



NEWSLETTER

OCTOBER 2023

“NO MAN IS AN ISLAND”



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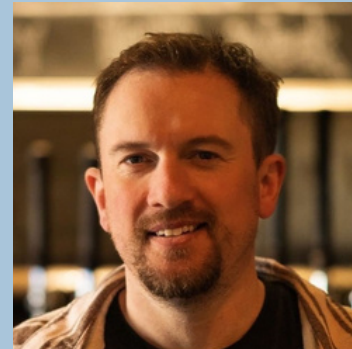
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LETTER FROM THE EXECUTIVE DIRECTOR

Hello All,

After going through my first harvest as Executive Director of Hop Growers of New York, the message I believe we should all reflect on is as simple as two words:

Unity and Involvement.



This is a pivotal moment in the New York hop growing industry. We have a HUGE tailwind of support from our federal, state and local government. There are marked developments in the strategy and initiatives that we have undertaken. But we largely face a strong headwind of us all being unified and involved in the development of our industry here in NY.

2023 has shown us that our NY state hop breeding program is real, and it needs our support. The breeding program initiative has also dovetailed, and shown us that we also must put a concentrated effort on rootstock propagation, even at a farm-by-farm level. Above all focusing on identifying and growing elite NY varieties that yield well and show good disease resistance. But where will we put these strong growing varieties if our acres continue to dwindle?

We are learning that top-quality brewing companies want our hops more than ever. More and more attention is being paid to our initiatives, and brewers are getting involved. But where will they contract and purchase NY hops if our acres continue to dwindle?

I'm sure that this question brings up a lot of thoughts and feedback from our grower and merchant community, which largely reports being long on old crop years. An issue that plagues the entire hop industry.

But I am not here just to pose questions. My answer and solution to these challenges is simple: unity and involvement.

Without talking to each other on unified fronts, how can we collectively battle the challenges that face us?



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LETTER FROM THE EXECUTIVE DIRECTOR

Without being involved and making our voices heard, how can we use the tailwind of governmental, organizational, and brewer support to help us avoid pitfalls?

The solution is right here in front of us, and my challenge to all of our growers, brewers, and merchants is this. Allot time, week-to-week, to make a consistent effort to unify with the NY supply chain through our organization. Allot time, week-to-week, to get involved with our organization and its initiatives to support you and your business.

If our organization is able to have just fifteen minutes of your time per week, and hear your feedback, we will begin to thrive. Because we are New Yorkers, fighters, and resilient as hell!

So, with this first newsletter under my direction, my intent is to give you an opportunity to see where you want to get involved and how you want to help us unify. If you do, the effect will be an increased opportunity to gain better yields, to have less oversupply of past crop years, and greater ability to scale our industry in New York to make a mark on the industry as a whole!

I send my utmost appreciation to you for your time invested in reading this issue of our newsletter. I hope to hear from you soon, as the Hop Growers of New York will continue to do its best to support you and your business.

Wishing you strength!

A black and white image of a handwritten signature, which appears to be "AK", written in a cursive style.

Adam Kryder

Executive Director

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

October 6th, 2023



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ALTA VISTA FARM HOPS



Alta Vista Farm was established in the mid-1700's and the original farmhouse still stands today. The current farmhouse, the big barn and other buildings, were built in the mid to late 1800s. The last commercial farming operation, a dairy farm, ceased operations in the 1960s.

The Fink family bought Alta Vista Farm in 1975 and learned that their farm was at the heart of the 19th century American hop growing industry. The breweries that made New York the brewing capital of the country in the 1800s sourced their hops in Alta Vista's Otsego County. Through this legacy, the New York State Farm Brewery legislation, and a desire to bring the farm back into operation, Conrad Fink decided to start growing hops. The first hop trellis was built in 2015, 125 years after New York's hop growing heyday.

At present, there are ten varieties of commercially developed hops under cultivation on 2.5 acres at Alta Vista Farm. Additionally, Conrad has propagated four wild, heritage hops that he discovered growing throughout Otsego and Schoharie counties.

Conrad joined the Board of the Hop Growers of New York Association in 2019 and has served as Treasurer since 2022. He joined the Otsego County Farm Bureau Board early in 2020 in order to use the strength of the organization to advocate on behalf of hop growers to legislators in Albany.

A life-long entrepreneur and business owner, Conrad is an enthusiastic supporter of brewers building their businesses and is dedicated to growing premium New York State hops for them. His brewery customers are located throughout Central New York, the Albany area, Brooklyn, Queens, and Northern New Jersey.

Conrad and Alta Vista Farm Hops are also the defending champion of the NYS Cascade cup!

www.altavistafarmhops.com for more info!



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2023 HARVEST NOTES



Experimental yard at Crooked Creek Hop Farm

The 2023 harvest saw some challenges as always. With less acres harvested than last year, and some definite early flooding issues, general yields were stagnant to slightly lower than the previous year. Downy mildew remained the main disease pressure, but pest pressure was reported to be less significant. Growers continued to report very good yields and performance of Vista and Triumph which seem to show a prominence in growing performance in many of the growing regions across New York State.

Experimental trials of USDA-EXP023 also have shown a great deal of promise in New York State, so be sure to connect with us if you would like an opportunity to become involved.

If you have any additional harvest notes or questions please reach out to us today! The more info we can aggregate, the better we can do to support ALL hop growers in New York.



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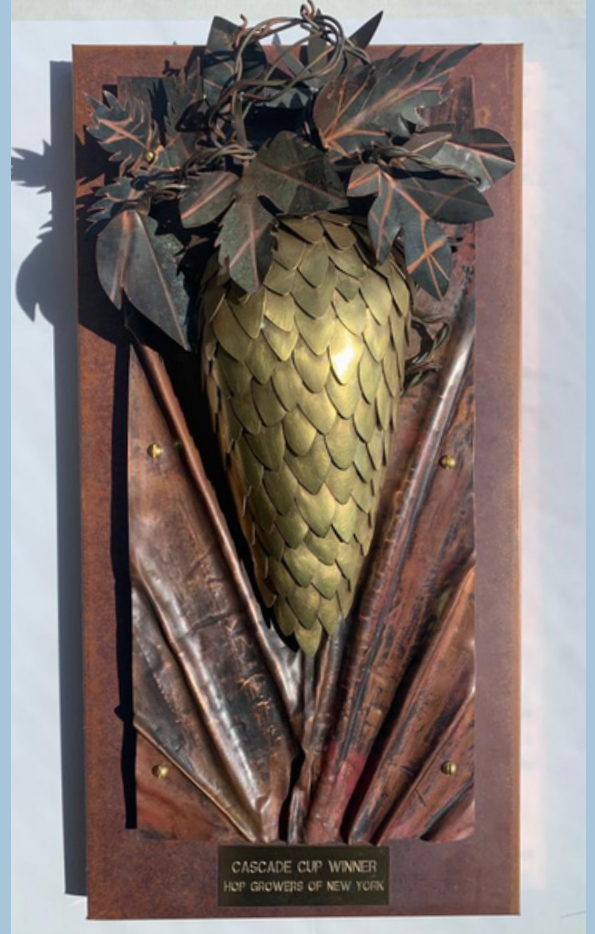
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2023 NYS CASCADE CUP

The Second Annual New York State Cascade Cup (NYSCC) is underway for the 2023 harvest! But don't let the title be misleading, there are two categories that make up this event. Cascade is the first, but equally important to the NYS supply chain is the Wild and Experimental category.

The judging is taking place and is hosted by Industrial Arts Brewing in Beacon, NY on Friday, October 13th. The judging panel is set and will be made up of the following hop industry gurus:

Hutch Kugeman - Brewery at the CIA
Evan Watson - Plan Bee Farm Brewery
Emily Watson - Plan Bee Farm Brewery
Matt Levy - Threes Brewing Co.
John Segal - Segal Ranches
Eric Salazar - Strangebird
Zack Kinney - Kings County Brewers Collective
Tony Bellis - Kings County Brewers Collective
Alex Biedermann - Strong Rope Brewery
Jesse Ferguson - Interboro Spirits and Ales
Dan Suarez - Suarez Family Brewery



*The NYS CASCADE CUP
Defending Champion:
Alta Vista Farm Hops*

We are truly happy that the three main New York Hop Merchants are looking to participate. The Bineyard, Upstate Hops, and The Hop Guild are all pivotal resources. So if you use any of these merchants to process your hops, **please reach out to make sure you are included in their submissions.** If you are a 100% independent New York Grower, **please get your submission in as soon as possible.** The judging panel is waiting to do sensory evaluations on your hops and this is an amazing opportunity to get the attention of some great brewers in the community for only the cost of shipping! All submissions must be received before OCTOBER 12th. Please see the link below for more details!

<https://www.hopgrowersofnewyork.org/events/2023cascadecupsubmissions>



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INAUGURAL WET HOP FESTIVAL



Wet Hopped beers require a great connection between brewers and growers in states that are lucky enough to be able to grow hops at commercial scale. Thus, celebrating all that the New York Brewing and Hop Growing industry have worked toward with a Wet Hop Festival seemed to be a must. This year the Inaugural NYS Wet Hop Festival will be taking place at Indian Ladder Farms on October 20th - 22nd. With a number of incredible growers and brewers participating, be sure to come to the event and celebrate with us! Friday night, the 20th, will be a smaller VIP style event, and will feature an underground concert of The Ramona Flowers. Saturday the 21st is the MAIN EVENT. Grower and brewer attendance will be in full force and we are expecting high numbers of people so be sure to RSVP!

Sunday is tentative and if there is beer left we will feature a Kick the Keg event where any beer that is left over will be sold at a discounted price to make sure that we are all satiated on wet hop beers until next year!

Pre-sale merchandise is also on sale in our store, so grab your cool threads before, during or after the event!

All proceeds to go directly to Hop Growers of New York 501(c)6 Non-Profit, to build programs and strategies to grow and sustain the NY Hop Growers.

More info on the event and breweries can be found here: <https://www.hopgrowersofnewyork.org/wet-hop-harvest-festival>





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BREEDING PROGRAM UPDATE

Our work with Cornell AgriTech and Larry Smart's office to breed commercially viable New York specific aromatic hop varieties continues to build strength. One current area of this program that can use your support is the provision of any male plant genetic material. If you discover any males hop plants in the wild and would like to share, please let us know and we can connect you with Cornell.

Cornell AgriTech
New York State Agricultural Experiment Station

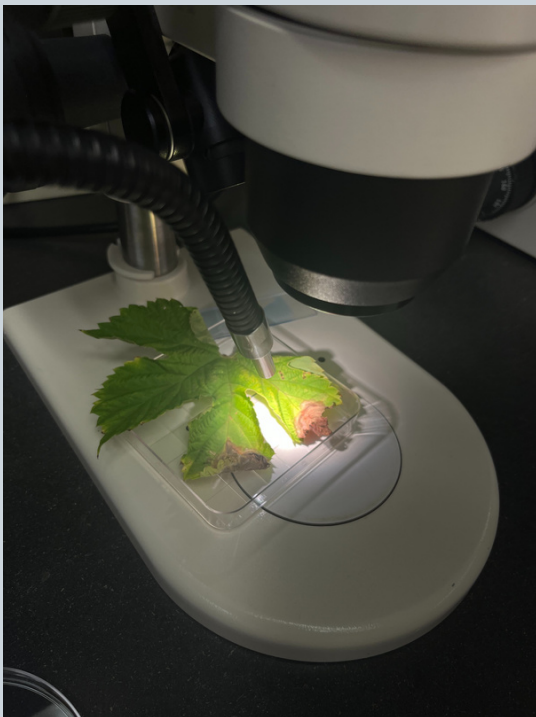
The wild New York males can also be submitted to the USDA-ARS offices of hop breeding. Any males that have survived in the wild most likely will exhibit genetic traits of disease resistance that are crucial to breeding a New York variety that yields well and naturally disease and pest resistant.

So, if you know about any male plants, please reach out to participate and help us quote you for your service.

BEST PRACTICES

For new and experienced growers, disease identification in the field is a very important aspect of growing hops. Thankfully along with our partnership with Cornell AgriTech, the office of Frank Hay, plant pathologist, is here to help!

If you have any questions, or need help with verification please contact us. We can put you in touch with the plant pathology lab at Cornell AgriTech so that you can identify disease early and often. This will help with possible reduction of spraying costs, and will help prevent crop loss.



*Identifying Halo Blight at
Cornell AgriTech Lab*



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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 will be voting on Board Membership for 2024 soon and 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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