



Cornell University  
Cooperative Extension  
Madison County

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#### Northeast Hops News

Northeast Hops News is brought to you each month by the Cornell University, Madison County Cooperative Extension Hops Program.

Steve Miller, Hops Specialist, researches, writes and finds articles that would be useful and interesting to the hops community. If you have any questions regarding content or would like to contribute to this newsletter, contact Steve Miller at [sgm6@cornell.edu](mailto:sgm6@cornell.edu)

Funding for this publication is provided by grants from USDA, NYS Ag Markets, the NY Farm Viability Institute, and Brewery Ommegang.



# Northeast Hops News

The Northeast Hop Alliance is a broad based coalition established to explore the feasibility of re-establishing commercial specialty hops production in New York and the Northeast.

## 2015 Cornell Integrated Hops Production Guide Now Available

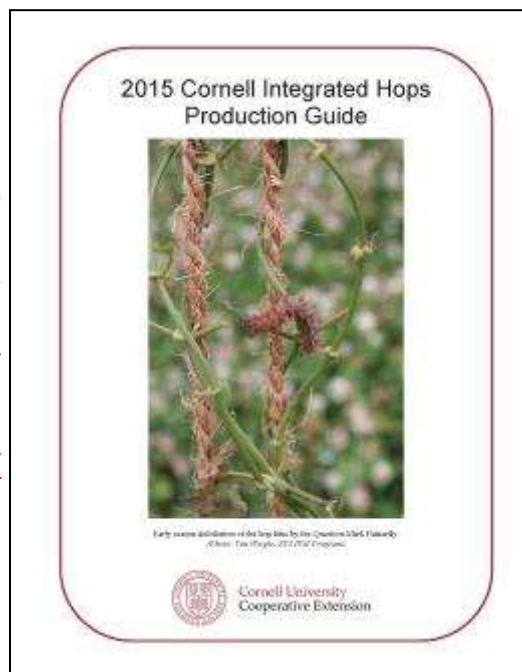
The Pesticide Management Education Program (PMEP) at Cornell University is pleased to announce the availability of the 2015 *Cornell Integrated Hops Production Guide*.

Written by Cornell University specialists, this publication is designed to offer beginning and veteran hops producers practical information on growing and managing hops. Topics covered include site selection, nutrient management, use of cover crops, selecting varieties, and managing common hopyard pests. Also included is information on selecting, operating, and maintaining pesticide spray equipment. As an added feature, the book sports UV-resistant laminated covers and a spiral binding to add to its durability and practicality.

New for 2015 are three different product options for the Cornell Guidelines. Users can obtain a print copy, online-only access, or a package that combines a print copy and online access. The print edition of the 2015 *Hops Guidelines* costs \$28 plus shipping. Online-only access is \$28. A combination of a print copy and online access costs \$39.00 plus shipping costs for the printed book.

The 2015 *Cornell Integrated Hops Production Guide* can be obtained through local Cornell Cooperative Extension offices or directly from the Cornell Store at Cornell University. To order from the Cornell Store, call (800) 624-4080 or order online at <http://store.cornell.edu/c-875-pmep-guidelines.aspx>.

These guides are also available through the Madison County Extension Office for \$32 (includes shipping)



Building Strong and Vibrant New York Communities

[www.madisoncountycce.org](http://www.madisoncountycce.org) & [www.northeasthopalliance.org](http://www.northeasthopalliance.org)

Phone: 315-684-3001 Fax: 315-684-9290

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.

Selecting plants with a diversity of maturation dates for your hop helps you maximize your harvest and drying equipment by spreading out the harvest period.



Cultivar	Accession Number	Maturity
Early Cluster	65103	Early
East Kent Golding	21680	Early
Fuggle	19209	Early
Kent Golding	21680	Early
Hallertauer mittlefrueh	21014	Early
Northern Brewer	64107	Early
Perle	21227	Early
Saazer	21077	Early
Serebrianka	21045	Early
Styrian	21049	Early
Tettnanger	21015	Early
US Tettnanger	21197	Early
Centennial	21507	Early to Medium Early
Hallertauer Tradition	21672	Medium Early
Liberty	21457	Medium Early
Galena	21182	Medium to Medium Early
Spalter Select	21674	Medium to Medium Early
Sterling	21689	Medium to Medium Early
Mt. Hood	21455	Medium
Santiam	21664	Medium
Sorachi Ace	21702	Midseason
Willamette	21041	Medium
Cascade	56013	Medium to Medium Late
Chinook	21226	Medium to Medium Late
Hallertauer Magnum	21670	Medium to Medium Late
Wye Challenger	21043	Medium to Medium Late
Horizon	21373	Medium Late
Ultra	21484	Medium Late
Crystal	21490	Medium Late to Late
Zeus	None	Midseason to Late Season
Nugget	21193	Medium Late to Late
Brewer's Gold	19001	Late
Columbus	None	Late
Late Cluster	21011	Late
AlphAroma	21406	Late to Very Late
Vojvodina	21083	Very Late

Variety information retrieved from USDA Agricultural Research website:

<http://www.ars.usda.gov/Research/docs.htm?docid=14772>

# "Beer! The Musical!"

## *A Collaboration between the NY STATE BREWERS ASSOCIATION and IMPROV EVERYWHERE*

*Humorous YouTube video promotes New York State craft beers;  
more than 290,000 views in first two weeks*



**MEDIA ALERT**--April 7, Rochester, NY -- The [New York State Brewers Association](http://www.nysba.org) (NYSBA)--the promotional and legislative proponent for New York State breweries whose motto is "Think New York, Drink New York"--recently collaborated with award-winning comedy group Improv Everywhere ([www.improveverywhere.com](http://www.improveverywhere.com)) on a light-hearted viral video entitled "Beer! The Musical!" ([www.youtube.com/watch?v=gcXSEhxqUI4](http://www.youtube.com/watch?v=gcXSEhxqUI4)).

The video, whose purpose is to encourage beer drinkers to think of **New York State craft beers** next time they are ordering at a local bar or restaurant, is part of Improv Everywhere's "Musicals in Real Life" series and was the shared brainchild of the comedy group and the New York State Brewers Association.

The four-minute "surprise" musical takes place at a popular beer hall in downtown Manhattan on a busy evening (the customers in the video are indeed real and are taken by surprise as to what transpires). A young man at the bar poring over the beer menu suddenly breaks into song, drawing the attention of the other guests; soon others near him (that is, other members of Improv Everywhere) join him in song and dance, educating him about the quality and variety of New York State craft beers. The musical ends in a joyful revelation and celebration of New York craft beer and a tongue-in-cheek "he-gets-the-girl" moment.

The video has taken off rapidly on YouTube, with more than **290,000 views in a mere two weeks**. Rather than an overly branded or aggressive campaign, the video represents the New York State Brewers Association's approach to craft beer: they take *beer making* seriously, but have a sense of humor and fun about the enjoyment of craft beer.

This video is supported by **Empire State Development** through its Craft Beverage Marketing and Promotion Grant Program, which was created to increase the profile, awareness and sales of New York State produced wine, beer, spirits, and hard cider.



## Hop Quarantine Important for Hop Powdery Mildew Control

By Dr. David Gent, USDA-ARS, Corvallis, Oregon

“Individual growers and the industry as a whole have compelling motivation to adhere to quarantine rules”

With spring field activities here, a reminder on important quarantine rules is especially timely as growers plan for future expansion, source planting materials, and move forward

Over the past several years, the hop commissions in Washington, Oregon, and Idaho have worked together and with their departments of agriculture to strengthen quarantine rules in an intelligent way that ensures consistency amongst state regulations. The quarantine rules allow for distribution of hop plants and planting materials with Washington, Oregon, and Idaho. ***Import of these materials from outside the Pacific Northwest is prohibited, with the exception of kiln dried cones.*** The rules are science-based and grounded in protecting the industry against novel strains of powdery mildew fungus that do not exist in the Pacific Northwest, but are widely distributed outside of the region.

Powdery mildew has been present on hops in the Northwestern U.S. for nearly two decades now, so why are quarantine measures still needed?

A little background on the disease biology is helpful to understand the rationale and science behind the quarantine rules.

The fungus that causes hop powdery mildew exists in two forms called mating types, somewhat like male and female forms. Recent research documented that only one of the two mating types of the fungus are present in the Pacific Northwest, but both mating types are widely distributed in all other areas where the disease is known to occur. Therefore, if hop materials or rhizomes are imported and have powdery mildew — a common problem in greenhouses and nurseries — the plants likely will harbor both mating types of the fungus. This fine point in the pathogen biology could have massive implications for disease management. Because just one mating type of the fungus occurs here at present, we only find the pathogen surviving the winter on live hop plants, in only a handful of yards, and only at a low level. At present, growers can nearly or entirely eliminate powdery mildew from yards in spring with their pruning practices, greatly limiting the extent and severity of later disease outbreaks. When both mating types are present, however, overwintering mildew becomes impossible to eliminate with cultural practices alone and early season disease outbreaks become more widespread. With only one mating type, infested crop debris isn't a concern for powdery mil-

This quarantine applies specifically to the Pacific Northwest; however all growers have an interest in careful selection of source materials so as not to introduce pests and diseases to their region.



dew. With both mating types present, shattered cones and infested crop debris from the previous season becomes a new source of mildew in spring, and the disease cycle is kicked off in *every yard that had mildew the previous year* and not just those few yards with flag shoots. The potential impact is earlier, more wide-spread, and in general more severe disease outbreaks.



Powdery mildew and its pigmented cleistothecia on a hop leaf. Cleistothecia allow the powdery mildew fungus to survive on infested leaves, cones, and other crop debris remaining in the field. At present, cleistothecia are absent from the Pacific Northwest. *Photo courtesy of Doug Whitener*

Individual growers and the industry as a whole have compelling motivation to adhere to quarantine rules. An outstanding resource for foundation plant materials free of the most serious disease threats to profitability is the National Clean Plant Network for Hops at WSU-Prosser ([healthyplants.wsu.edu/hop-program-at-cpcnw/](https://healthyplants.wsu.edu/hop-program-at-cpcnw/)).

Even in the absence of powdery mildew, planting high quality root stock pays. The data is overwhelming that certain viruses and viroids dramatically reduce yield, alpha, and can negatively impact brewing quality. Lethal strains of the *Verticillium* wilt pathogen also occur outside the region and if introduced could eliminate production of certain susceptible varieties in the U.S. Sourcing plant material derived from the National Clean Plant Network ensures that growers won't introduce yet another new disease threat onto their farm or to our industry.

## New Hops Program Assistant

Sarah Ficken has joined us as the Hops Program Assistant. Sarah has a B.S. from Cornell University in Natural Resources. She and her husband own a small dairy farm in Munnsville where they milk a growing herd of Jersey cows and run a small diversified CSA. Sarah enjoys spending time with their cows, watching sunsets from the front porch, cooking, and playing with their two farm dogs.

Sarah brings three years of administrative support expertise to this position, including extensive event management and office organization experience.



**Renew your  
NeHA  
membership  
today!**

## Northeast Hop Alliance Memberships

Make checks to NeHA and mail to CCE of Madison County, P.O. Box 1209, Morrisville, NY 13408.

What are the benefits of membership?

- Discounts on Hop Institute courses and NeHA events
- Ability to use NeHA branding on marketing materials
- Invitation to Annual Member Dinner
- Cooperative purchasing of coir, rhizomes, etc

*Your dues must be current to participate in the cooperative purchase of coir and rhizomes.*

- Ability to use shared equipment (harvester)
- Access to NeHA's member only online community
- Listserv, calendars, contacts, forum
- Ability to list farm/brewery on NeHA website
- Potential marketing cooperative

For more information log on to <http://northeasthopalliance.org/pages/join-us>

The membership year runs from January to December. Memberships are renewed each spring.

The renewal deadline was **March 1**. If you missed this deadline, but would still like to become a NEHA members and reap all the membership benefits please mail dues and membership form immediately.

**2014 Conference DVD Set****\$60.00**

- **Welcome** ~*Dave Combs*, Cornell University at the NY State Agricultural Experiment Station, Geneva
- **Morrisville State College's Initiatives on Hops, Malt and Brewing** ~*Dr. Chris Nyberg*, Morrisville State College
- **Future Hops Research at NY State Agricultural Experiment Station** ~*Dave Combs*, Cornell University at the NY State Agricultural Experiment Station, Geneva
- **Maintaining Quality Through Harvest and Processing** ~*Charles Matt*, President and CEO of C.Matt GmbH Formerly Global Director – Hops for SABMiller
- **Complying with New York's Alcoholic Beverage Control Law – A Guide for Brewers and Farm Brewers** ~*Thomas Donohue*, Special Counsel State Liquor Authority
- **Research Update on Hops at UVM; Varieties, Downy Mildew, Potato Leafhoppers and Fertigation** ~*Dr. Heather Darby*, University of Vermont ~*Lily Calderwood*, University of Vermont
- **Stocking Your Hop Yard** ~*Jason Townsend*, Cornell Cooperative Extension
- **Hop Pests You Should Expect to See** ~*Jason Townsend*, Cornell Cooperative Extension
- **NeHA Annual Meeting** ~*Tom Barse*, NeHA President
- **Weed Management and Herbicide Updates for Hops** ~*Tim Weigle*, Cornell Grape IPM, Clerel Lab
- **Hop Scouting Project – What We Learned in the First Year** ~*Jason Townsend*, Cornell Cooperative Extension
- **New York State Business Development Resources for the Craft Beverage Industry** ~*Sam Filler*, Empire State Development
- **Hops Harvesting Round Up/Drying Basics; Scale and Technique for Quality Hops** ~*Chris Callahan*, University of Vermont
- **Hop Growers Hop Variety Panel Discussion** ~*Larry Fisher, Rick Pedersen, Chris Hansen, Charles Matt, Tim Weigle, Dave Combs, Todd Wyckoff*

**2011 or 2012 DVDs are \$50 each ~ 2013 or 2014 DVD sets is \$60 No tax. Shipping included in the price. 2014 Conference attendees receive a 50% discount for the 2014 DVD set.**

**Please make checks payable to CCE Of Madison County and mail directly to Cor-**



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Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (cell) \_\_\_\_\_

Email: \_\_\_\_\_

*Please circle which DVD set you would like:*

2011 DVD set \$50

2012 DVD set \$50

2013 DVD set \$60

2014 DVD set \$60

2014 DVD set (for attendees only) \$30

**Total Enclosed: \$ \_\_\_\_\_**

## 2015 grower map and harvester capacity

We are updating our map of the growers in New York. I primarily use the information that is available from the NeHA memberships. Please make sure this is up to date. It is very important for our state funders to be aware of the extent of the industry especially because we now have 79 farm breweries as well as many other craft brewers who are using your locally grown hops. We are growing rapidly and it is also important to identify where there is harvesting and processing capacity. Please email Sarah (sjs299@cornell.edu) or myself (sgm6@cornell.edu) to let us know if you have a harvester, what type, and whether or not you offer its use to other growers. Thanks Steve

## Tips and Tricks for Farm Stores

### From Smart Marketing by Debbie Perosio

Most hop growers don't have retail stores, but many are finding that tourism can bring significant cash to the farm. The April 2015 article on **"Creating an Exciting, Enticing, and Energetic Store through Merchandising"** would be a good one to read for ideas. Here is a taste to get you started.

"Is your retail store exciting, enticing and energetic? Does it "scream" come in and buy something to your customers? Do your customers leave with more than they intended to buy? If you have answered "no" to any of these questions then maybe it is time to "freshen" up and remerchandise your retail store.

So what is merchandising? What does it hope to achieve? The goal of merchandising is to maximize customer satisfaction and value profitability through your product selection, pricing, and the services you offer your customers. Merchandising is not just having a few displays or attractive signs. Every touch-point of your store should send the same message to your customers from the displays to your workers to your bags!

...[If] you want to have an exciting, enticing and energetic store, identify everything with signage, set the mood of your store with windows and the entrance, embrace all senses, change your displays often, engage customers with demonstrations and sampling and don't be afraid of color!"

To learn more about merchandizing your store, please read the complete article at <http://agribusiness.dyson.cornell.edu/SmartMarketing/pdfs/SmrtMkg%20Apr2015.pdf>

## Hops in the News:

New York Ag and Markets announced that NY craft beer has grown 59% in the last year. Check out the article here: <https://www.morningagclips.com/59-growth-in-ny-craft-beer-in-one-year/>

The May issue of Popular Science Magazine features an article on the demand for hops by craft brewers. Yours truly was interviewed and quoted in the article. We are getting some attention. Brewers in New York are using your local hops. Brewery Ommegang just came out with "Hopstate" using all New York grown hops and earlier this year Matt's Brewery featured "Immortality". Any other brewers out there using New York hops, let me know and we'll make sure the growers know. Steve Miller

**P**lease make sure that the information you provided with your NeHA membership is up to date. If you would like to update your growing information or harvesting capacity, please e-mail either Sarah or Steve.





## **The Niagara Frontier Conference of CASA invites you to attend a workshop about**

### **The Craft Brewing and Hops Farming Industries in WNY**

**Date:** Friday, June 12, 2015

**Time:** 11:30 a.m. – 3 p.m.

Registration: 11:30 – 12 noon | Lunch: 12 noon - 1 p.m. | Program: 1 – 3 p.m.

**Location:** Flying Bison Brewing Company | 840 Seneca Street, Buffalo, NY 14210  
Located south of Larkin Square. Plenty of free parking. Handicapped accessible.

**Cost:** NFC members: \$20      Non-members: \$25

Learn more about the blossoming craft brewing industry and its impact on the resurgence of hops farming in Erie and Niagara counties. The following speakers will provide information about the industry from the field to the consumer's table.

**State Requirements for Farmers and Brewers**  
New York State Department of Agriculture  
And Markets

**Getting Started Growing Hops in New York**  
Steve G. Miller, Hops Specialist  
Cornell Cooperative Extension in Madison County

**Crafting Beer – The History of Flying Bison Brewing Company**  
Tim Herzog  
Owner, Flying Bison Brewing Company



Lunch will include beef on weck, grilled marinated chicken breast, fresh fruit salad, cold pasta salad, and strawberry shortcake for dessert. Iced tea and bottled water are available during lunch.

**Prior registration is required for this workshop. Please, no walk-ins.**  
**Payment must be received by COB June 9, 2015.**

Send check payable to NFC-CASA to: Colleen Henry, 535 Washington Street, Suite 203, Buffalo, NY 14203  
To pay by credit card go to: <http://mkt.com/niagara-frontier-conference-casa>

For more information about the workshop, please contact Diana Monaco @ [diana.monaco@fda.hhs.gov](mailto:diana.monaco@fda.hhs.gov) or 716-846-6204.

## Mission

The Cornell Cooperative Extension educational system enables people to improve their lives and communities through partnerships that put experience and research knowledge to work.

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100 Eaton Street  
Morrisville, NY 13408  
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# Events

## April 2015

### **April 24—Successful Hops Production for Craft Brewing in the Finger Lakes**

607-228-7119

*Elks Club at 300 North Madison Avenue, Watkins Glen, NY*

Learn how to get started hops growing, develop a hops IPM strategy, use sheep to control weeds in the hops yard, and market your harvest. Guest speakers include MSU Hops Expert Robert Serrine, IPM Specialist Tim Weigle, Finger Lakes Farmhouse Hops, and Climbing Bines Hop Farm

## May 2015

### **May 6 — Precision Pesticide Application Technology**

***<http://www.conservationwebinars.net/webinars/precision-pesticide-application-technology>***

**Learn about the most current precision pesticide application technologies available and their potential to mitigate off target movement of pesticides.**

### **May 30 — Craft New York Brewers Roots Festival**

*Saranac Brewery -- Utica, NY*

## June 2015

### **June 12 — Getting Started Growing Hops**

*Flying Bison Brewery — Buffalo, NY*

### **June 26-27**

### **CLEREL Hops Conference**

*CLEREL Grape Lab — Portland, NY*

From Jim Trezise, The Wine Press

We made it! There are now **400** New York wineries in **59** of New York's **62** counties, with more licenses pending at the New York State Liquor Authority, which has done a great job expediting them.

The modern growth of our industry began with the **Farm Winery Act** of 1976, when there were only 14 wineries. That grew to 54 by 1985 when the **New York Wine & Grape Foundation** was created. By 2000 there were 125 and by 2010, 253. Since 2011 when Andrew Cuomo became Governor, 147 new wineries (including farm wineries) have opened, accelerating an already strong growth rate. Put another way, **37%** of all New York wineries have opened in the past four years, which represent only 2% of the industry history dating back to 1939. Before you know it, we'll be up to 500.

By the way, we now have over 200 brewing licenses, 79 of which are farm breweries. Perhaps we'll catch up to the wineries!