



NEWSLETTER

APRIL 2024

“THERE IS NO SILVER BULLET”



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LETTER FROM THE EXECUTIVE DIRECTOR

silver bullet (*noun*): something that acts as a magical weapon, especially: one that instantly solves a long-standing problem



Hello Community Members,

In my recent conversations with the Board Members, State Officials, Agricultural and Brewing Committees there has been one common theme: ***there is no one silver bullet that will catapult the New York Hop Industry into short and long term stability.*** The market conditions are compellingly indicative of growth and stability that will only stem from a comprehensive and highly relevant approach. This is no easy task to live up to for anyone in the supply chain. Growers, merchants and brewers alike now painstakingly plan for a future that will ensure a positive impact. The New York Hop Industry is preparing for the same.

However, to ground us, I urge all to contemplate their actions for the thaw of March and onward into growing season. *What will you do to differentiate yourself and your business this year? What strides will you take to strengthen your crop? Who is there to support you?* The answers to these questions are different for all. And, the beauty in those answers is all of the different ways that you will plan and execute them. In a recent call on the NYSBA Farm Brewery Committee call John Condzella mentioned that, *“New York is rare. It is one of the only few states in the country that has such a close tie to farm-direct agriculture.”*

This has inspired me to think of a great many conversations that deeply mattered to our State Officials when we were at the Capitol on February 6th for our Lobby Day. There is one overlying theme from that day that has resonated deeply in me. ***We must nurture the pride of our New York State with strength, and do our utmost to bring positive impact to our state as well as domestically and internationally.*** Grow strong internally with our deep rooted connections between farm, merchant and brewery. Grow so strong that we can bring that value and rareness of craft, with



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that same strength, to those who value it outside of our state’s borders.

Completing this vision, and owning the position that we’ve asked our state officials to support us in taking, we must now redefine how we perceive ourselves, and our role in our industry. During my tenure in the hop industry, I have learned definitively that positive change of the magnitude that we are capable of cannot be achieved without a comprehensive and concerted effort of many and few. ***There is no one silver bullet.*** This will be hard, painstaking and joyful work in ways unexpected, and we are here for it!

So that is my challenge to us all. Bring this strong, nurturing, and rejuvenating energy to the field, the local brewhouse, the distant brewhouse, and to all in our industry. Be the hop growing leaders that we are asking for ourselves to be!

Sending you strength!

Adam Kryder

Executive Director

Hop Growers of New York, Inc 501(c)6



HOP GROWERS OF NEW YORK

DRIVING ECONOMIC IMPACT THROUGH THE NEW YORK STATE SUPPLY CHAIN

2024 REQUEST FOR \$500K BASED ON:

- NYS Hops Industry is at a critical juncture for **SUCCESS**
- NYS Hops are **HIGHLY DEMANDED** yet **UNDERSUPPLIED**
- Cornell AgriTech Breeding Program poised for **SUCCESS**
- NYS Farm Brewery Legislation poised for **SUCCESS**
- NYS Craft Beer Industry poised for **CONTINUED SUCCESS**
- NYS Hops approx. 2.2% of NYS hops supply chain and **GROWING**
- NYS Sourced Hops = **90% NYS REV** Capture vs. 10% when sourced out-of-state



NYS HOPS SUPPLY CHAIN ECONOMIC IMPACT

- \$80MM Total NYS Craft Beverage Impact
- \$52MM Craft Beer Industry Impact
- \$16.6MM of Craft Beer Wages
- \$8.1MM of Craft Beer Taxes Paid

**2.2% of NYSBA 2023 projections based on volume*

SCOPE OF WORK SUMMARY

- Grower Community Initiative - \$90k
- Grower to Merchant Initiative - \$85k
- Grower to Brewer Initiative - \$75k
- Advisory Board Initiative - \$20k
- Grower Pilot Program - \$210k
 - NYS Core Hop Variety Marketing (\$150k)
 - Cornell AgriTech Market Support (\$60k)
- Legal Aid Reserve Fund - \$20k

2023 GROWTH METRICS

- Web Engagement +149%
- Membership +120%
- Revenue +1,257%

MEDIA ENGAGEMENT



Cornell AgriTech PARTNERSHIP

- Strategic Plan Integration
- Integrated Market Promotion
- Licensing Partnership
- Genetic Material Sourcing & Advocacy
- Grower / Brewer Outreach

LETTERS OF SUPPORT





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2024 LOBBY EFFORTS

HGNY is ADVOCATING FOR YOU!!! Take a look at the summary of our lobby day efforts on the page above. We will find out this month how much we will be awarded, so now is the best time to find out how you can get involved in the programs that this funding will open up to you as a grower, brewer, or affiliate member.

Regardless of how much we are awarded, we will be moving forward and continuing to build on all of the strengths that we have accomplished over the last year.

We are making strides and now is the time to get involved!



Pictured left to right: John Condzella, Dieter Gehring, Conrad Fink, Adam Kryder, Assembly Member Carrie Woerner



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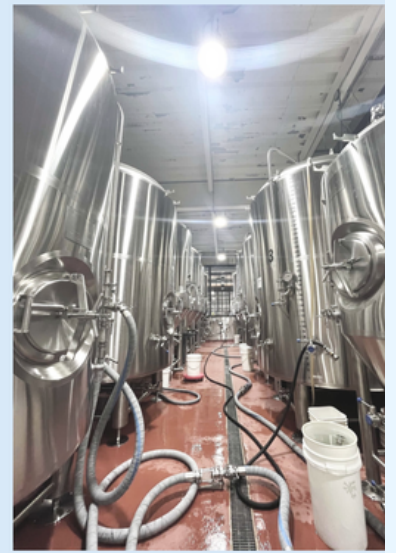
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NEW MEMBER RESOURCES AREA

HGNY has launched our new member area complete with three different core resources areas!!

The STRATEGY resource area outlines and provides updated documentation of all strategic initiatives including the HGNY Strategic Plan, the Comprehensive Agronomic Plan, and details of all other key initiatives.



The grower RESOURCES area contains videos, documents and other information to help you grow better hops, increase yield, comply with domestic and international regulations, and other key resources.

The market SUPPORT area shows and document everything from contract templates, too sales resources and other key information to make you effective in the market place. Farm direct sales models, and utilizing distribution will be extensively covered.

Join today! or email adam@hopgrowersofnewyork.org to get a complimentary 24hr access to the member site!



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MARCH 2024

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WEBINAR WORKSHOP SERIES

HGNY is now running Workshops throughout the year. They are free for members, and everyone curious is encouraged to join one for free before they sign up for membership. These will be virtual meetings held on Zoom and hosted by Executive Director, Adam Kryder. If you have a topic you would like to explore please write to secretary@hopgrowersofnewyork.org If you cannot make the time, no worries! Audio recordings of these sessions will be available in the member area of our website as well.

WORKSHOP 1: “How to Convert Spot Sales to Contracts”

Wednesday, April 10th @ 19:00

Guests: TBA Sponsored by: TBA

Hop growers and merchants around the state have recently been speaking about how to balance yearly needs of their local brewing connections and making sure that they have the right product at the right time for their brewing community. Often this is achieved through contracts. In this workshop we will focus on how to convert spot sales to contract demand, and will have our brewer guest(s) present for feedback

[insert link to sign up for attendance]

WORKSHOP 2: “Public Hop Variety Spotlight”

Wednesday, April 24th @ 19:00

Guests: TBA Sponsored by: TBA

This workshop will focus on the growing and brewing value of common and experimental public hop varieties and why they matter to New York State brewing communities. This is a perfect time to get involved with learning about USDA experimental varieties and how to get involved with getting them into your hopyard or brewhouse in 2024 and 2025. It will also highlight how important this initiative in New York is in regards to the proprietary hop varieties that are being bred at Cornell AgriTech and how to get involved.

WORKSHOP 3: “Hop Nutrient Programs for 2024”

Wednesday, May 8th @19:00

Guests: TBA Sponsored by: TBA

The very grower focused workshop will take a deep dive into nutrient programs and how they can help you get the best yield from your crop. We will be having guests from the grower and agronomic community present to answer questions and bring relevance to this key aspect of growing hops just in time for implementation this growing season!

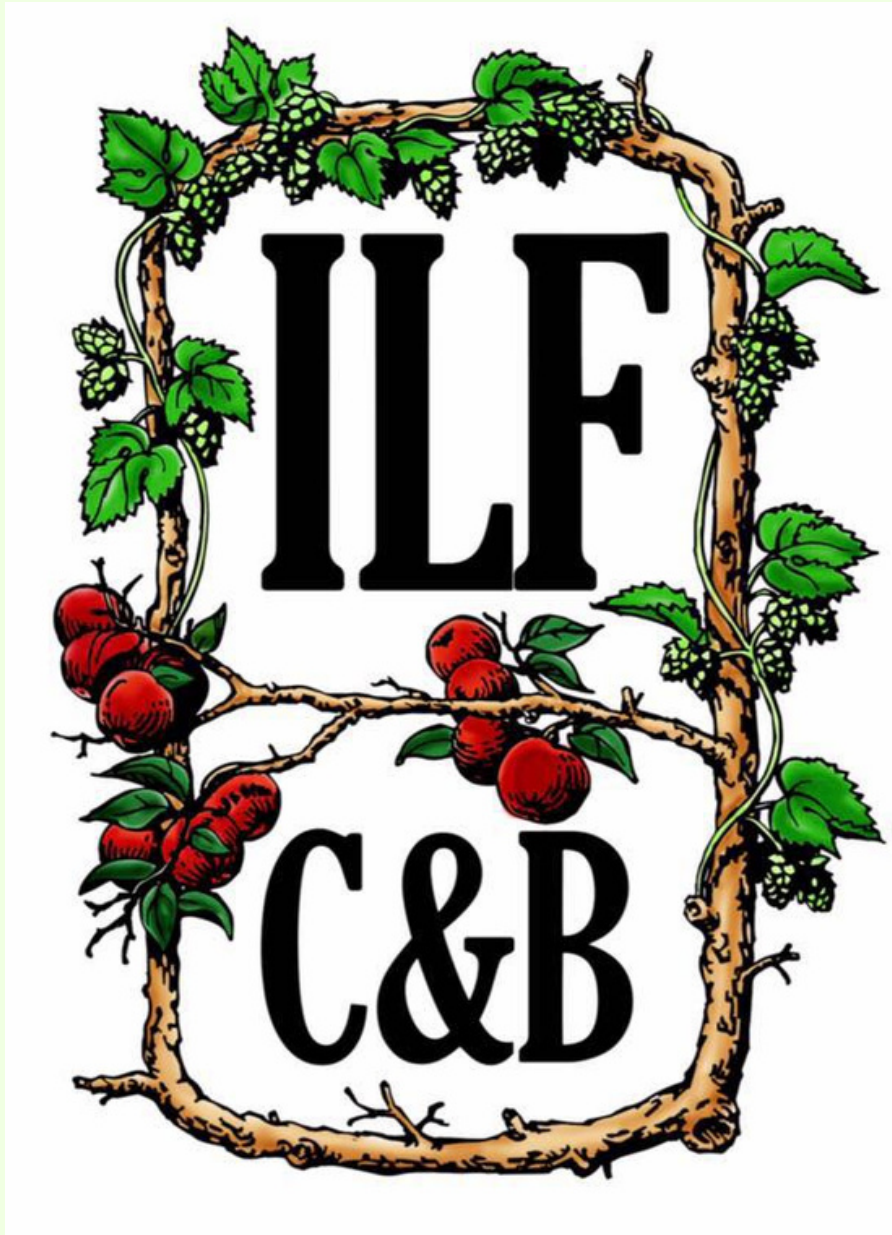


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This Edition Brought to you by:



**Indian Ladder Farms Cidery and Brewery
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www.indianladderfarms.com



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HOW TO SUPPORT US

The most important aspect of how you can support the Hop Growers of New York is to participate as much as possible. If you are a grower, brewer, merchant, or affiliate to the brewing industry get involved!

Join our organization and help push us on the best and most relevant path forward as possible. Participate in our events. Provide feedback from your vantage point in the industry.

GET INVOLVED!

We want to hear from you! There are committees to get involved in, internships available, and hop sponsorship opportunities for growers and brewers alike. We will only get stronger as we grow in numbers.

Most importantly, make your voices heard! ANY and ALL feedback is welcome. Write us or call us today and tell us the good, the bad and the ugly so that we can do our utmost to make positive changes for the greater New York Hop Growing community.

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