Niche Market

Hopyards of Kent - Greenville, Michigan
• Subset of the Market Product That is Focused On
• A Small Market Segment
• A Job Position That is Very Suitable For Someone
• Relationships Build Success
• Grower / Brewer
• Both Perspectives Will Get You Where You Want to Be
Never Grow Before You Know

G: Clear Specific Goals
   • Learn – Research

B: Interview Brewers
   • What Varieties Do They Use?
   • The Demographics of Your Area
   • How Many Pubs in your County
   • State and Surrounding States
Integrity

G: Reputation – Image
• Always Improving
• Nothing is Impossible
• Inner GPS

B: Importance of Ingredients
• Hops
• Grain
• Water
• Yeast
Customer Satisfaction

G: Clearly Identify Your Ideal Customer
   • What Can You Do To Satisfy Their Needs

B: Open Farm To Tours
   • Breweries And The Public
   • How Much A Brewer Uses In A Year
   • Price Point
HARVESTING
Harvesting Quality
If It Is Brown Flush It Down

G: Be Willing To Not Bring Crop To Market if not 100%
   - 1 Bad Bale Has More Impact Than 100 Good Ones
   - Its Your Reputation!!

B: The Brewers Nose Knows!!
   - Dank – Skunk – Onion – Cat Urine
   - Can’t Make A Bad Cone Look Good As A Pellet
DRYING
FILL DRYER WITH EQUAL LEVEL & EQUAL DENSITY
120 - 125 degrees for 6-7 hrs
Begin moisture tests - weigh sample
Dry sample in microwave

45 seconds fluff
45 seconds fluff
30 seconds fluff Failure to FLUFF will
30 seconds fluff Scorch sample !!
30 seconds fluff
30 seconds fluff
30 seconds fluff
30 seconds fluff Weigh sample
Dry weight____
Wet weight____ X 100 = 100 - ____ = % moisture
EX.
Dry is 12 / wet is 15 divide 15 into 12 = .8 X 100 = 80
100 minus 80 = 20 % moisture
2015- Centennial

T-90 Hop Pellets - 811 Pounds net wt.

Lot # VanDriel Hop Yards 8-27-15

Alpha: 9.53 %
Beta: 2.97 %
H.S.I: 0.306

www.unitedhopsbrokerage.com
FFP118095
MARKETING
HOPPING BUSINESS

Greenville area hops farm reaping benefits of booming Michigan craft beer enterprise

Hundreds of hops are the horizon at Hoppin' of Kent in Oakland Township.

WEATHER

Tonight: Partly cloudy, low in the lower 40s.
Tuesday: Sunny, high in the red 60s.

SPORTS

CC Crystal football shuts out Burton Benedict Page 4

PUBLIC FORUM

E-mailing your letters to the editor to
tletters@staffordgroup.com

INSIDE TODAY

On the Record... Page 3

STORY AND PHOTOS BY CORY SMITH
During the annual Northwest Michigan MSU Hop Field Day and Tour last August, participants visited four to five different hops farms including K & K Farms in Sauble Bay, owned by Bonnie and Larry Kuskela (above left, pictured with microphone). Typically, nearly 100 people sign up for the event.

GROWING MICHIGAN HOPS

Catapulted by an ever-rising number of cultivators investing in land, planting popular varieties and attempting to make a go of it, this artisan crop has become de rigueur in the Great Lakes State.

BY HOWARD MEYERSON
Locally Grown. Brewed Everywhere
Excellence Through Education – Everything Counts

**G:** Must Become Absolutely Excellent At What You Do

- Attend Every Seminar Possible
- Visit Other Farms – Come Together
- Learn From Each Other

**B:** Farm Ready For A Tour

- Someone Might Just Drop By!
This Farm is Environmentally Verified

FARMSTEAD SYSTEM

CROPPING SYSTEM

WELCOME

2017 Hop Growers of Michigan Farm Tour/ IPM Demonstrations

Sponsored by and Proud Members of

MR. WIZARD'S LANE
Never Fear Your Competition!

It Takes Energy To Look At Others That Are Succeeding
It Takes Away A Mind Set Of Achieving Your Goals!
I’VE LEARNED THAT I STILL HAVE A LOT TO LEARN ...

- Maya Angelou
NICHE

• NEVER GIVE UP
• INTEGRITY – BE KNOWN FOR IT
• CUSTOMERS DESERVE YOUR BEST
• HARVEST QUALITY
• EXCELLENCE – IF YOU HAVE BEEN GIVEN - GIVE, IF YOU HAVE BEEN TAUGHT - TEACH

THEN IN A NICHE MARKET WE CAN ALL WIN!!
Locally Grown.
Brewed Everywhere.