



SMADC Workshop

Hops Production in Southern MD

Hughesville • 3/12/18

The Maryland Beer Industry
& Opportunity for Hops
Production



First, a “thank you...”

- Southern Maryland Agricultural Development Commission
- USDA Maryland Specialty Crop Block Grant
- The University of Maryland Extension



About Grow & Fortify

- Launched in 2015 to create, grow & strengthen organizations and the businesses they support.
- Clients include the Maryland Wineries Association, Brewers Association of Maryland & Maryland Distillers Guild.
- G&F team includes full-time operations, events, marketing and government affairs staff.
- Team includes Kevin Atticks, Janna Howley, Kelly Dudeck, Abby Casarella and Callie Pfeiffer.

The image shows the 'grow & fortify' logo overlaid on a background of weathered, horizontal wooden planks. The logo consists of the word 'grow' in a lowercase, bold, sans-serif font, followed by a stylized ampersand symbol, and then the word 'fortify' in a similar lowercase, bold, sans-serif font. The text is dark, possibly black or dark grey. Below the text, there is a solid, light teal or mint green rectangular bar that spans the width of the logo area. The wooden background has a natural, aged appearance with visible grain and some small knots or imperfections.

grow & fortify

The State of the State's Beer Industry...

- Fastest-growing segment of the craft beverage industry (hint: this infographic is already out of date)
- “In 2010, there were 22 working craft breweries across Maryland’s multiple licensing classes, which combined to produce 91,854 barrels of beer. Today, there are 84 working craft breweries which are projected to produce 247,000 barrels in 2017.”- *Reform on Tap Task Force Report*
- 67 percent of money spent on local craft beers stays local
- the economic benefits of consuming Maryland craft beer are 54 percent greater than those associated with consuming out-of-state brands.
- High demand for quality local hops.
- MARBIDCO has expanded grape vine grant to include hops.



Reform on Tap Task Force Stats

According to the BRE Economic Impact Study:

- Maryland's craft beer per capita economic impact of \$133,670 per 1,000 residents (2016) ranks last within the immediate region.³
- The 1.1 jobs per 1,000 residents that are generated by craft beer in Maryland ranks last within the immediate region.
- The \$38,000 in labor income, per 1,000 residents that is generated here in Maryland ranks last within the immediate region.
- While locally-sourced beer carries a far greater multiplier effect than beer produced in another state, Maryland remains a net importer of the product, consuming 275,000 barrels of craft beer while producing only 247,000 barrels.
- The State of Maryland currently ranks 25th nationwide in per capita beer production, 36th in the number of breweries and 47th in overall economic impact.

Are you sensing a theme here?

State & Local Politics

(because you can't really ever avoid the politics):

- Some counties require a percentage or acreage requirement for ingredients that go into a farm brewery beer.
- Reform on Tap Task Force & HB 518
- 2018 bill: Establish a Beer & Brewery Promotion Fund with a \$400-500k fiscal note (HB1370/SB956)
- Ongoing challenges with the state legislature.
- If you want to get into this industry you need to be willing to show up at both county and state levels.

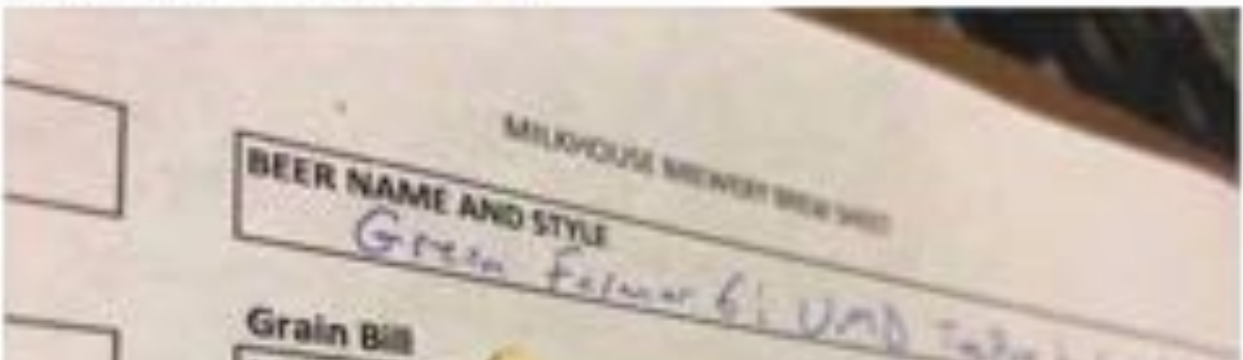


Maryland brewery manufacturing licenses...

		Farm-Grown Ingredients Required?	# of BAM Members*
Class 5	Production Brewery	-	35+
Class 6	Literally, no one gets this license	-	0
Class 7	Micro-Brewery; requires a restaurant license	-	15
Class 8	Farm Brewery	✓	15

*Currently licensed BAM breweries; does not include in-planning, affiliate members or breweries who are not BAM members.

First Green Farmer brew of 2018 is goin in the tank today! Keep your eyes peeled for this 100% University of Maryland Grown Pale Ale release in a few weeks 🍷 Want to drink local today? Join the MHB Crew at Flying Dog Brewery as we celebrate the release of Field Notes Pale Ale this afternoon! See you there! 🍷🍷



Starting the Real Ale festival! \$20 all you can drink cask ale. Serving Local Smokin' Peach Ale made with local hops and malts! #caskwhisperer



Who says beer can't have terroir? Our brewing team was excited to work with local suppliers Dark Cloud Malthouse and Black Locust Hops to showcase the agricultural variety that Maryland has to offer. Featuring locally grown barley and hops, and brewed here in Baltimore, this beer is about Maryland as you can get.





How many acres of commercial hops in MD? **~30.**

How many industry-wide opportunities to have your hops evaluated by brewers? **1.**

How many annual hop yard field days? **1-2.**

How many commercial hops processors in MD? **2.**



So... what does this mean?

Pleasant Valley Hops Inc. added 3 new photos.
 August 5, 2017 · 🌐

Harvest time is right around the corner! Doing some last minute mods to the picker to get her ready!



Pleasant Valley Hops
 (Frederick Co)

Hop-ping Mad for Local Hops
(I couldn't resist...)



Black Locust Hops
 (Baltimore Co)

Black Locust Hops
 September 20, 2017 · 🌐

Running hops through the pellet mill and BROKE the die; never let anyone tell you hop farming is easy. So, we're banging our heads against the wall when one of our Dad's calls with this advice, "You know, Marty, if you put your mind to it, you can accomplish anything!"
 #backtothefutureisalwaysrelevant #hoplife #farmlife Pellet mill fixed, and ready to run again. #neverthelesswepersisted



- Brewers Association of Maryland:
marylandbeer.org

- *BAM has an Grower Membership & Agricultural Resources Committee*



- NE Hop Alliance Mid-Atlantic Chapter: northeasthopalliance.org

- *Tom Barse, Milkhouse Farm Brewery, President*

- MARBIDCO: marbidco.org

- UMD:
extension.umd.edu/smallfruit/hops

- UME Carroll County:
[extension.umd.edu/carroll-](http://extension.umd.edu/carroll-county/agriculture/hops-maryland)
[county/agriculture/hops-maryland](http://extension.umd.edu/carroll-county/agriculture/hops-maryland)





Questions?

You can always call us: 410-252-9463

Or email us: janna@growandfortify.com