

Indiana Hop Growers Association
General Meeting Minutes
2/10/19 –Quaff On, Nashville IN.

Those in attendance were:

Amy Thompson - Purdue Extension
Keriane and Matt Ross - Field of Hops
Tim Byrne Jr. - Knob view hops
Kevin Toschlog - Hop to Bottle Farms
Greg Tresler -Spring Hill Hops
Lucas Perkins -Quaff on Brewing
Aaron Harden- Eight One Two Hop Farm
Ryan Gettum - Indy High Bines
K.C. Lewis - Indy High Bines
Mike Hanley - Hanley Hops LLC
Dennis & Vickie Foran - Honey Creek Hops
Ryan Hammer - Crazy Horse Hops
& several guests/family members

Ryan ryan@crazyhorsehops.com called the meeting to order at 1:30 and each person in attendance was asked to give a brief introduction and offer information about their farm.

Amy afthompson@purdue.edu mentioned the member packet and briefly went through the contents. This is part of the effort to improve communication within IHGA. Amy also suggested that folks review the bylaws and see if they feel like they're working for the association. Contact a board member if you believe something needs to be updated or changed. Look at the brochure/map/etc. to ensure your information looks correct. These packets will eventually be sent out to members, who were not in attendance and the meeting and are current members.

Ryan mentioned that all members should visit the website <https://indianahops.org/> grower section. Go there and check you information, send yourself a message – make sure that contact information work. Let Ryan, Amy, and/or Diane Turner turnerda@purdue.edu know if you need changes. Amy also asked about the folks provide feedback on the brochure, found in the member packet. Once we get a full review from the board and finalize the document it will be sent electronically to members for their use. Amy also mentioned the grant contained support for marketing. If folks have suggestions for marketing please let Amy or a board member know.

Ryan discussed the various committee: Advocacy & Communications, Education & Member Services and Standard committees. If you are willing to be on or lead a committee, please contact Ryan or KC. kcl.ihb@gmail.com. In order from IHGA to be successful we need member participation. The group had some additional discussion about the standards set by IHGA (current version in the member packet). Ryan mentioned that the American Hops growers association USAhops.org has a Good Bines Curriculum which folks can go through on line. The link can be found here <https://www.usahops.org/members/good-bines/>. Membership is free and simple, find more information at usa.hops.org. Ryan recently attended the national conference, he mentioned there was lots of conversation on food safety. As Ryan understands it once you do anything- pelletizing etc. it becomes a food product and additional checks and balances apply.

Ryan mentioned the need to formally fill the positions missing on the board. Jesse Andrews is no longer able to serve as Vice President. He moved that KC filled the VP position and Aaron Harden 2nded – the motion was approved unanimously. Ryan acknowledged that KC had done a lot of work over the last year to keep IHGA moving along.

Ryan mentioned that we would also need to replace Sara Williams as Liberty Hop farm has scaled back and is not able to be involved at this time. Ryan moved and Aaron 2nded for Mike Hanley Hanleyhop@gmail.com to assume to fill Sara's Term as treasurer. The motion was approved unanimously.

Regarding marketing Amy mentioned the map in the packet and asked folks to ensure that their information is correct. If not correct please email Diane and Amy. Diane has gotten access from Sara to the website and will be working on updates. Amy mentioned that feedback on the website is also welcome. KC mentioned that he has checked out the MI site and suggested that a "member's only site" on website would help folks get questions answered.

Aaron also mentioned that he would like to see any upcoming releases from farms – where there hops are present in beers would be good. KC also mentioned that he wants to improve the social media presence of the group. IHGA wants to promote your farm and any brewers who are using Indiana hops. If you don't share information with our IHGA social media folks (KC kcl.ihb@gmail.com and Nate shultz.n@gmail.com) they cannot post it/promote your farm! Nate mentioned that Instagram currently has the most reach. Ryan mentioned that sometime brewers don't notify you when the releases are happening... you might have to bug their social media coordinator to get that info.

Purdue updates –

Please provide feedback on potential educational opportunities.

MI Barely and Hops conference – Amy passed out form for folks who are able to go and willing to share their experience. Can pay for registration and hotel (not food and mileage). If you're able to attend and willing to share photos, information etc. from the conference then contact Amy ASAP.

Ryan mentioned group buying for string again this year. Crazy Horse will coordinate, contact Ryan if you're interested.

Someone asked about plant suppliers – Great Lakes Hops and Sandy Ridge Hop Farm are two of the local companies. It was suggested that no matter where you buy from, you should do your research into their practices and talk to other hop growers you respect about what/who they have had success with.

A comment was made that if using commercial harvester; do not use baling twine or other plastic twine (some sisal is plastic). When these materials go through a wolf style harvester, they shred instead of chopping. Also being plastic, they may wrap around a bearing housing, melt, and destroy the bearings. Someone asked about paper twine, comments suggested that it should be treated or it will rot. The company that produces it won't treat it before shipping, therefore you must treat it once it arrives. The advantage of paper twine appears to be that tying is quicker and doesn't tangle.

Many had received emails about a biodegradable clip and some discussion was had about their effectiveness.

Meeting dates were discussed for April, April 7th or April 14th? There was some discussion and it was suggested that meeting in April is a challenge because so many are involved with stringing at that time. It was decided we would not have an April meeting.

KC mentioned that he had reached out to Caleb about visiting Sugar Creek Malt. Although not directly hop related it would provide additional insight into brewing ingredients. We'd also hear from Caleb about working

to make connections with brewers. There was overwhelming interest from those present at the meeting. That meeting is set for Sunday, June 9th. Members should mark their calendars and look for additional details.

The board will work on additional meeting dates for later in the fall.

KC mentioned his conversations with Rob Caputo, executive director of the Indiana Brewers Guild <https://drinkin.beer/> about the Broad Ripple Brewfest to be held on October 12th. Rob suggested it would be a good time to highlight beers made with Indiana Hops. Rob suggested having the Hop Cat booth dedicated to Indiana hopped beers would be a good promotion for brewers and growers. This festival hits a sweet spot as far as hops growers and timing of production. It would be great if growers could begin talking with brewers now about this possibility.

Indiana Home Brewers group is looking for a market day at Great Fermentations <http://www.greatfermentations.com/>. They would like Indiana hop growers in attendance. Currently looks like Great Fermentations is going to donate the space. It will be publicized as a cash only event or if you use Great Fermentations Point of Sale equip the cost will be passed on to the consumer rather than the grower. Great Fermentations is located in the area of 56 & Binford. Maybe have an IHGA table promoting growers in general. Ryan also mentioned that he had spoken to Rob about having a table at the Indiana State Fair representing IHGA. Ryan also mentioned there is interest in having us at the Indiana Craft Brewers conference. We will send out a sign-up to try and get folks signed up to staff a few shifts at the table.

Being an affiliate member of the Indiana Brewers Guild allows IHGA to have a booth at the Indiana Craft Brewers conference <https://drinkin.beer/indiana-craft-brewers-conference/>. The conference will be held March 10th – 12th in Indianapolis at the Indiana Marriot East. We can have all materials printed and available for this and the Indiana Craft Brewers conference as well. Between now and then, it would be good to get the grower information updated so we can have it for distribution at the conference. We will also need IHGA members to help staff the IHGA table during the conference. Look for additional information about signing up soon.

As talk changed to sales and distribution, KC mentioned that IHGA isn't really set-up to sell your hops – IHGA is not hops brokerage. IHGA exists to allow growers to exchange information and promote the use of IN hops.

The IN Purdue Hop production guide can be found on the Purdue hop page here <https://www.purdue.edu/dffs/hops/>

Pesticide training session for 2019 can be found here <https://ppp.purdue.edu/wp-content/uploads/2018/07/Corebrochure.pdf>. To buy restricted use pesticides, you need to become a private applicator you need to pass the core test read more here.

Here is the link for the Purdue Plant and Pest Diagnostic Lab <https://ag.purdue.edu/btny/ppdl/Pages/default.aspx>.

Amy mentioned the grant has some funds to pay for samples if commercial members of IHGA either need to confirm an insect/disease problem or they just don't know. As we get closer to the growing season, Amy will distribute that information.

Grape listserve (potential for used equipment like blast sprayers) sign-up for the list serve here <https://lists.purdue.edu/mailman/listinfo/winegrape>.

Thanks to Aaron Harden for securing the meeting location and to Quaff On for giving us the space!

Following the conclusion of the regular business meeting, there was time for Q & A with Quaff On brewer Lucas Perkins, the highlights are bulleted below.

- Packaging- Lucas mentioned that he wants the alpha acids on the outside. Wants the package vacuum sealed. They prefer hard packed but that can vary from brewer to brewer. You can get either hard packed or soft packed vacuum sealers. Some brewers really like a hard pack for storage.
- Sometimes smaller packing is helpful, having hop growers call the brewers isn't something they have happen regularly. When contacting a brewer, growers need to realize they need at least 2-3 months to work something into the schedule. Reach out to them early.
- Someone asked what the minimum might be for the short run; Will vary from Brewer to brewer.
- Communication – especially leading up to harvest time. Not all brewers have an idea of how hop production works in Indiana. Brewers don't currently realize when harvest season is. Association is going to get more in touch with brewers.
- If you send an email (which is not the best way to make contact in general) make sure you ask who is buying the breweries hops. It is not always the brewer making those decisions. It is good to form a relationship with your brewer. Generally, the generic response email for a brewery is not getting to the brewer.
- Brewers know the hops you're growing and flavor profile you can offer is important. Any homework you can do for the brewer will be helpful being they're busy as well.
- Having the ability and flexibility to deliver on a designated day is important for brewers. They have limited space and many other limitations.
- Typical brew day timing is on an 8am – 5pm schedule. You will get a better response if you show up and are enthusiastic rather than calling to make an appointment.
- Besides the contracted hops what are brewers looking for... extracts? They don't have a whirlpool tank so it makes it difficult to do bittering hops. Extracts will broaden who you can sell to and who can use your product.
- What do they have too much of? They bought a previous business, so they have some leftover hops from before. Hops in the IN market is pretty saturated with cascade consider other varieties.
- How much storage do you have on site for storage? We only have a normal restaurant walk-in cooler.
- Another tip would be to use cold storage for breweries, that is a premium for brewers. You being able to store your hops would be very helpful to brewers. Someone suggested you might not want to start a farm without cold storage. Ability to offer cold storage is one of the things that you can do to market your own farm. A Cool bot for creating cold storage was mentioned <https://www.storeitcold.com/>.

- KC mentioned that if he could start over again, the 3 things he would not start a farm without (or at least have where you can get them lined up) were 1. an air blast sprayer 2. cold storage and 3. a harvester.
- Someone asked about popular suppliers, a couple mentioned were.
 - Hopssupplies.net
 - Orchardvalley.com - KC mentioned to look for sales/free shipping promos.

KC and Ryan both built their own applicators. That was cheaper and KC is willing to send a picture to the group. Kevin asked if anyone had utilized the spring-loaded ones? Most mentioned they used W clips because they were cheaper.

At that point the meeting was adjourned for networking and social time.