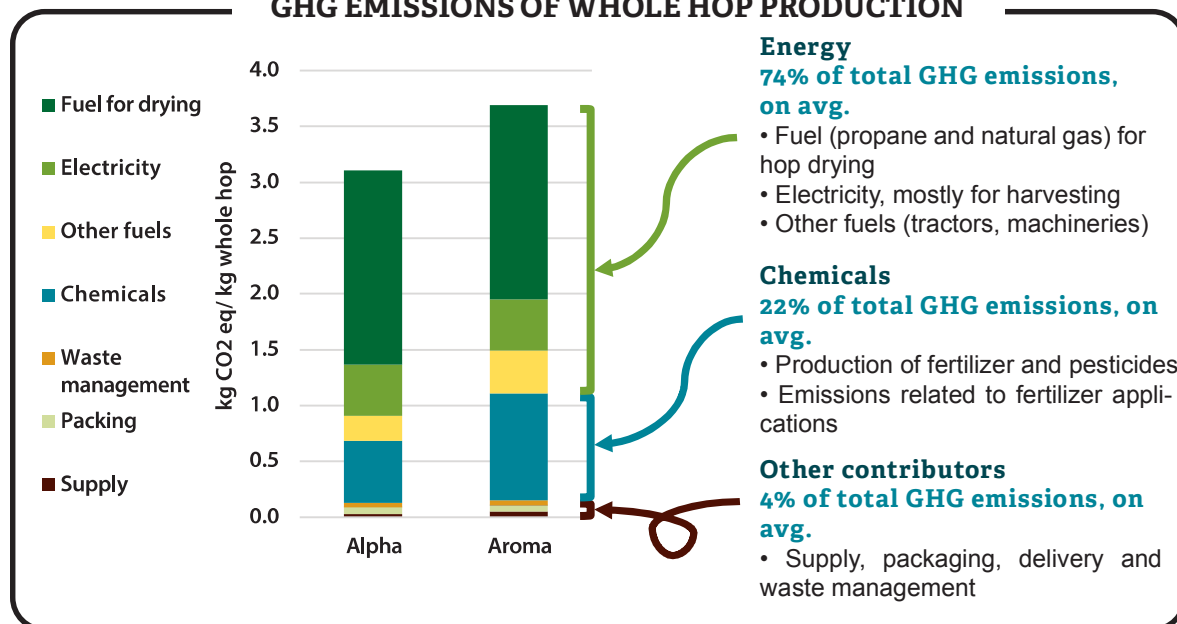
## LCA Results

- 3.1 kg CO<sub>2</sub> eq. is generated by the production of 1 kg alpha dried whole hop cones
- 3.7 kg CO<sub>2</sub> eq. is generated by the production of 1 kg aroma dried whole hop cones
- 3.5 kg CO<sub>2</sub> eq. is generated by the production of 1 kg alpha hop pellets
- 4.1 kg CO<sub>2</sub> eq. is generated by the production of 1 kg aroma hop pellets



These greenhouse gas emissions are the equivalent of an 8-9 mile drive in an average passenger vehicle.

## GHG EMISSIONS OF WHOLE HOP PRODUCTION



## Moving Forward

The data from this LCA will serve as a foundation for a carbon sequestration study conducted in 2022 exploring the biological potential of hops to secure carbon from the atmosphere. The project will also examine best practices producers can implement to maximize carbon sequestration potential.

As this study revealed 48% of the greenhouse gas emissions from U.S. dried whole cone hop production are generated during the drying of hops, future research exploring kilning modifications to increase efficiencies may support producers' efforts to conserve energy and spend less money on fuel costs.

Thank you to our participants!

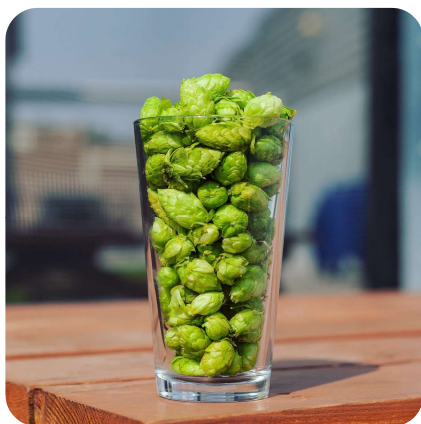


Fun Fact: 1 kg of hops flavors over 100 pints of IPA

# Research Initiatives // USHIPPC Projects

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**HGA contributes funding and holds representation on the U.S. Hop Industry Plant Protection Committee (USHIPPC). This committee assists in the delivery of plant protection tools by developing the data needed to facilitate the registration of crop protection products and also endeavors to harmonize international standards, securing trade access for U.S. hops abroad. The committee directed several key accomplishments in 2021:**



## **Korean MRL's**

The full implementation of the Korean MRL Positive List System launched on January 1, 2022, meaning all temporary MRLs expired and the default tolerance of 0.01 ppm will apply in the absence of a permanent MRL. With the assistance of U.S. Hop Industry Plant Protection Committee contractors Bryant Christie, Inc., the U.S. hop industry has been actively engaged seeking to establish as many permanent hop MRLs as possible. Through a Washington State Specialty Crop Block Grant the industry has been able to support import tolerance applications for priority substances where the registrant decided not to pursue an import MRL.

As of December 31, 2021 there are 53 MRLs that either have permanent hop MRLs or the default tolerance is enough to address trade. In addition, there are 2 proposed MRLs, and 5 import tolerance applications that are currently under review. USHIPPC expects additional hop MRLs to be established ahead of the full system implementation.

## **IR-4 Food Use Workshop Successes**

The IR-4 Food Use workshop was a sweeping success this year as hop industry researchers Doug Walsh (WSU entomologist) and Marcelo Morietti (OSU weed scientist) secured both studies submitted by the U.S. Hop Industry Plant Protection Committee. Next year residue studies will commence on tiafenacil, a herbicide targeting Canada thistle, Italian ryegrass and kochia, as well as the insecticide/acaracide spidoxamat which poses promising control of hop aphids and two-spotted spider mites. Dr. Moretti also put forth a proposal to IR-4's "Integrated Solutions" program to enable varying use patterns for the herbicide Rely (glufosinate), an effort that potentially result in lower or non-detectable residues.

Only 38 residue studies were funded nationally, and the hop industry's achievement of assuring both projects speaks volumes to the quality and effectiveness of our programs and scientists.





## Research Initiatives // USDA-ARS Public Hop Breeding

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**December of 2021 brought the highly anticipated release of USDA-ARS public hop variety “Vista.”**

This variety was open pollinated by USDA-ARS geneticist Dr. John Henning at the Corvallis, Oregon Experiment Station in 2006.

Formerly known as 2006009-074, Vista is a high-yielding, seedless, aroma variety maturing relatively late in the growing season and is ready to harvest approximately the third week of September. Early brewing trials indicate Vista contributes aromas of gooseberry, white wine, peach, honeydew, and papaya.

HGA is thrilled to feature this new variety at the Craft Brewers Conference and BrewExpo® in May of 2022.





# Global Market Development - Overview

The Trade Education and Communication (TEC) program's primary objective is to increase trade awareness, global utilization, and demand of U.S. hops. To accomplish this, HGA implements a variety of targeted trade activities each program year. These include but are not limited to: brewing contests, key trade shows, and technical – educational seminars led by renowned Brewmasters for both student and professional brewer audiences alike.

Despite the year's challenges, HGA's quick pivot to virtual event formats likely helped minimize the impact of the ongoing pandemic on general awareness and demand levels for U.S. hops.

94 percent of the Trade Education and Communication's program funding is awarded through USDA-Foreign Agricultural Services (FAS) Market Access (MAP) and Quality Samples (QSP) grant programs.

## EXPORTS:

### Pan Europe

U.S. hop exports reached approximately 7,652 MT with an estimated value of **\$159,329,898**.

This represents:

- **11% increase** by volume
- **20% increase** by value from 2020

### Brazil

U.S. hop exports reached approximately 1,760 MT with an estimated value of **\$36,652,255**.

This represents:

- **28% increase** by volume
- **Almost 15% increase** by value from 2020

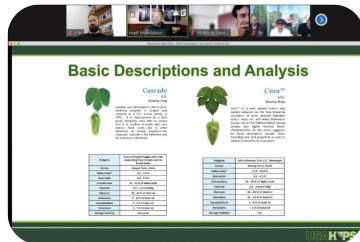


**13** Total Activities: **9** Hop and Brewing Educational Seminars // **2** Brewing Contests // **1** Trade Show // **1** Cicerone Led Food/Beer Pairing

# Global Market Development - European Union

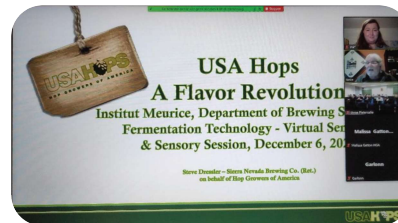
In Europe, HGA continued to build its relationship with the region's most influential brewing schools and local craft breweries by conducting 5 virtual technical seminars, a brewing contest, and a first-ever collaboration with the Alaska Seafood Marketing Institute. All activities were organized as a joint effort by HGA and in-market contractor mk-2, in cooperation with the brewing school professors, U.S. Brewmaster speakers, and the EU breweries participating in the brewing contest.

## 5 Virtual Technical Seminars 200 students



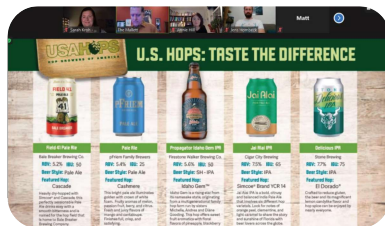
Speaker Matt Brynildson // Firestone Walker Brewing Co.

Technical University, Berlin  
Scandinavian School of Brewing, Denmark



Speaker Steve Dresler // Sierra Nevada Brewing Co.

CERIA –Institute Meurice, Brussels  
Weihestephan, Munich



Speaker John Mallett // Bell's Brewery

Heriot-Watt University, Edinburgh

### Featured Hops Seminar Beer Samples Included

Cascade	Bale Breaker Brewing / Field 41 Pale Ale
Cashmere	pFriem Family / Pale Ale
Idaho Gem™	Firestone Walker / Idaho Gem
Simcoe® Brand YCR 14	Cigar City Brewing / Jai Alai IPA
El Dorado®	Stone Brewing / Delicious IPA
Idaho 7™	Aslan Brewing Co. / Batch 15 Hazy IPA
Talus™ (HBC 692)	Uinta Brewing / Caravan DIPA
Crystal	Sierra Nevada / Big Little Thing IPA



## 2021 CONTEST WINNERS

1st Place - Eyes on the Prize DIPA

2nd Place - Instinct DIPA

3rd Place - Hazy IPA



### Participants:

1st: Hop Hooligans

2nd: Cerny Potoka

3rd: Brauerei

Bereta Brewing

Pivovar Falkon

BRLO

Arpus Brewing

Kehrwieder Kreatichbrauerei

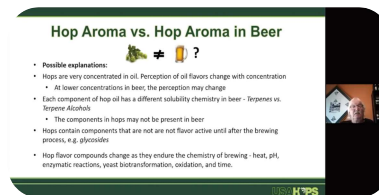
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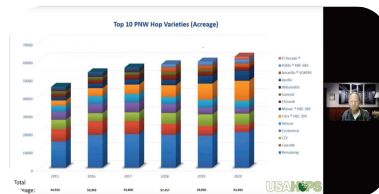
# Global Market Development - Brazil

In Brazil, HGA held 4 virtual technical workshops for brewers to help them gain a better understanding of how best to utilize U.S. hops in the brewing process. Also, a first-ever brewing contest was organized with 10 breweries chosen to receive free hops from HGA with which to brew their beer. Prior to brewing, all participant breweries engaged in a training to learn best practices and techniques for top-tier recipe formulation and utilization of hops. The contest's awards ceremony took place at Empório Altos dos Pinheiros, one of Brazil's most famous craft beer bars. The event was attended by many of the Brazilian craft beer scene's dignitaries and supporters, including Mr. Nicolas Rubio, the USDA's Agricultural Attaché in São Paulo and Director of FAS' Agricultural Trade Office who had the honor of announcing the winner. All activities were organized as a joint effort by HGA and in-market contractor River Global in cooperation with the U.S. Brewmaster speakers, and the Brazilian craft beer sector.

## 4 Virtual Technical Seminars 178 participants



Speaker Steve Dresler // Sierra Nevada Brewing Co.



Speaker Matt Brynildson // Firestone Walker Brewing Co.

Popular American Dry Hop Varieties	
Variety (% total oil)	Common Descriptors
Cascade (0.8-1.5%)	Geranium, Citrus, Floral
Centennial (1.5-2.3%)	Juicy Fruit, Fruity, Citrus
CTZ (2-2.5%)	"Dark", Citrus, Garlic, Spicy
Chinook (1.5-2.5%)	Piney, Peppery, Spicy, Citrus
Simcoe® (2-2.5%)	Pineapple, Grapefruit, "Gummy"
Amarillo® (1.5-1.9%)	Apricot, Peach, Fruity
Altamont® (0.8-1.2%)	Citrus, Resiny, Fruity
Crystal (1.0-1.5%)	Spicy, Peppery, Fruity
Summit® (2-2.5%)	Tangerine, Citrus, "Dark"
Mosaic® (2.5-3.5%)	
Azacca®	

Speaker Jen Talley // Talley Fermentation's LLC

## 1ST EVER BRAZIL IPA CONTEST

### 2021 CONTEST WINNERS

1st Place - Tiger I  
2nd Place - Hale Bopp Hop  
3rd Place - Hurry Up



**Participants:**  
1st: Salvador Brewing Co.  
2nd: UX Brew  
3rd: Croma  
Dogma  
Everbrew  
Maniacs  
Molinarius  
Seasons  
Tarin  
Trilha



**Featured Hops Seminar Beer Sampled Included**  
Cascade Cigar City Brewing / Jai Alai IPA  
Cashmere pFriem Family / Pale Ale  
Simcoe® Brand YCR 14 Deschutes Brewery / Lil Squeazy Pale Ale  
Idaho 7™ Sierra Nevada Brewing Co. / Dankfull IPA  
Talus™ (HBC 692) Bale Breaker Brewing Co. / Clarity Rarity  
Amarillo® Fremont Brewing Co. / Interurban IPA

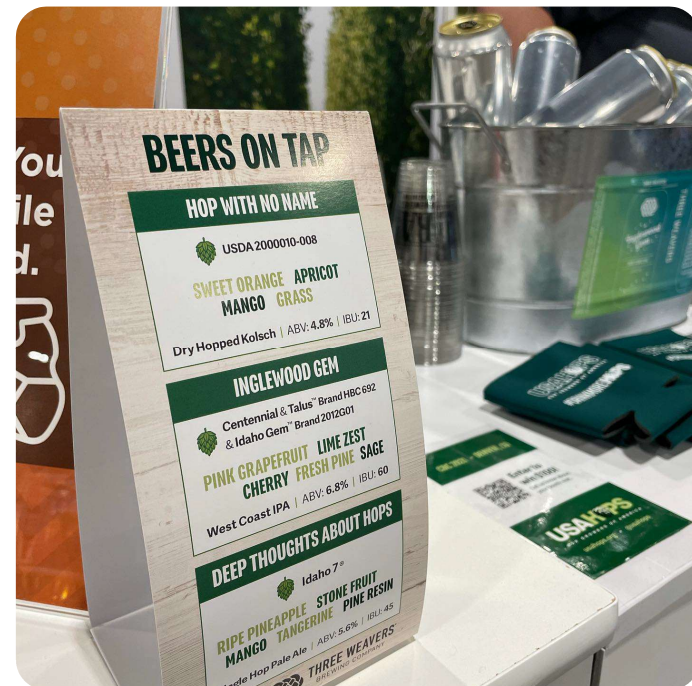
# Global Market Development - Global

## Craft Brewers Conference

As interest for craft beer continues to blossom around the world, the Craft Brewers Conference & BrewExpo America (CBC) endures as a pivotal platform for HGA to connect with industry partners. While it is the only domestic trade show HGA participates in, CBC attracts brewing industry members from an international audience.

CBC 2021 was held at the Colorado Convention Center (Denver, CO) September 9-12. After cancellation of the previous year's event due to the pandemic, HGA was able to once again connect with a brewing audience that was happy to be back in-person and ready to engage. Three Weavers Brewing (Inglewood, CA) created 3 beers that highlighted the featured hops. Attendees stopping by the booth were able to taste and smell the hops in the beers, and then participate in sensory activities facilitated by the HGA delegation. Booth visitors were also given take-away bags containing the featured hop samples in 1oz packages, hop industry educational materials, and fun HGA branded giveaway items such as beer can koozies, pens, and coasters.

The Craft Brewers Conference remains an important technical and educational resource for the hop industry's global partners and allows HGA to maintain relationships and engage with brewers from both established and emerging markets.





## Global Market Development - Global - Cont.

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In addition to the aforementioned program events in this International Markets section, USDA-FAS grant program funds also supported the following activities:

**Hop Industry Videos, see page 10**

**Website Updates / New Brewer Tools tab, see page 8**

**TEC Program evaluation by Eliasan Consulting, LLC**

### **India**

In 2021 funding from MAP granted HGA the ability to work with the USDA in Washington D.C. and the U.S. Embassy in New Delhi to seek removal or amendments to India's medicinal end use restriction of hops. For many years, India has restricted imports of hops from all countries, including the U.S., requiring that imported hops must be for "medicinal use purposes only." This requirement appears in India's national quarantine regulation standards and represents a major trade impediment for the U.S. hop industry. In 2021, representation was hired in India to initiate engagement with U.S. and Indian officials, as well as build a coalition of Indian brewing stakeholders, and HGA will continue to advance efforts removing this trade barrier in 2022.

# International Collaboration



The International Hop Growers Convention (IHGC) serves as a forum for hop growers from across the globe to convene three times annually to share crop reports and deliberate issues of common concern. HGA is a member and represents U.S. hop growers at these meetings.

One of the IHGC Committees, The Regulatory Harmonization Commission, has traditionally been co-chaired by Ann George, Executive Director of Hop Growers of America, and Otmar Weingarten, Executive Director of the German Hop Growers Association. The aim of this commission rests in the harmonization of pesticides maximum residue levels (MRLs) and other trade concerns. This year, with the impending retirement of both Ann George and Otmar Weingarten, two new co-chairs were elected. Maggie Elliot, Science and Communications Director of Hop Growers of America, and Erich Lehman, the recently appointed Executive Director of the German Hop Growers Association will collaboratively provide leadership for the IHGC Regulatory Harmonization Commission.

Through the U.S. Hop Industry Plant Protection Committee (USHIPPC) the U.S. hop industry has formalized a partnership with the German Hop Industry to collaboratively fund projects rectifying trade barriers.

USHIPPC also serves as a member of the of the European Union Commodity Expert Working Group for minor crops (CEG), integrating the voice of the industry into EU regulatory platforms.

## Connect With Us

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Hop Growers of America



USA Hops



American Hop Convention