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Annual Performance Report SCBG-1075

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Growth and Sustainability for Michigan Specialty Crop Hops

Background

Although Michigan's economy continues to lag, agriculture, Michigan's second largest industry, provides opportunity for economic growth. Michigan produces the second most diverse variety of crops, after California, due to favorable growing conditions.

Since 2007, a worldwide shortage of hops has jolted prices resulting in limited availability of some hops varieties. Michigan's long and successful agricultural history and ideal hops growing conditions, coupled with a rapidly growing micro-brewing industry (Appendix A) in the state of Michigan, provided Michigan with an ideal opportunity to focus on the development of hops as a new specialty cash crop.

Project Summary

The purpose of the grant is two-fold: to research, strengthen and promote production of specialty crop hops utilization to stimulate Michigan's lagging economy and to conduct an analysis of experts' project values and develop a strategic plan to promote the growth of Michigan specialty crop hops.

Through a variety of information gathering methods, data was collected and used to identify the key elements required to grow the hops specialty crop industry in Michigan. Information collected also helped define the most useful delivery systems to disseminate information to both growers and consumers.

Based on the research conducted, a strategic plan (Appendix B) was developed to guide the further development of hops specialty crop in Michigan. The website michiganhops.org (Appendix C) was another outcome of this grant. Developed in collaboration with field experts it was built to support and enhance an additional website hops.msu.edu. The authors of the two sites provided support and expertise to one another to deliver the most comprehensive information and guidance to those interested in growing, processing and/or utilizing hops.

Project Approach and Status

Information and expertise for the development of the strategic plan and website was gathered through one-on-one interviews, field visits and research. Additional information was gathered through attendance and participation at industry conferences and training sessions. At each step of the development of these resources, field experts provided support and guidance.

An Advisory Board of representatives from farming, brewing, cooperative extension, Michigan Department of Agriculture and the restaurant community was identified and roles and responsibilities were developed. A SWOT analysis was conducted with each member of the advisory group in a one to one interview to gather diverse opinions as to the strengths,

weaknesses, opportunities and threats to the hops industry in Michigan. Information gathered through this SWOT analysis served as a guide for further research, field visits and the development of educational opportunities.

Educational opportunities and symposiums were conducted in collaboration with other organizations to maximize both credibility and attendance. One of the primary objectives of these events was to bring growers and consumers together. At one such event, a Hops Field Day & Tour held in partnership with Leelanau MSU Extension, a pre and post test was conducted and provided significant findings relating to increases in knowledge and confidence in growing hops. Additionally promotional and educational materials were prepared for distribution at conference; for publication in print media; Appendix D.

Goals and Outcomes Achieved

There were two major goals of this project: to research, strengthen and promote production of specialty crop hops to stimulate Michigan's lagging economy and to conduct an analysis of experts' project values and develop a strategic plan to promote the growth of Michigan specialty crop hops.

The principle project goals were met with the development of the strategic plan and website. Additional project outcomes included several educational events and promotional activities. The strategic plan can be found in the Appendices and the website can be found at Michiganhops.org

Anecdotal information gathered indicates that Michigan acreage dedicated to hops production increased from approximately 40 acres in 2011 to an anticipated 70 acres in 2012. The grant activities have laid the foundation for further expansion of the hops industry in Michigan, generating input and creating awareness of the opportunities that exist. There has been a marked increase in interest in hops in Michigan and significant activity to promote and build the industry.

Beneficiaries

Michigan hops growers, brewers, processors, agricultural community, those interested in starting or expanding hops yard are the beneficiaries of this project as it allowed for the development of a strategic plan and the creation of a website which provides a resource for information and a mechanism for bringing growers, processors and consumers together.

Baseline information gathered will assist in the development of plans for the expansion of the industry that will ultimately impact business development in Michigan.

Lessons Learned

The independent and entrepreneurial spirit of both hops growers and brewers provides several challenges:

- It is challenging to draw growers and brewers together in a collective group. There should be a continued effort into developing a comprehensive statewide list of hops growers. The michiganhops.org website should provide an excellent vehicle for drawing together that information.
- There is a lack of statewide data on dedicated hops acreage; growers working in regional pockets in the state do not share information. It is recommended that an annual survey of growers be conducted statewide.
- Growers must be provided encouragement to focus on building better a product and growing the statewide industry.
- There is no formal mechanism to facilitate communication between growers and consumers. This challenge must be resolved to ensure that growers are producing the amount and variety of hops demanded by the marketplace.

There are untapped business opportunities related to the hops industry in Michigan that if addressed could positively impact Michigan's economy. Currently Michigan dollars are flowing out of state to purchase hops, purchase plants, and to test materials. Support of the development of a Michigan plant supply and the establishment of a Michigan testing lab would keep more Michigan dollars in Michigan and contribute to the expansion of hops as a crop in Michigan (Appendix E).

Processing and distribution of hops is an area that requires further study. Processing is highly time sensitive and it is uncertain whether a central processing facility would be of benefit to the long-term growth of the hops industry. Picking hops to meet the schedule of a central processor may lead to poorer product quality.

The formation of a statewide group perhaps based on the model of the Michigan Grape and Wine Council, seems premature at this time. The impetus for the formation of such a group must come from within the industry. Significant issues to be addressed in the formation of such a group would be: Is there support for this concept? Is there an existing group/organization that could serve in this capacity? Should it be a membership group? Should it be funded legislatively? If so who would champion the bill? An interim step might be to organize a statewide hops growers group to identify standards, guidelines, and pricing.

Detailed recommendations for the promotion and further development of specialty crop hops in Michigan are contained in the strategic plan (Appendix B).

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Atwater Block Brewery
237 Joseph Campau Detroit, Mi 48207
313-877-9205

Arcadia Ales
103 W. Michigan Ave. Battle Creek, Mi 49017
269-963-9690

Arbor Brewing Co. Pub & Eatery
114 E Washington Ann Arbor, Mi 48104
734-213-139

B.O.B's Brewery
20 Monroe Ave. NW Grand Rapids, Mi 49503
616-356-2000

Bastone Brewery
419 S Main St. Royal Oak, Mi 48067
248-544-6250

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Bell's Brewery Eccentric Cafe

355 E Kalamazoo Ave. Kalamazoo, Mi 49007
269-382-2332

Big Rapids Brewing Company at The Blue Cow Cafe

119 N. Michigan Ave. Big Rapids, Mi 49307
231-796-0100

Bilbo's Pizza & Brewing Company

3307 Stadium Dr. Kalamazoo, Mi 49008
269-382-5544

Blackrocks Brewery

424 N. Third Street Marquette, Mi 49855
906-273-1333

Blue Tractor BBQ & Brewery

423 South Union St. Traverse City Mi 49684
231-922-9515

Brewery Vivant

925 Cherry Street SE Grand Rapids, Mi 49506
616-719-1604

Barts Brewery

804 E. Midland St. Bay City, Mi 48706
989-891-0100

Big Buck Brewery & Steakhouse

550 S. Wisconsin Gaylord Mi 49735
989-732-578

Big Rock Chop House

245 S Eton St. Birmingham Mi 48009
248-647-7774

Black Lotus Brewing Company

1E 14 Mile Rd Clawson, Mi 48017
248-577-1878

Blue Tractor BBQ & Brewery

207 E. Washington St. Ann Arbor Mi 48104
734-222-4095

BraVo! Restaurant & Cafe

5402 Portage Rd. Portage Mi 49002
269-344-7700

Cheboygan Brewing Company

101 N. Main Street Cheboygan Mi 49721
937-572-6879

Copper Canyon Brewery

27522 Northwestern Hwy. Southfield Mi 48034
248-223-1700

CJ's Brewing Company

8115 Richardson Rd. Commerce Township, Mi 48390
248-366-7979

Dark Horse Brewing Company

511 S. Kalamazoo St. Marshall Mi 49068
269-781-9940

Dragonmead Microbrewery

14600 E. 11 Mile Rd. Warren, Mi 48089
586-776-9428

Detroit Beer Company

1529 Broadway Detroit, Mi 48226
313-962-1529

Fenton Winery & Brewery

1545 N. Leroy St. Suite B Fenton, Mi 48430

Fort Street Brewery

1660 Fort St. Lincoln Park, Mi 48146
313-389-9620

Frankenmuth Brewery

425 S. Main St. Frankenmuth, Mi 48734
989-262-8300

Fletcher Street Brewing Company

124 W Fletcher St. Alpena, Mi 49707
989-356-2294

Founders Brewing Company

235 Grandville Ave. SW Grand Rapids, Mi 49503
616-776-1195

Frog Island Brewing Company

7879 Jackson Rd. Ann Arbor, Mi 48103
734-485-4677

Greenbush Brewing Company

5885 Sawyer Rd. Sawyer, Mi 49125
269-277-1091

Great Baraboo Brewing Company

35905 Utica Rd. Clinton Township, Mi 48035
586-792-7397

Grizzly Peak Brewing Company

120 Washington Ann Arbor, Mi 48104
734-741-7325

Harper's Restaurant & Brewpub

131 Albert East Lansing, Mi 48823
517-333-4040

Hometown Cellars Winery & Brewery

108 E. Center St. Suite B Ithaca, Mi 48847
989-875-6010

Hereford & Hops Restaurant

624 Ludington St. Escanaba, Mi 49829
906-789-1945

HopCat

25 Ionia SW Grand Rapids, Mi 49503
616-451-4677

Jaden James Brewery at Cascade Winery

4665 Broadmoor Kentwood, Mi 49512
616-656-4665

Jasper Ridge Brewery

1075 Country LN. Ishpeming, Mi 49849
906-485-6017

MBC Downtown Lansing

402 S. Washington Lansing, Mi 48933
517-977-1349

Jolly Pumpkin Artisan Ales

3115 Broad Street Dexter, Mi 48130
734-426-4962

Jamesport Brewing Company

410 S. James St. Ludington, Mi 49431
231-845-2522

Jolly Pumpkin Artisan Ales - Cafe & Brewery

311 S. Main St. Ann Arbor, Mi 48104
734-913-2730

Jolly Pumpkin Old Mission

13512 Peninsula Dr. Traverse City, Mi 49686
231-223-4333

Keweenaw Brewing Company

408 Sheldon Ave. Houghton, Mi 49931
906-482-5596

Kuhnenn Brewing Company

5919 Chicago Rd. Warren, Mi 48092
586-979-8361

Lake Superior Brewing Company
N14283 Lake Ave. Grand Marais, Mi 49839
906-494-2337

Lilly Seafood Grill & Brewery
410 S. Washington Royal Oak, Mi 48067
248-591-5459

Liberty Street Brewing Company
149 W. Liberty St. Plymouth, Mi 48170
734-207-9600

Mackinaw Brewing Company
161 East Front St. Traverse City, Mi 49684
231-933-1100

Michigan Brewing Company
1093 Highview Dr. Webberville, Mi 48892
517-521-3600

Middle Villa Inn
4611 N. M-37 Hwy Middleville, Mi 49333
616-891-1287

Motor City Brewing Works
470 W. Canfield Detroit, Mi 48201
313-832-2700

Mountain Town Station
506 W. Broadway Mount Pleasant, Mi 48858
989-775-2337

Michigan Beer Cellar
500 E. Division Street Sparta, Mi 49345
616-205-5286

MillKing it Production
4847 Delemere Royal Oak, Mi 48073
248-462-1338

Mount Pleasant Brewing Company

614 W. Pickard Ave. Mount Pleasant, Mi 48858
989-400-4666

New Holland Brewing Company

66 E 8TH St. Holland, Mi 49424
616-355-6422

North Peak Brewing Company

400 W. Front St. Traverse City, Mi 49684
231-941-7325

Odd Side Ales

41 Washington Ave. Suite 160 Grand Haven, Mi 49448
616-935-7326

Old Hat Brewery & Grill

114 N. Main St. Lawton, Mi 49065
269-624-6445

Original Gravity Brewing Company

440 County St. Milan Mi 48160
734-439-7490

Old Boys' Brewhouse

971 W. Savidge St. Spring Lake, Mi 49456
616-850-9950

Olde Peninsula Brewpub & Restaurant

200 E. Michigan Ave. Kalamazoo, Mi 49007
269-343-2739

Paw Paw Brewing Company

929 E. Michigan Ave. Paw Paw, Mi 49079
269- 377-0976

Quay Street Brewing Company

330 Quay St. Port Huron, Mi 48060
810-982-4100

Red Jacket Brewing Company (in Michigan House Cafe)

300 Sixth St. Calumet, Mi 49913

906-3371910

Right Brain Brewery

221 Garland St. Traverse City, Mi 49684
231-944-1239

Round Barn Winery, Distillery & Brewery - Baroda

10983 Hills Rd Baroda, Mi 49101
800-716-9463

Redwood Brewing Company (Redwood Lodge)

5304 Gateway Center Dr. Flint, Mi 48507
810-233-8000

Rochester Mills Beer Company

400 Water St. Rochester, Mi 48307
248-650-5080

Round Barn Winery, Distillery & Brewery - Union Pier

9185 Union Pier Rd. Union Pier, Mi 49129
269-469-6885

Royal Oak Brewery

215 E. Fourth St. Royal Oak, Mi 48067
248-544-1141

Saugatuck Brewing Company

2948 Blue Star Hwy. Douglas, Mi 49406
269-857-7222

Sherwood Brewing Company

45689 Hayes Rd. Shelby Township, Mi 48315
586-532-9669

Soo Brewing Company

223 W. Portage Avenue Sault Sainte Marie, Mi 49783
906-632-4400

Sue's Coffee House

201 North Riverside Avenue Saint Clair, Mi 48079
810-326-1212

Schmohz Brewing Company

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2600 Patternson SE Grand Rapids, Mi 49546
616-949-0860

Short's Brewing Company

121 N. Bridge St. Bellaire, Mi 49615
231-533-6622

Sports Brewpub

166 Maple Wyandotte, Mi 48192
734-285-5060

Sullivan's Black Forest Brewhaus & Grill

281 Heinlein Strasse Frankenmuth, Mi 48734
800-890-6877

Tahquamenon Falls Brewery & Pub

M-123 Upper Falls Dr. Paradise, Mi 49768
906-492-3300

The Barn Tavern

207 South Bridge Street Grand Ledge, Mi 48837
517-622-8686

Library Restaurant and Brewpub

62 N. Isle Royale Houghton, Mi 49931
906-487-5882

The Livery

190 5th St. Benton Harbor, Mi 49022
269-925-8760

Malty Dog Brewery & Supplies

29215 Northwestern Hwy. Southfield, Mi 48034
248-595-8809

Midland Brewing Company

5011 N. Saginaw St. Midland, Mi 48642
989-631-3041

Traffic Jam and Snug

511 W Canfield St. Detroit, Mi 48201
313-831-9470

The Local Pub & Brewery

6020 Ann Arbor Rd. Jackson Mi 49201

The Hideout Brewing Company

3113 Plaza Drive NE Grand Rapids, Mi 49525
616-361-9658

The Vierling Restaurant & Marquette Harbor Brewery

119 South Front Street Marquette, Mi 49855
906-228-3533

Tri-City Brewing Company

3020 N. Water Street Bay City, Mi 48708
989-894-4950

Walldorff Brewpub & Bistro

105 East State Street Hastings, Mi 49058
269-945-4400

Wolverine State Brewing Co.

2019 W. Stadium Ann Arbor, Mi 48103
734-369-2990

Wiltse's Brew Pub and Family Restaurant

5606 F-41 Oscoda, Mi 48750
989 -739-2231

Woodward Avenue Brewers

22646 Woodward Avenue Ferndale, Mi 48220
248-546-3696

Quotes supporting the establishment of a hops testing site in Michigan

“We at Hop Head Farms, LLC, believe that in order for the entire state’s hops industry to grow, the testing lab should be centrally located. By placing the lab more centrally, this will give the most convenient access for the entire state, and in addition it could have the ability to draw income from bordering states, such as Ohio, Indiana, and Illinois. We have technical resources (skilled professionals) available to us and because we have knowledge of the needs of the brewers we can also assist in the creation of the lab. We also know of a new method being explored to reduce the quantity of material needed per individual analysis as well as reduce the turn-around time for results and thus reduce costs as well.”

Jeff Steinman
Horticultural Director
Hop Head Farms, LLC

"With the increasing interest in hops production and focus on quality, Michigan needs it's own quality testing lab. Dry matter testing will help growers determine maturity and peak ripeness and since quality testing is generally required by brewers, alpha and beta acid testing will facilitate the sale of Michigan grown hops to Michigan brewers. Instead of sending our hops out of state, we should be spending our money to test them here in Michigan, which will help the industry and help create jobs."

- Rob Serrine, Community Food Systems Educator, MSU Extension, Leelanau

The ability to test hops in Michigan would positively impact the growers’ ability to provide a superior product to our consumers. A few days can make a huge difference in alpha acid levels and plants high in nitrogen start to degrade. We are a young industry in Michigan and we have no track record to rely on. A Michigan testing lab would provide data to help determine optimum picking dates for each variety and region.

- Dan Wiesen, Empire Orchards Hops Farm

Strategic Plan for the Development of Specialty Crop Hops in Michigan

Prepared by Donna M. Gardner
Gardner Group

INTRODUCTION: The Michigan Restaurant Association and the Michigan Brewers Guild were administrators of a grant funded by the Michigan Department of Agriculture (MDA) to study and promote the growth of Michigan-grown specialty crop hops. The grants are used to enhance the competitiveness of Michigan specialty crops through processors, agri-businesses, producers, local units of government, and legislatively authorized commodity boards in Michigan.

This Specialty Crop Block Grant provided an opportunity to bring all the key players together to discuss the potential for the growth of hops production in Michigan.

Grant activities which took place throughout 2011 included: development of an advisory board; research and information gathering through a SWOT analysis, interviews with experts for both the brewers and the growers and field visits; educational and awareness building activities; development of a strategic plan and key recommendations for the continued development of hops as a specialty crop in Michigan.

The recommendations outlined in this strategic plan are based on the research and data collected. Michigan has several key strengths to support the expansion of hops production. These strengths include agricultural attributes that are conducive to growing hops, robust brewing community seeking local hops and Michigan is engaged in, and linked to, regional hops research.

Although there is great opportunity for the growth of hops as a high value cash crop in Michigan, the study also identified several issues that must first be addressed.

This strategic plan was developed to address several of the key barriers and weaknesses identified through this grant.

1. Optimize communication between growers and brewers/end users

- Explore the establishment of one State-wide organization that represents both Hops growers and Hops buyers (brewers for 99% of the sales)
- Provide support for statewide educational meetings that would bring growers and brewers together
- Identify an individual from either the brewing community or the growers who will take a leadership role in bringing together growers and brewers
- Utilize Michiganhops.org message board and/or blog to link hops growers and hops buyers

2. Designate a centrally located Michigan lab to conduct alpha & beta testing and testing of essential oils to optimize harvest time, increase quality control and provide source

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data on plant maturation specific to Michigan by region.

3. Create Michigan Hops industry standard grading system and pricing structure that rewards higher rating

- Support the development of a hops growers group that would set standards
- Continue to develop a statewide growers list
- Identify a key influencer to bring growers together

4. Continue support of Michiganhops.org website

- Optimize both Michiganhops.org and hops.msu.edu based on recommendations of Lever Interactive optimization report
- Support a moderator for a message board and/or blog that would address issues for both growers and end users

5. Support data collection and dissemination of information on cultivation and processing of hops

- Data collection: Conduct an annual statewide survey of hops growers to collect data:
 - acreage dedicated to hops this year
 - anticipated acreage next year
 - variety grown
 - number of pounds harvested
 - where the hops were processed
 - number of pounds sold wet
 - number of pounds sold dry
 - pounds sold to Michigan consumer
 - pounds sold to out of state consumer
 - price per pound
- Continue to support field research
- Support the development of Michigan plant sources

6. Expand Business Development Resources available to hops growers and potential hops growers

- Study current distribution systems and make recommendations
- Host a statewide conference in conjunction with the Small Business Administration to assist farmers in developing a hops business plan.
- Explore establishing mentors for prospective hops growers
- Continue to explore ways to provide marketing support for hops growers that optimizes the quality of information flow between growers and brewers
- Explore ways in which michiganhops.org could be utilized as a vehicle for selling and buying hops

Hope For Hops

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BY Donna M. Gardner

The Michigan Restaurant Association and the Michigan Brewers Guild are administrators of a grant funded by the Michigan Department of Agriculture (MDA) to study and promote the growth of Michigan-grown specialty crop hops. This grant was part of the more than \$1.4 million in federal dollars designated in grant funds in 2010 to create, enhance, or expand agriculture development ventures across the state of Michigan.

"Helping ensure a strong, viable agriculture economy has long been one of MDA's top priorities," MDA Director Don Koivisto said. "Our agri-food sector continues to be an economic bright spot and these grants will fuel that effort and will be instrumental in developing or expanding specialty crop production activities in Michigan." The grants are used to enhance the competitiveness of Michigan specialty crops through processors, agribusinesses, producers, local units of government, and legislatively authorized commodity boards in Michigan. The goal of the MRA and the Michigan Brewers Guild to further develop hops as a specialty crop in Michigan aligned perfectly with the MDA's priorities.

The grant provided an opportunity to bring all the key players together to discuss the potential for the growth of hops production in Michigan. Grant activities which took place throughout 2011 included: development of an advisory board; research and information gathering through a SWOT analysis, interviews with experts for both the brewers and the growers and field visits; educational and awareness building activities; development of a strategic plan, and key recommendations for the continued development of hops as a specialty crop in Michigan. Increased Interest: The production of hops in Michigan is generating a lot of excitement in Michigan. Interest in local hops production by farmers, brewers, and backyard enthusiasts throughout Michigan has greatly increased due to recent hop shortages, growing appeal with specialty beers, and the desire for organic and locally sourced agricultural products. Michigan microbrewers want to use Michigan hops, are willing to experiment with different varieties and are interested in utilizing both dry and wet hops. Scott Graham, Executive Director of Michigan Brewers Guild, Inc is enthused about the prospect of expanded Michigan hops production. "Michigan brewers have a great deal of interest in local products and it is very exciting to see the development of the Michigan hop industry. Beer is a wonderful complement to food and it is a natural development to see local restaurants embracing local beer. Working with the MRA really ties unique and creative elements together between farmers, brewers, and restaurateurs. Michigan craft beer continues to boom and restaurants are a very important part of building the business and increasing both volume and share of market. The Michigan Brewers Guild is very proud to partner with MRA and we hope to continue to work together well into the future." Based on the data collected through the grant activities, Michigan has several key strengths to support the expansion of hops production. These strengths include agricultural attributes that are conducive to growing hops, robust brewing

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community seeking local hops and Specialty Crop Hops Advisory Board. We are developing coalition of growers, brewers, co-operative extensions, and restaurateurs to focus on stimulating Michigan's economy. This project will provide Michigan hops growers and brewers an opportunity to collaborate in the design of a plan to improve and expand the varieties, production, marketing, and the efficiencies of processing hops. To get involved, get trained, and take advantage of educational opportunities visit us at michiganhops.com **MICHIGANHOPS.ORG**

The Michigan Restaurant Association, in conjunction with the Michigan Brewers Guild, are administrators of a grant with the Michigan Department of Agriculture (MDA) to study and promote the growth of Michigan grown specialty crop hops. Additionally, the MRA/Brewers Guild team collaborated with Dr. Rob Serrine, statewide leader for Michigan Hops production in the development of another website focusing on small scale hops production in the great lakes region. Dr. Serrine, a community food systems educator with Leelanau MSU Extension, worked with MSU specialists to develop a website hops.msu.edu in response to multiple questions from growers. There are multiple links between the two websites. The content of the combined sites compliment one another and address both the science and the business of growing and marketing hops. Jim Holton, founder and owner of Mountain Town Station and Michigan Restaurant Association Treasurer looks forward to the day when he can source all of his hops locally. "Growing business in Michigan is always our goal. The expansion of hops production will contribute to the growth of the food and beverage business and contribute to improving the economic climate in Michigan." IBI production significantly increased as a result of the information presented. Growers surveyed strongly agreed that they will grow hops in the future. Fully 80 percent of the attendees stated that the most valuable part of the workshop was the opportunity for the growers and brewers to interact which verified the need for a mechanism to bring these two vital groups together. The Opportunities of michiganhops.org Based on the findings, a key outcome of the project is the development of the website michiganhops.org. The website will provide direction and resources to those interested in the hops industry in Michigan, both growers and brewers. It is hoped that this website will serve as one way for the growers and the brewers to connect and communicate with one another. These issues were confirmed on August 5, 2011 during the Hops Field Day and Tour in partnership with Leelanau MSU Extension office. Upon conducting a survey with those in attendance, it was found that the attendees' basic knowledge of hops cultivation and Michigan is engaged in, and linked to, regional hops research. Identifiable Issues There were also some issues identified that will need to be addressed in order to grow the production of hops in Michigan: a lack of quality control, as there is no industry standard or grading system in place state wide; challenge in securing quality plant material; need for basic information about plant cultivation; limited processing capability, lack of a Michigan testing site, and an insufficient line of communication between the growers and the end users.

Touring hops yard, Hops Field Day, July 30, 2011

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