Collaborative Marketing of Ohio Grown Hops

Dave Volkman
Owner, Ohio Valley Hops
Director, Ohio Hop Growers Guild

WWW.OHGGG.ORG
OHGG Mission

• The mission of the Ohio Hop Growers Guild is to unify, grow, educate and protect the Ohio hops growing community, to increase sales of Ohio grown hops through promotions, marketing, public and industry awareness, and to monitor and assure a sustainable hops industry within the state of Ohio.
OHGG Objectives

Independent Ohio hops growers who seek:

- To work together to achieve common interests
- To establish and protect quality reputation
- To increase usage/sales of Ohio grown hops in Ohio beer
- To improve efficiency and reduce costs
OHGG Value Proposition

Our Value Proposition to our members

• Networking: internal, external
• Quality standards and assurance
• Information/Training/Education
• Advocacy/Marketing services
• Access to resources

With one crosscutting theme: QUALITY!
Ohio Grown Hops Advantage

• **Local:** Unique terroir. Appealing to locavores. Supports region’s economy.

• **Fresh:** Crop can be delivered to you within hours of processing- fresh, dried or pelletized. Maintains oils, contributing to more flavorful beer.

• **Transparent/responsive:** Growers personally available to you. Operations and records open to your inspection. We welcome your visit any time.

• **Environmentally responsible:** Smaller carbon footprint from our hopyard to your brewery. Most use Integrated Pest Management, sustainable agriculture practices.
OHGG Advocacy/Marketing

• Hop Yard Open House: attracted several hundred people, including a number of brewers/potential brewers
• Media interviews promoting Ohio Hop Growers Guild growers/hops (see news on website)
• OCBA conference presentation 3 February
• Clown Shoes Ohio Unidragon label
• OHGG website/grower map
• OCDC seed grant ($4000 + $2800 matching funds)
OHIO HOP GROWERS GUILD
2015 HOP YARD OPEN HOUSE

Already growing? Thinking of growing? Brewing?
Visit commercial Ohio hop yards and talk to the growers.
Varieties, design, construction, fertility management, pest
management, harvesting, processing, marketing.

SATURDAY, JULY 25, 10 AM ~ 2 PM

Please give us a heads up that you’re coming!
Pre-register at WWW.OHGG.ORG

Participating hop yards:

- GRANDPOPS HOPS
  24020 CLAIBORNE RD
  MARYSVILLE, OH 43040

- BARLEYS MALTING
  27680 STATE ROUTE 31
  RAYMOND, OH 43067

- BARN TALE HOPS
  2480 FIXLER RD
  WADSWORTH, OH 44281

- HEARTLAND HOPS & R&B
  768 STATE LINE
  PT RECOVERY, OH 45846

- SECOND SONS HOPYARD
  5187 TYRO ST NE
  CANTON, OH 44721

- SPANKY'S HOPS
  7008 OLD US 35, E
  JAMESTOWN, OH 45335

- OHIO VALLEY HOPS
  8371 2 STATE ROUTE 48
  MAINEVILLE, OH 45039

- LITTLE MIAMI FARMS
  3391 CEMETERY RD
  XENIA, OH 45305

- OLD DUTCH HOPS
  6550 RENCE RD
  HILLSBORO, OH 45133
Wednesday, February 3, 2016

Dayton Convention Center, 22 E. 5th Street, Dayton, OH 45402
7:30 – 9 a.m. Breakfast and registration – continental breakfast served in lobby on 3rd Floor
Trade show hours 8 a.m. – 5 p.m. (3rd Floor Lobby)
8 – 10:30 a.m. Bloody Mary / Mimosa Bar (3rd Floor Lobby)

9 – 10 a.m.
Main room: Welcome address with Mary MacDonald, OCBA Executive Director and Eric Bean of Columbus Brewing Company, OCBA Board President
Keynote speaker: Jim Koch of Sam Adams Brewery. “Lessons learned” or “Still crazy after all these beers!”

10 a.m. – 11 a.m.
Main room: Local Ingredient Sourcing with Dave Volkman of Ohio Hop Growers Guild and Andrew and Craig Martahus of Haus Malts
Start-up room: Where to Begin to Build a Brewery with Dan Slate, Jeff Jacobson and Scott Hunt of Brewers Professional Alliance
Special topics room: Navigating Trademark Law with Acacia Perko and Amanda Gatti of Reminger Co., LPA
William Taft, resurrected and riding The Ohio Unidragon, told us last year's version of this beer was delicious, but come on gentlemen, tweak the label. Well? Ok, Billy. Yes sir, Mr. President. We replaced the peat smoked malt with rye malt and are using Cascade and Columbus hops, sourced from the Ohio Hop Growers Guild. Respectfully, we submit this dark, dank beast. Rock on Ohio!
Hopalong Farm  
Howard, OH 43028  
hopalongfarms@gmail.com  
facebook.com/HopAlong-Farm

Rustic Brew Farm  
Marysville, OH 43040  
rusticbrewfarm.com

Aspen Inc.  
Broadview Heights, OH 44147  
aspenlandscapingohio.com

Hawk's Hop Farm  
Norton, OH 44203  
ghawkins001@rr.com  
facebook.com/gahawkins

Hidden Lake Farm of Mt Vernon, LLC  
Mt Vernon, OH 43050  
dan.hoy@icloud.com

Barn Talk Hops  
Wadsworth, OH 44281  
jennynapier@roadrunner.com  
facebook.com/bartalkhops

Rustling Bines Hop Farm  
Vermilion, OH 44089  
rustlingbineshopfarm.com  
facebook.com/rustlingbineshopfarm

Valley View Foundation  
Milford, OH 45150  
valleyviewhops.org  
facebook.com/ValleyViewFoundation

Levanna Heights Hops  
Ripley, OH 45167  
levannaeightshops.com  
facebook.com/LevannaHeightsHops

Mankato Farms  
New Carlisle, OH 45344  
mankatofarms.com  
facebook.com/Mankato-Farms

Spanky's Hops & Herbs  
Jamestown, OH 45335
OCDC Seed Grant

• Market research by an experienced, Ohio based firm with extensive agricultural experience (Aimpoint Research), that investigates feasibility through multiple modes of research with internal and external stakeholders, and provides the Ohio Hop Growers Guild the insights they require to develop plans and initiatives that strengthen the hop industry in Ohio and serve as a catalyst for expanding market demand.
Research Purpose: To provide the Ohio Hop Growers Guild the insights they require to develop plans and initiatives that strengthen the hop industry in Ohio and serve as a catalyst for expanding market demand.

Research Objectives:

- Assess the craft beer industry's interest in and requirements for locally grown Ohio hops.
- Help identify best practices for establishing hop quality standards and metrics.
- Ascertain how current hop growers perceive their opportunities and challenges and identify ways the organization can remove barriers to their success.
- Provide insights to drive program creation and communication initiatives that facilitate market expansion.
- Support the development of a go-to-market branding effort to optimally position the organization for success.
- Establish benchmark metrics upon which the organization can measure future success.
- Identify key partnerships and alliances that may expand the organization's reach and capabilities.
Grower Responsibilities

• Functional website/Facebook page for your farm that brewers can use in decision making
  • Minimum content:
    • Contact info
    • Location
    • Varieties grown
    • Quantities available

• Ensure OHGG website content is accurate
Grower Responsibilities

• Grow excellent quality, safe hops
• Be an expert
• Be responsive
• Be transparent - never promise more than you can deliver
• Manage expectations with brewers
Questions?