

Collaborative Marketing of Ohio Grown Hops

Dave Volkman

Owner, Ohio Valley Hops

Director, Ohio Hop Growers Guild

WWW.OHGG.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)

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OHIO HOP GROWERS GUILD 2015 HOP YARD OPEN HOUSE

Already growing? Thinking of growing? Brewing?

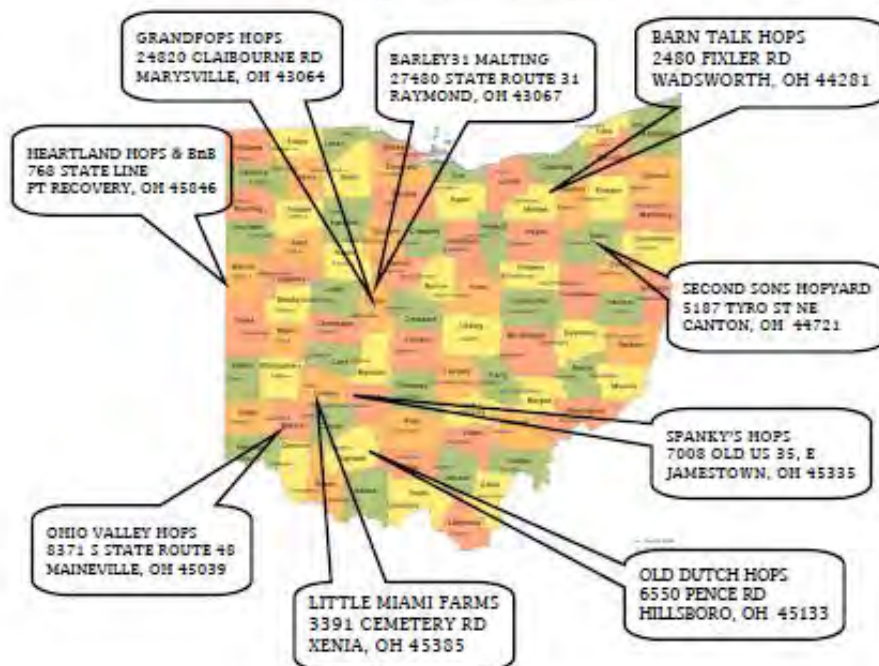
Visit commercial Ohio hop yards and talk to the growers.
Varieties, design, construction, fertility management, pest
management, harvesting, processing, marketing.

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:



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



CT-HI-MA-ME-NY-OR-VT-5¢ DEP MI 10¢
CA[CRV] Brewed and bottled by
Curry Brewing Co., Ipswich MA
U.CLOWNSHOESBEER.COM
6 fl. oz. Alc. 11.5% by Volume

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!

← Ohio Valley Hops

FARM NAME

Ohio Valley Hops

FARM OWNER First Name

Dave

FARM OWNER Last Name

Volkman

CITY

Maineville

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ZIP

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Rustic Brew Farm

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Keen Hops

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Hidden Lake Farm of Mt Vernon, LLC

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Rustling Bines Hop Farm

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Aspen Inc.

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Hawk's Hop Farm

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facebook.com/gahawkins

Barn Talk Hops

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midlandoh.com

Valley View Foundation

Milford, OH 45150

valleyviewhops.org

facebook.com/ValleyViewFoundation

Levanna Heights Hops

Ripley, OH 45167

levannaheightshops.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.

OCDC Seed Grant



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.

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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?

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