



2018 9th Annual Hop Conference AGENDA



9:00 – 9:15 a.m. – Welcome!

9:15 – 10:00 a.m. – **Pam Miller** from Hops Harvest Center in Michigan will share with us how we can succeed and all WIN in a Niche Market.

10:00 – 10:30 a.m. – **Julian Post**, Mt. Philo Hops, will share market opportunities for hops in his presentation ‘Know Your Strengths: Why is small and local an advantage?’

10:30 – 10:45 a.m. – Break, visit exhibitor tables and network

10:45 – 12:15 p.m. – **Roy Desrochers** works with Tufts University Sensory and Science Center, and will lead us in an interactive taste and aroma presentation while sharing information on sensory technology.

12:15 – 1:00 p.m. – **Lunch** – **Magic Hat** will have some craft beer samples available.

See page 2 for Afternoon Sessions

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After lunch, you can choose to attend beginner or advanced hop sessions.

Track 1 – Advanced Track – Emerald Ballroom

1:00 – 1:45 p.m. – **Rob Serrine** is a Senior Educator with Michigan State University Extension and he will share his experiences with hop production in Michigan.

1:45 – 2:15 p.m. – **Lily Calderwood** of Cornell University, will provide a presentation on hop harvest timing, including factors influencing harvest dates, as well as information on cone diseases.

2:15 – 2:30 p.m. – Break, visit exhibitor tables and network

2:30 – 3:15 p.m. – **Joe Catron** of Select Botanicals Group in Washington, will share information ‘From Propagation to Pint’, creating and sustaining value in a dynamic supply chain.

3:15 – 3:45 p.m. – **Steve Miller** with Northeast Hop Alliance (NeHA), will talk about ‘Are feral hops in your future – new varieties are needed to drive this industry, how will we get them?’

3:45 – 4:00 p.m. **Heather Darby** of University of Vermont Extension Northwest Crops and Soils (NWCS) program, will provide research updates from the UVM NWCS Hop program.

Track 2 – Beginning Track – Diamond Ballroom

1:00 – 1:30 p.m. – **Stephan Schmidt** of Schmidt Hops will share information on Building a Hop Yard, including hop yard trellis design.

1:30 – 2:15 p.m. – **Steve Miller**, NeHA, will share information in Basic Hop Production including to be successful in growing hops you must provide the crop the best possible growing conditions. Site selection, varieties, irrigation and fertility are key requirements if you plan to make some money.

2:15 – 2:30 p.m. – Break, visit exhibitor tables and network

2:30 – 3:00 p.m. – **Trevor Hardy** from Brookdale Farm will share information on Drip Irrigation and Fertigation in Hops.

3:00 – 3:30 p.m. – **Scott Lewins**, UVM, will cover major hop yard pests and the basics of integrated pest management strategies.

3:30 – 4:00 p.m. – **Julian Post**, Mt. Philo Hops, will provide information on harvesting and drying, including equipment options and information on hop pelletizing services.



Speaker Bios

Lily Calderwood – Lily Calderwood received her Ph.D. from the University of Vermont in 2015 and now works for Cornell Cooperative Extension in the Albany area. Her doctorate work focused on IPM tools used to manage hop arthropod pests in the northeast. She evaluated the effect of drive row ground covers on pest and natural enemy abundance in addition to measuring hop photosynthetic reduction in response to potato leafhopper feeding. She has begun developing habitat management tactics for potato leafhopper with hop growers and continues to study the movement of this pest in the landscape. Passionate about ecological and economical pest management, she helps commercial greenhouse and high tunnel growers get started with biocontrol. She is also currently identifying economically damaging pests of commercial cut-flowers, lavender, and mint in Eastern New York. Lily recently accepted a faculty position at the University of Maine.

Joe Catron – Joe Catron is the Quality Assurance Manager for Select Botanicals Group (SBG) in the Yakima Valley of Washington. During the growing season, he works with SBG's 43 allied growers in Washington, Oregon, and Idaho on propagation, planting, IPM, facility audits, quality harvest parameters, and improving best cultural practices. In the winter months, Joe coordinates SBG's sensory evaluation program with YCHHOPS and brewers from across the country, in addition to managing their pilot brewery. When he's not lost in a hop yard, he enjoys gardening, hiking, playing drums, and adventuring with his wife Katie and their daughter, Copper.

Heather Darby – Heather Darby is an agronomy and soil specialist with UVM Extension where she conducts outreach and on-farm research on hops, organic dairy cropping systems including grains, annual forages, cover crops, and soil fertility. Her goal is to provide sound research based agronomic information for the farmers of Vermont.

Roy Desrochers - Roy Desrochers has over 34 years of experience using sensory technology to help brewers around the world develop and maintain winning products in the marketplace by understanding consumers and solving complex problems. He has trained thousands of panelists globally in beer flavor evaluation and he remains a beer flavor expert for the MBAA. This year will be his 34th year teaching beer flavor for the MBAA at its Short Course in Brewing Science. He is a frequent speaker at MBAA national and district meetings, and is often sought out to advise on beer flavor related issues. Roy has a B.S. Chemistry and Geology from Tufts University (1983).

Trevor Hardy – Trevor Hardy is a 7th generation farmer at Brookdale Fruit Farm Inc. in Hollis, NH. He received a B.S. degree in Industrial Engineering from Western New England University, and works his family's diversified fruit and vegetable farm alongside his father, brother and other family members. Trevor manages the irrigation and row crop supplies division of the family business that covers the northeast region of the US. He enjoys helping farmers, like himself, learn how to efficiently irrigate their crops and is constantly learning how new crop growing advancements can help to increase efficiency on the farm. Besides selling the irrigation products he also engineers designs for customers and NRCS projects. Trevor is currently the Hillsborough County Farm Bureau President, Vice President of the New England Vegetable and Berry Growers Association, and sits on other local and state boards.

Speaker Bios, continued

Scott Lewins – Scott Lewins is a faculty member in the Biology Dept. at Saint Michael's College, and Research Affiliate with the Agroecology & Livelihoods Collaborative in the Plant and Soil Sciences Dept. at UVM. Scott also works with NWCS on hop pest management throughout the summer months.

Pam Miller - Pam Miller is the owner/partner of Hopyards of Kent County in Greenville Michigan started in 2011. It is a 14 acre farm and has taught over 50 growers in her network community what success looks like by sharing her knowledge and standards of quality. Growing together over 100 acres to be harvested in 2017. Pam was a delegate to the Brau Beviale 2015, and also is a founding board member of Hop Growers of Michigan.

Steve Miller – Steve Miller is the new Executive Director for the Northeast Hop Alliance. He was also New York's first hops specialist for Cornell Cooperative Extension. He holds a BS from SUNY ESF and Masters from Clemson University, began his career at the NY Ag. Expt. Sta., working with diseases of vegetable crops, and worked as an educator with Cornell Cooperative Extension for 30 years with horticulture and vegetable crop producers. In the last seven years, Steve has worked exclusively with the hop and brewing industries to develop information that eastern growers need to produce a quality crop. He offers consultations with growers, web resources, farm visits, as well as field days and conferences for hop growers and brewers. He serves on the NY State Brewers Association Farm Brewers Committee, the Governor's Task Force on Brewing and Hops, and as an advisor to SUNY Morrisville College's Brewing Institute.

Julian Post – Julian Post is a co-owner and manager of a hop farm in Charlotte, VT. Before starting the farm, he was a researcher at the University of Vermont Extension studying hop IPM, fertility, and best practices for harvest and post-harvest processing. While at UVM, Julian also worked with local growers and colleagues in Michigan to develop cost of production models for the Northeast.

Stephan Schmidt- Stephan Schmidt is the owner/operator of Schmidt Hop Farm out of Farmington, NY. Schmidt Hop Farm has been growing hops for 8 years and currently has 3 acres in production with about 7 different varieties. Steve currently provides trellis design services, Hop Yard supplies, along with harvesting and drying services for several local hop farmers in their area. Over the last 3 years, Steve has also installed the largest hops pelleting facility in NY State. We are currently pelleting about 30,000 lbs of hops a year.

Rob Serrine - Rob Serrine is a Senior Educator with Michigan State University Extension. He provides statewide leadership for hop education, demonstration, and research. He lives in northern Michigan with his wife, 3 kids, and large boxer dog.

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