



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**

N

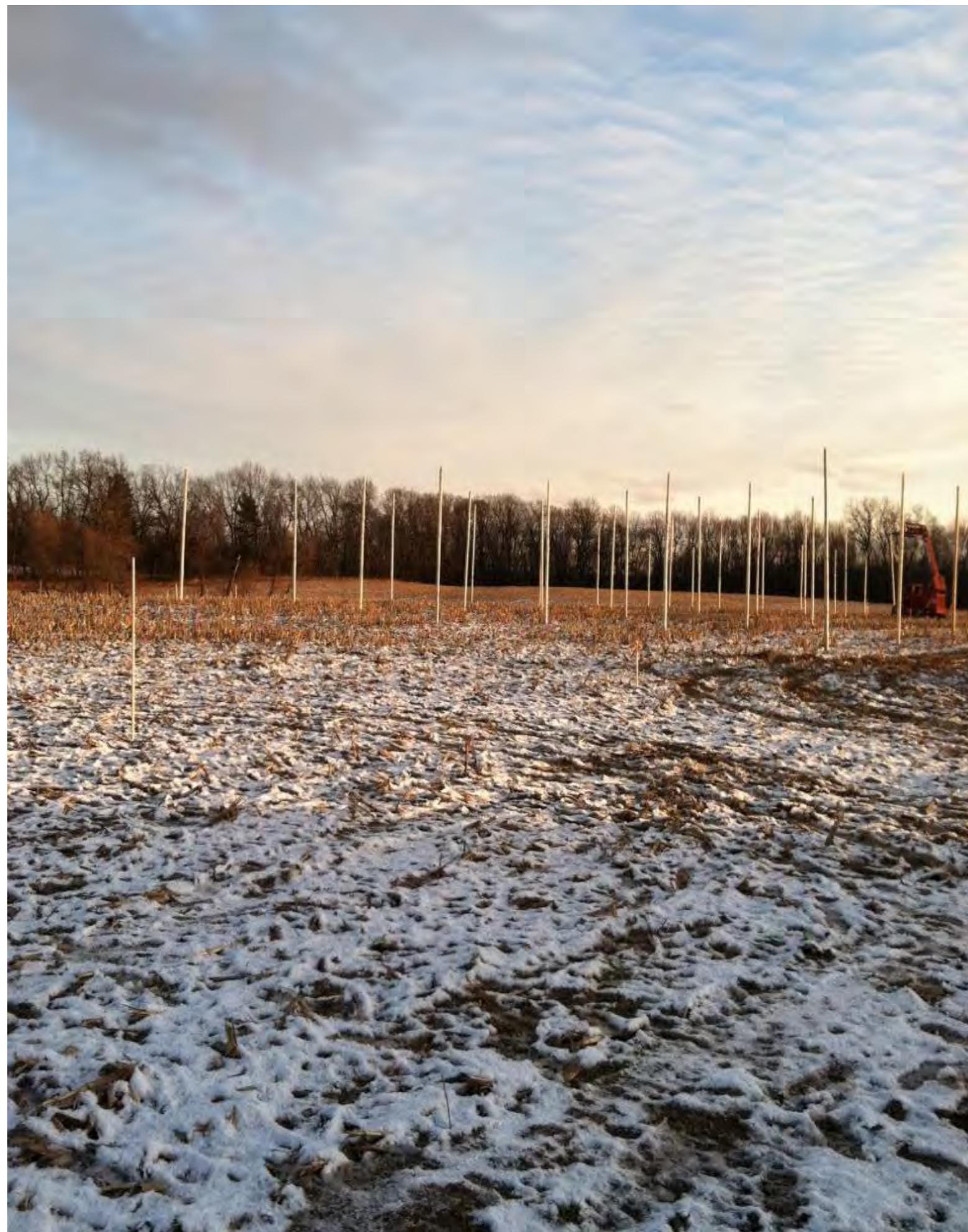
Never Grow Before You Know

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



I

Integrity

G: Reputation – Image

- Always Improving
- Nothing is Impossible
- Inner GPS

B: Importance of Ingredients

- Hops
- Grain
- Water
- Yeast



C

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

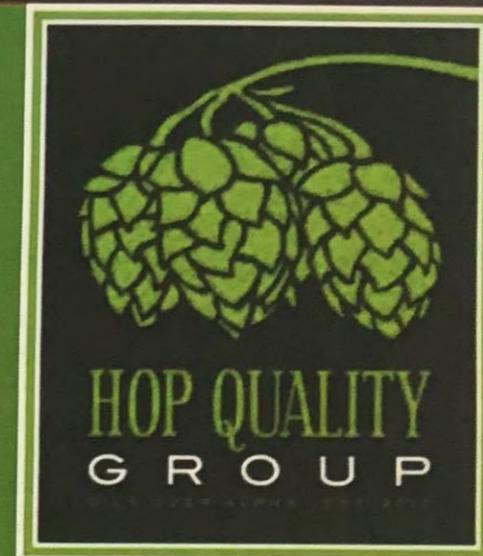




HARVESTING

Hop Quality Group Farm Report

2016



H

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



















HOPYARDS
OF
KENT

HARVEST
CENTER





D 574R





DRYING













Pioneer[®]

Analytical and Precision Balances



The Economical Choice of Balance for Routine Weighing Applications

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

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





9-17-16 #
JUDAH 100
CHN

9-17-16 #
JUDAH 102
CHN

9-17-16 #
JUDAH 105
CHN

9-17-16 #
JUDAH 110
CHN

PROCESSING



UNITED HOPS BROKERAGE











UNITED HOPS BROKERAGE

2015- Centennial

T-90 Hop Pellets - #11 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



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MARKETING

ON THE RECORD

READ IT IN TODAY'S PAPER

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- @elisabethwaldon
- @ChipBurchDN
- @mike_taylor_dn
- @MumzyStacie
- @scoopahloop



A row of hops line the horizon at Hopyards of Kent in Oakfield Township.

HOPPING BUSINESS

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

From buds to beer, there's no denying the business of craft beer in Michigan has taken off in recent years.

For two consecutive years, the nearby metropolitan city of Grand Rapids has been voted "Beer City USA" and as many as 150 breweries are now operating within the state with another 44 brewery licenses currently pending.

But where you have beer, and in such plentiful amounts, you must also acquire the ingredients to brew it.

As the business continues to grow, so does the agricultural industry that supports it, along with the demand for one essential ingredient — hops.

To find evidence of this recent agricultural demand, one needs to look no further than in the very soil of nearby Hopyards of Kent.

STARTING FROM SCRATCH

Pam Miller had been growing roses competitively for more than 30 years, but with retirement quickly approaching, she and her husband John decided a new venture was necessary in their lives.

Looking for a niche in which she could still implement her expert gardening skills, Miller turned her interests in one flower to another, settling on the hop plant in 2011.

But the initial idea of farming hops for local breweries was difficult to develop.

"We were looking for information about growing hops in Michigan, but there wasn't any readily available," Miller said.

SEE HOPS, PAGE 2



Pam Miller, co-owner of Hopyards of Kent, has watched her business successfully grow since founding the 13-acre hops farm in 2011.



Hopyards of Kent in Oakfield Township features three types of hops on a 13-acre farm, Cascade, Chinook and Centennial.



The yellow lupulin found within a hops cone is what gives off the strong aroma often smelled at breweries and brewpubs as brewers mix hops with other ingredients to successfully brew beer.



Hops cones are sorted onto a conveyor belt Friday afternoon.

WEATHER

Tonight:
Partly cloudy,
low in the
lower 40s

Tuesday:
Sunny, high in
the mid-60s

SPORTS



CC-Crystal football shuts out Burton Bendle, Page 4

PUBLIC FORUM

E-mailing your letters to the editor to letters@staffordgroup.com ensures timeliness and accuracy.

INSIDE TODAY

On the Record... Page 3
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More than 22,000 vines of hops were harvested this year at Hopyards of Kent, which is double the yield the Oakfield Township business harvested in 2013.



Hopyards of Kent workers use a machine purchased from Germany dubbed "Hopenstein" to churn up hops vines, separating hops cones from vines, leaves and string.



A handful of processed hops pellets, pictured above a container of hops cones, shows the final stage of hops before it is purchased by breweries to be mixed to brew beer across Michigan.

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 Suttons Bay, owned by Bonnie and Larry Koskela (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.*

HOPYARDS
OF
KENT



HOPYARDS
OF
KENT.COM



*Locally Grown.
Brewed Everywhere*



E

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!





MR. WIZARD'S LANE

This Farm is Environmentally Verified



PROUD MEMBER MONROE COUNTY FARM BUREAU

Farmstead System

Crop Production System





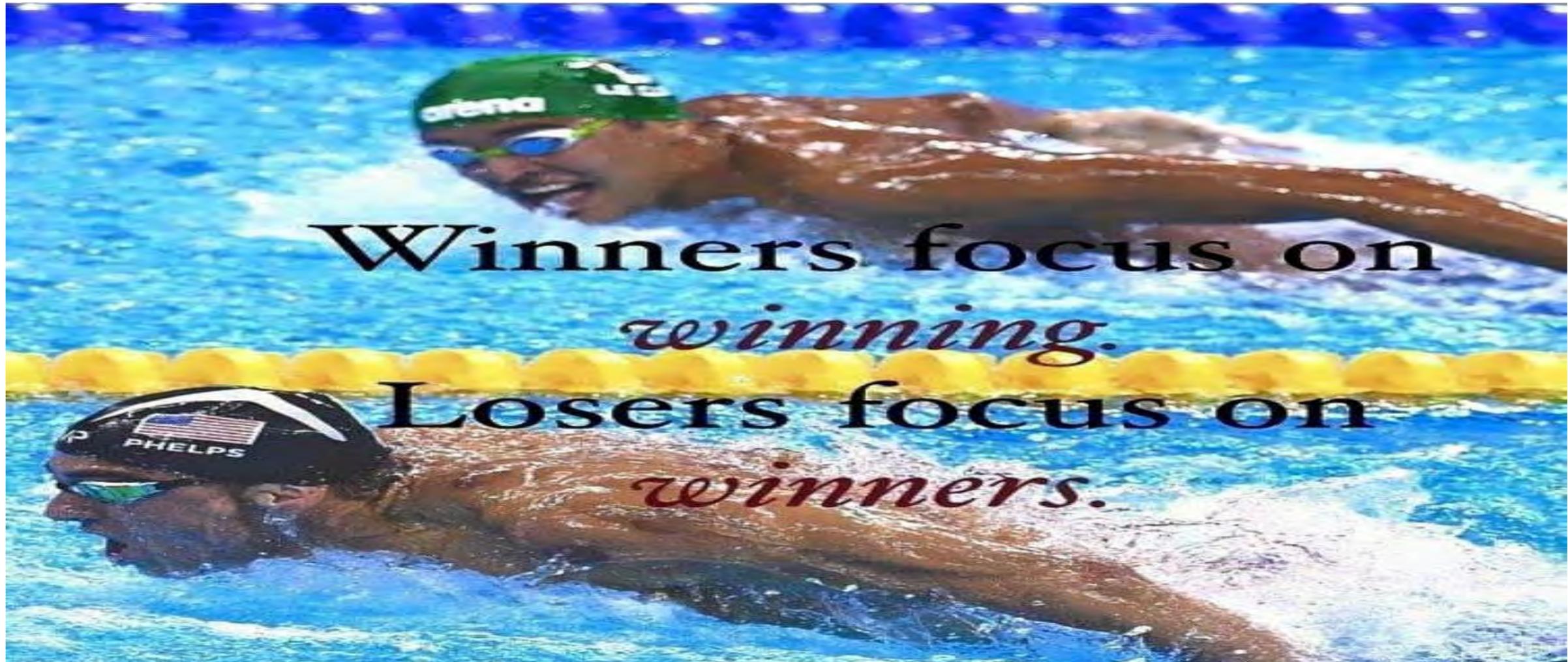
WELCOME

2017 Hop Growers of Michigan
Farm Tour/ IPM Demonstrations

Sponsored by and Proud Members of  MICHIGAN'S VOICE OF AGRICULTURE

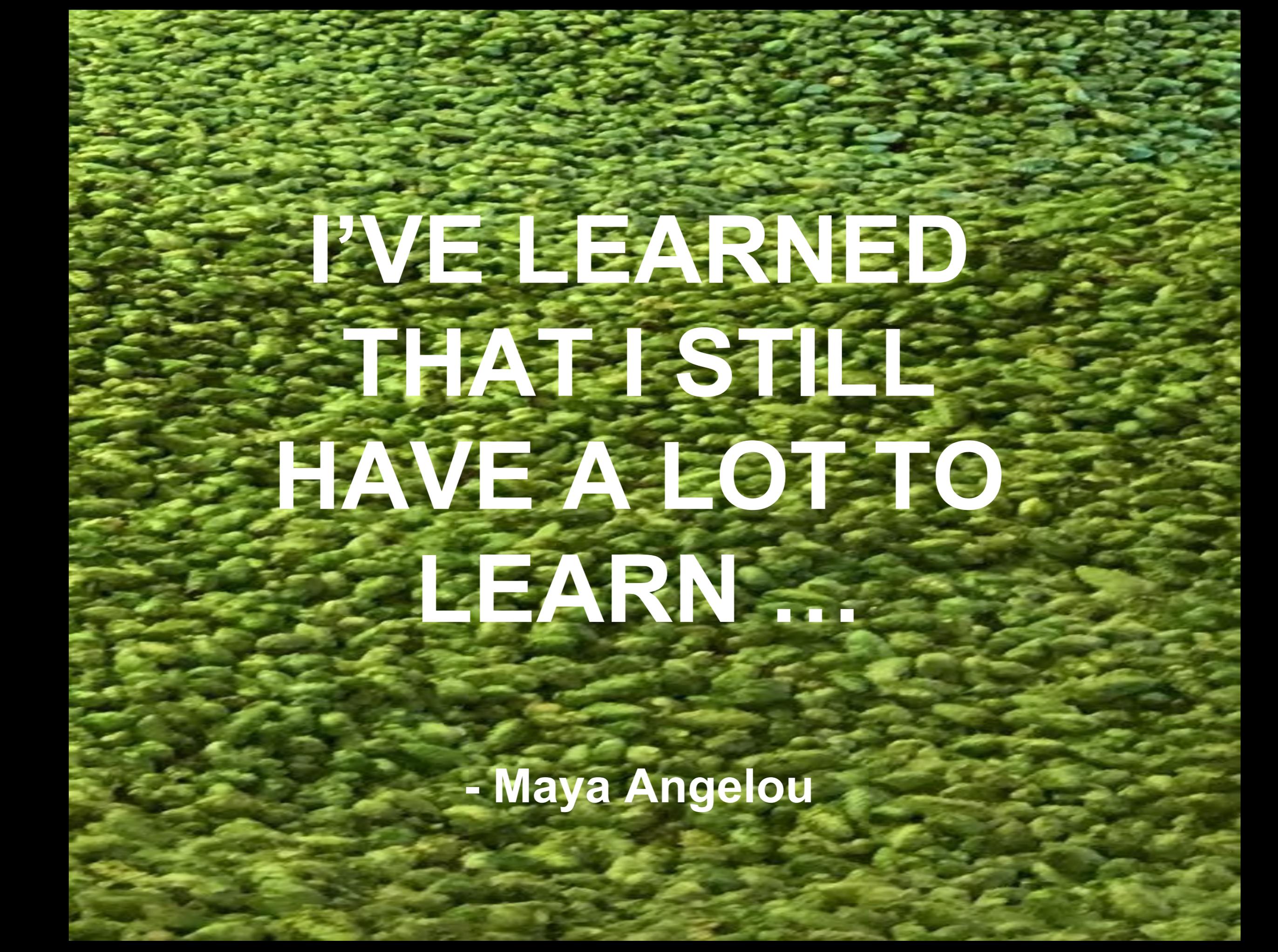






Never Fear Your Competition!

**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

- **N**EVER GIVE UP
- **I**NTEGRITY – BE KNOWN FOR IT
- **C**USTOMERS DESERVE YOUR BEST
- **H**ARVEST QUALITY
- **E**XCELLENCE – 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.