

March
2016

Northeast Hops News

Northeast Hops News is brought to you each month by Steve Miller, Hops Specialist and Sarah Ficken, Hops Program Assistant, Madison County Cooperative Extension. Steve researches, writes, and finds articles that would be useful and interesting to the hops community. If you have questions regarding content or would like to contribute to this newsletter, please contact Sarah Ficken at sjs299@cornell.edu

Funding for this publication is provided by grants from USDA Ag Markets, Specialty Crop Research Initiative, and the NY Farm Viability Institute.

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Hop plants are available!

Four greenhouses in New York State are offering hops plants this year.

[Alcott's Garden Center — Waterville, NY](#)

[Bundschuh's Greenhouses — Macedon, NY](#)

[Massi's Gardens and Landscaping, Inc. — Painted Post, NY](#)

[Zerrillo Gardens — East Syracuse, NY](#)

All four greenhouses have all been participating in the scouting portion of the “Protecting New York’s Hop Industry through Clean Plant Propagation and Importation of stock” grant that we have from New York Farm Viability Institute. Each has a different mix of varieties, prices, and ability to ship or not.

Check with each grower to see the deadline dates for taking orders. However, the sooner the better if you want to be getting your hops on time for Spring planting.



Cornell University
Cooperative Extension
Madison County

Building Strong and Vibrant New York Communities

www.madisoncountycce.org
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Cornell Cooperative Extension in Madison County provides equal program and employment opportunities. CCE does not endorse or recommend any specific product or service. This newsletter is solely intended to educate consumers about their choices.



Classifieds:

Are you a grower looking to sell a piece of hops equipment? Do you provide harvesting or processing services to other growers? Are you looking for equipment or services? Is there a unique opportunity on your farm that you would like to share? If so, send in your information to Sarah (sjs299@cornell.edu) for inclusion in next month's newsletter.

For Sale

Alcott's Garden Center has hop plants available for Spring planting. Call (315)841-8285

Bundschuh's Greenhouses has hop plants available for Spring planting.
Call (315)986-8872 and ask for Ellen

Massi's Greenhouse has hop plants available for Spring planting.
Call (607)329-7459

Zerrillo's Greenhouse has hop plants available for Spring planting. Sales of hop plants from Zerrillo's help support the Hop Education Program

<http://madisoncountycece.org/agriculture/hops-program/potted-hop-plants-for-sale>

Services

HOPS HARVESTING: The 2015 season may have just ended, but it's never too early to start thinking about next year. The Bineyard provides full-cycle services for hops farmers - from harvesting, to drying, to pelletizing. Contact us at hops@thebineyard.com or www.thebineyard.com to learn more.

DVDs from the 2015 Cornell Hops Conference will be available at the end of March. If you are interested in receiving a conference DVD, please complete and return the following to Cornell Cooperative Extension of Madison County Attn: Hops DVD PO Box 1209 Morrisville, NY 13408.

Name _____
Mailing Address _____

Phone Number _____
E-mail _____

2013 — \$60 2014 — \$60 2015 — \$70

2015 Conference Attendees receive 50% off of the 2015 Conference DVD set.
Please include your check made payable to Cornell Cooperative Extension with this order form.



Brewing Science & Technology Workshop

This short course includes information about barley and malt, hops, brewing water, adjuncts, brewhouse operations, brewing yeast and brewery fermentations, maturation, finishing and beer styles. It is designed to be appropriate for people who work in commercial breweries, are home brewers or simply interested in the brewing process. Some science background is helpful.

Course Format

One full day, 8 am – 4:45 pm, with breakfast pastries and beverages, lunch and refreshments included.

Cost

\$180 (includes meals and handouts).

Registration and payment (by credit card) can be accomplished [on-line](#).

For assistance contact Gemma Osborne by phone (315-787-2248) or e-mail (gro2@cornell.edu).

2016 Finger Lakes Craft Beverage Conference – April 1st & 2nd

December 4, 2015 at 11:28 pm

Comments are closed

Do you manage or are you planning to open a Brewery, Cidery or Distillery?

Join us at Seneca County Cornell Cooperative Extension's 2016 Finger Lakes Craft Beverage Conference

WHEN: Friday, April 1st & Saturday, April 2nd

WHERE: Waterloo Holiday Inn in Waterloo, NY



Friday—Day 1 will feature multiple tracks with one track geared towards starting up a brewery, cidery or distillery and another track for owners, managers or employees of existing breweries, cideries or distilleries. Friday will also feature a trade show and a post-session social hour for networking. Friday evening, join us for a local craft beverage pairing dinner (\$45 extra charge per person) featuring beverages from a local cidery, a local brewery and a local distillery. The cost is \$80 or \$70 for additional people from the same brewery, cidery or distillery. This includes a light breakfast, lunch, an evening social hour and a 2016 Finger Lakes Craft Beverage Conference t-shirt. https://reg.cce.cornell.edu/FLCraftBeverage2016-1_245

Saturday—Day 2 will feature production-oriented sessions for beer (hops, barley and malting) and cider (cider apples). Specific session topics have not yet been chosen and are subject to change, but we expect Beer-oriented sessions to include discussions on hops and barley production issues and a discussion on malting and local malt houses and Cider-oriented sessions to include discussions on producing and sourcing apples for cider production. On Saturday afternoon, you'll take a field trip to a local brewery or a local cidery. Space for the field trips are limited, so register early. The cost is \$40 for the morning sessions (which includes a continental breakfast and lunch) and an additional \$35 for the field trip (which includes a lunch). https://reg.cce.cornell.edu/FLCraftBeverageDay2016-2_245

If you would like to see 2015's Finger Lakes Craft Beverage conference agenda, [click here](#).

THE **Beyond Brewing**

APRIL 7-8, 2016
BLACK HOPS FARM
LEESBURG, VA

FORUM 2016

Grower Track, Day 1:

8:00-9:00: Registration and Continental Breakfast

9:00-10:00: Opening Keynote — Industry Overview

10:00-10:45: From the Senate to the Field: How Bill 579 and 430 Makes Small MD/Va Farms, Big Cash

10:45-11:00 Refreshment Break in Solution Center

11:00-11:45 Dollars & Sense: The Cost of Growing Green

11:45-12:30: Challenges, Opportunities, and Fatal Flaws for Family Farms

12:30-1:15: Lunch! Brews and Bites Supplied

1:15-2:00: Disease, Draught, & Bugs, Oh My! Strategic Steps to Ensure a Healthy Harvest

2:00-2:14: Out of the Field and Into the Glass: Harvest Techniques to Yield Gold

2:45-3:00 Refreshment Break in Solution Center

3:00-3:30: Innovations create Hop-ortunities! Beyond Brewing and Expanding your Crop

3:30-4:00: Future of East Coast Hop Production: Boom or Bust

4:00-5:00: Q&A Panel with Experts

5:00-6:00: National Beer Day Power Hour at Vanish Brewery

Grower Track, Day 2:

8:00-8:45: Continental Breakfast & Registration

8:45-9:15: Opening Keynote: Field Day Overview

9:15-10:00 Organarchy Tour

10:00-11:30: Guided Tour of Flying Dog Brewery and Hop Yard

11:30-1:30: Lunch at Milkhouse Brewery

1:30-3:00: Guided Tour of Pleasant Valley Hop Yard

3:00-5:00: Vanish Brewery Hoppy Hour

Speakers for the grower's track include: Sean-Thomas Pumphrey, Tom Barse, Brian Tennis, Dan Carroll, Dylan Kryzywonski, Solomon Rose, Steve Miller, Ben Savage, Kellie Bowles, and more.

For more information:

www.beyondbrewingforum.com

Register by March 31 and
receive a \$100 discount

Hops Workshop

Saturday, March 12, 2016

9:00 am-2:30 pm

Cornell Cooperative of Ontario County

480 North Main Street

Canandaigua, NY

The New York State farm brewery law has created a great deal of interest in growing hops. The number of New York hop growers has exploded in the last 3-5 years and the number continues to grow. The consumer interest and demand for local craft beers is the driving force behind the growing number of local and on farm breweries, which in turn increases the demand for local inputs of hops and barley.

Speakers include Steve Miller, Cornell Cooperative Extension State Hops Specialist who will be addressing two topics: Introduction to Growing Hops – Site selection, Varieties, Installation Costs, etc. and An In-depth Look at Monitoring/Managing Pests in the Hop Yard.

Rick Pedersen, Pedersen Farms is an experienced hop grower will address: Harvesting, Drying and Storing Hops for the Highest Quality.

Our final presenter is Brian Karweck, Climbing Bines Hop Farm and Brewery speaking on Marketing to Breweries: What are They Looking For, Quality Standards and More.

Fee: \$25.00/person which includes lunch and handout materials.

Registration deadline: Tuesday March 8, 2016.

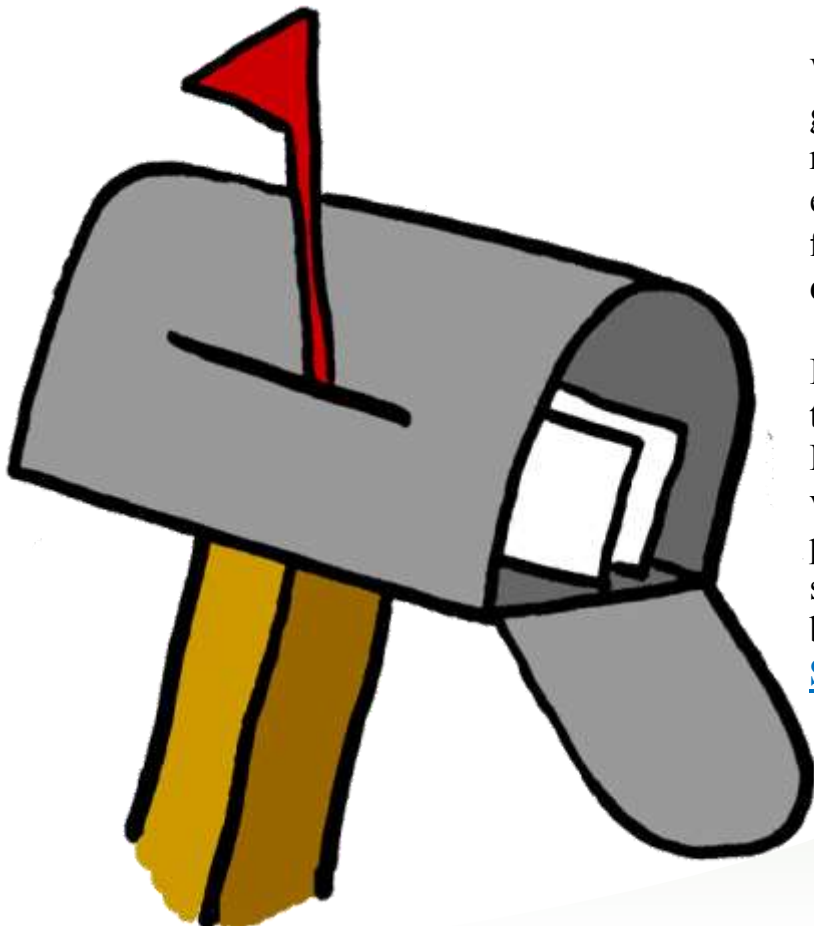
To register contact Cornell Cooperative Extension Ontario County, 585-394-3977x427 or email Nancy with your name, address, phone number, and the number attending.



Check your mailbox!!

We are sending out a survey to all hop growers in New York State who did not respond to the survey at the hops conference. **Completing this survey is critical for the continued health of the hops industry in New York State.**

If you receive this survey, please return it to our office in the enclosed envelope by March 31. If you do not receive the survey and would like to complete one, please contact Sarah Ficken at sjs299@cornell.edu. The survey can also be found at https://cornell.qualtrics.com/SE/?SID=SV_cGdJW79Ip96Csrr



New York State Brewery Supply Chain Analysis

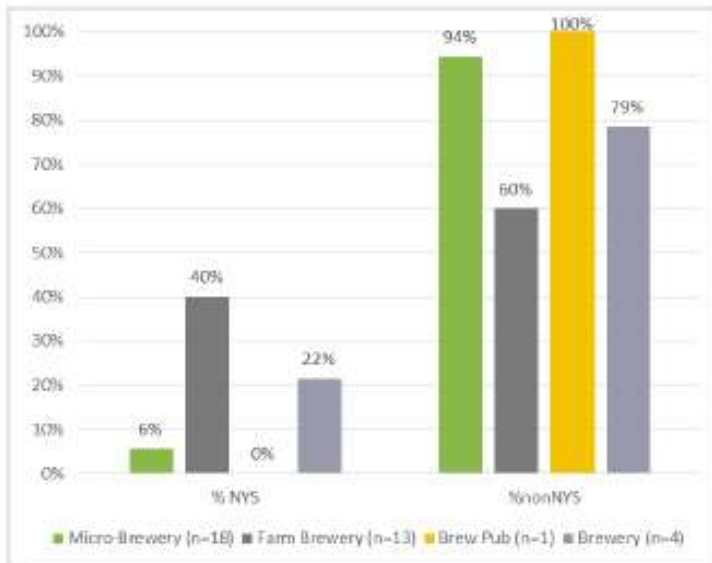
BREWERY RESPONSES

NEWYORK vs NON-NY HOPS BOUGHT BY BREWERS

While farm brewers have a requirement to purchase NY grown hops, other license holders are interested in sourcing local hops. When asked, 95% of brewers said that they already buy or plan to buy NY grown hops. Figure 24 illustrates the percentage of local hops bought by brewers across the state broken down by license type.

Given the requirement of the farm brewery law a high percentage response from the farm brewer is not unexpected.

Figure 24. Percentage of NY vs Non-NY Hops Bought by Brewers in 2015



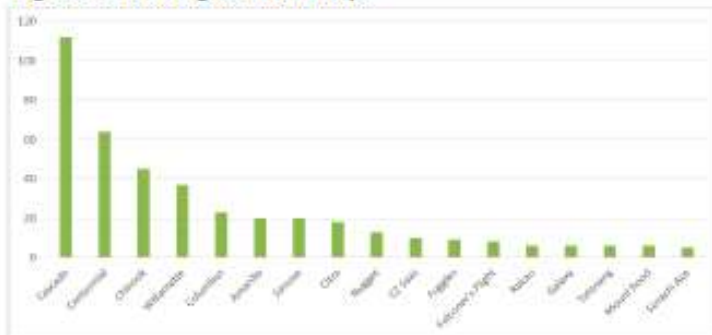
FORM OF HOPS USED BY BREWERS

Brewers use pelletized hops 88% of the time in their beer making process followed by whole cone at 10% and wet hops making up the smallest amount at 1%.

TOP RANKING AROMA AND BITTERING HOPS

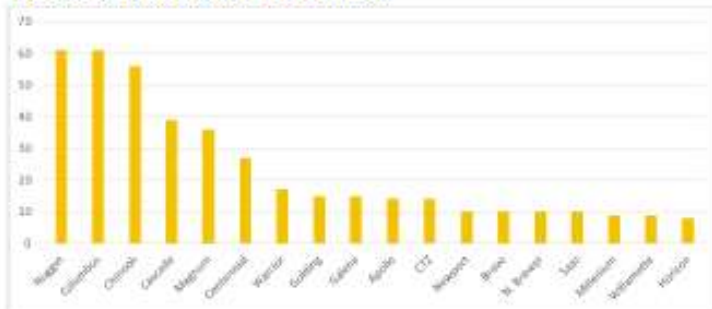
Brewers were asked to provide and rank their top six aroma hops. The results are illustrated in Figure 25. Cascade ranked 1st, followed by Centennial, Chinook, Willamette, Columbus, and Amarillo.

Figure 25. Ranking of Aroma Hops



Brewers were asked to provide and rank their top six bittering hops. The results are illustrated in Figure 26. Nugget, Columbus, and Chinook all ranked nearly the same, followed closely by Cascade, Magnum, and Centennial.

Figure 26. Ranking of Bittering Hops



BREWERY RESPONSES

PRICE OF MALTING BARLEY BY MARKET

Farmers, on average, are paid \$0.25 per pound by malt houses (both NY and out of state) for their malting barley grain. With a standard deviation of \$0.06, this price is fairly consistent across all responses. There is a slight variation in the price paid by brewers to New York malt houses and price received by New York malt houses. This may be because our response rate for brewers was 31% and with a higher response rate we may have seen consistency between the two. The prices in Table 7 indicate the amount paid for grain plus the amount paid for freight. Some paid for the two charges separately others paid for both with one price. So for ease, the numbers are combined here. We also asked malt houses to specify where they bought their grain and all malt houses source 100% of their grain from New York farmers.

When we dug deeper into some of the numbers, we found that some farmers selling their grain for animal feed are organic and therefore received a premium for organic animal feed, noted as the maximum of \$0.23 per pound in Table 7. This pulled the average animal feed price up since conventional growers received \$0.10 per pound for animal feed.

Given storage and demand constraints, malt houses need to receive grain deliveries in super sacs. This requires the farmer to transfer grain from storage bins into smaller super sac containers. Additionally, brewers are not buying finished malt in large quantities which requires the malt houses to transfer malt from super sacs into smaller bags. This additional time and labor for farmers and malt houses contributes to higher prices.

Table 7. Price of Malting Barley (per pound) by Market

Variable	Average	Std Dev	Minimum	Maximum
Farmer				
NY Malthouse	0.25	0.06	0.17	0.40
Out of State Malthouse	0.25	0.08	0.17	0.33
Distillery	0.25		0.25	0.25
Animal Feed	0.16	0.05	0.1	0.23
Malthouse				
NY brewery Price/lb	1.00	0.06	0.9	1.1
Out-of-state brewery Price/lb	1.00	0.00	1	1
Home brewers/shops Price/lb	1.20	0.22	1	1.5
Distillery Price/lb	0.93	0.14	0.75	1.1
Brewery				
Out of State Malt house	0.69	0.23	0.31	1.23
NY Malt house	1.11	0.31	0.44	2.00

Upcoming Events

March 12, 2016 @ 9:00 a.m.

Western NY Hops Workshop in Ontario County

Join CCE of Ontario County for a day long class on growing hops. Speakers include Steve Miller, Rick Pedersen, and Brian Karweck. To register, contact Nancy at (585)394-3977 by March 8.

March 22, 2016 @ 9:00 a.m.

Hops Workshop

Richfield Springs, NY — Tally-Ho Restaurant

Topics will include cost of production, pests, varieties, and equipment needed for harvest and processing. Register with Bernie Armata at (315)866-7920

April 1 & 2, 2016

2016 Finger Lakes Craft Beverage Conference

Waterloo, NY

Day 1 will feature multiple tracks with on track geared towards starting a brewery, cidery, or distillery and another track for owners, managers or employees of existing breweries, cideries, or distilleries. Day 2 will feature production-oriented sessions for beer and cider. For more information: <http://senecacountycce.org/?carous=2016-finger-lakes-craft-beverage-conference>

April 9, 2016

Brewing Science and Technology Short Course

Geneva, NY

This short course includes information about barley and malt, hop, brewing water, adjuncts, brewhouse operations, brewing yeast and brewery fermentations, maturation, finishing and beer styles. It is designed to be appropriate for people who work in commercial breweries, are home brewers or simply interest in the brewing process. Some science background is helpful.

For more information, check out: <https://app.certain.com/profile/web/index.cfm?PKwebID=0x821447bf8b&varPage>

May 11, 2016 @ 9:30 a.m.

Jefferson County Hops Program and Field Day

Join CCE of Jefferson County for a day long program including presentations by Sue Gwise and Steve Miller, a working lunch with Lindsay Pashow on the NYS Farm Brewery Law, and a Field Meeting at John Hardy's Hop Yard in Dexter, NY. The cost is \$10 per person and lunch will be provided. To register, please contact Sue Gwise at sjg42@cornell.edu or (315)788-8450 ext 243

Renew your NeHA Membership today!

Membership is \$40 per farm

Visit www.northeasthopalliance.org

for more information or to download our membership form

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Mission

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