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**mail:**  
U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410; or

**fax:**  
(833) 256-1665 or (202) 690-7442;

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Esta institución ofrece igualdad de oportunidades.

# **Funding hop promotion in new growing regions**

**Dr. Rob Sirrine**

**Michigan State University Extension**

**Dianna Stampfler**

**Promote Michigan**





## Group advocating for Michigan hop farmers wins \$105K grant to do just that

MJ GALBRAITH | THURSDAY, NOVEMBER 9, 2023

SHARE    



Pexels

"Michigan has become a legitimate hop growing region with novel aroma profiles," says J Robert Sirrine, Ph.D., Senior Educator at Michigan State University Extension.

**What's happening:** With nearly 400 acres dedicated to hop production, Michigan is the fourth largest hop-growing state in the United States and largest outside of the Pacific Northwest. A new grant received by the **Hop Growers of Michigan** nonprofit will be used by the advocacy group to put more Michigan hops in more Michigan beers – and more Michigan hops in beers throughout the Great Lakes region, for that matter.

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# MICHIGAN HOPS

# OUTLINE

- Specialty Crop Block Grant
- HGM Funding- Past process and proposals
- HGM current promotion grant
- Key Points







- Purpose: "...to enhance the competitiveness of specialty crops. Specialty crops are defined as "fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture)."
- Eligible Applicants
- Benefit more than one product or organization
- Maximum Award \$100k-research; \$125k- marketing, training, etc.
- In MI- 2 proposals/year/commodity group

# Successful Hop Related Proposals in Michigan

2017-2018: Michigan Hop Growers Need State Specific Downy Mildew Recommendations; \$92k

2020-2021: Integrated Approaches to Managing Cone Diseases in Michigan Hopyards; \$73k

2022-2023: Advancing Control and Mitigation Strategies for an Emerging Hop Disease in Michigan; \$99k

Unsuccessful

2022-2023: Enhancing the competitiveness of the MI Hop industry

# MDARD SCBG funding related to promotion: 2018-2021



- Raising Michigan Apple Brand Awareness through Online Engagement with Consumers
- Developing a Competitive Brand for Michigan Wine to Sustain Grape Sales
- Multifaceted Strategies to Communicate the Value of Michigan Dry Beans
- Target Audience Engagement to Increase Sales of Michigan Apples
- Sales & Marketing Tools to Advance the Michigan Asparagus Industry
- Driving Demand for U.S. Grown Tart Cherries with Influential Food and Beverage Manufacturers
- A Comprehensive Marketing Project to Improve Competitiveness of Lake Michigan Shore Wines
- Raising Awareness of Real Michigan Christmas Trees Through Customer Education and Promotion
- Increasing Sales of Michigan Apples by Leveraging Online and Retail Outreach
- Supporting Enhancing Competitiveness of Michigan Apples through Consumer Awareness
- Increasing Consumer Awareness and Consumption of Michigan Potatoes
- A Marketing Program to Increase Pickle & Pickled Vegetable Consumption in a Mature Market





- 2023-2024: Enhancing the Competitiveness of the Michigan Hop Industry; \$105,549 (October 2023-September 2025)
- Awardee: Hop Growers of Michigan 501(c)5 non-profit
- Objective: Increase sales of Michigan-grown hops
- The target market includes breweries and consumers in the Great Lakes region – specifically Michigan, Wisconsin, Indiana and Ohio
- The grant will be managed by Dianna Stampfler of Promote Michigan (also publicist for the Michigan Brewers Guild).



## **OUTCOME #1**

### **Increasing Consumption and Consumer (Brewery) Purchasing of Specialty Crops**

- Record # of brewers that receive information on Michigan hops (Trade Show attendance and direct outreach by growers).
- Survey grower members annually to determine baseline and future # of brewers buying Michigan hops
- Determine which beers are brewed with Michigan hops and market those to the general public- via media, social media and point-of-sale identification.



## **OUTCOME #2**

### **Increasing Access to Specialty Crops and Expanding Specialty Crop Production and Distribution**

- Survey brewers
  - # that gained knowledge and/or procured more hops, asking specifically how they heard about Michigan grown hops
  - # that purchased more Michigan-grown hops and the beers for which they were utilizing those hops.
- Survey MI hop growers: # that report selling more hops
- Encourage Michigan hop growers to register with the Michigan Craft Beverage Grower Directory - an online resource which connects growers with purchasers.







Research

Grow

Craft

Drink

About

SEARCH:

GROW > CRAFT BEVERAGE GROWER DIRECTORY

## Craft Beverage Grower Directory

Let us know if this new crop directory is helpful. **Please take one minute to fill out this [4 question survey!](#)** Thank you for your support of a well-connected craft beverage industry.

Check out this new tool connecting specialty crop growers with craft beverage producers. Businesses can search for Michigan specialty crop growers such as apples, cherries, grapes, hops, and more. Products are searchable by variety, location, and many other identifying characteristics.

List your farm by submitting a [grower form](#).

### Specialty Crops:

HOPS -----

- Alpharoma
- Bittergold
- Brewer's Gold
- Cascade
- Cashmere
- Centennial
- Chinook
- Cluster
- Comet

45TH PARALLEL HOPS

ARNOLD'S HOP FARM

BLUE LAKE HOPS

D.M. PETERS AND SONS

DOG STAR HOPS

ELK RIVER HOPS

FLATWATER FARMS

HOP ALLIANCE

HOP HEAD FARMS

HOPPIN MAD HOP FARM

LEAHY FARMS

MR. WIZARD'S HOPS

NORTH COURSE VINEYARD

PRAIRE RONDE HOPS

TAYLOR HOPS

TOP HOPS FARM

# MICHIGAN

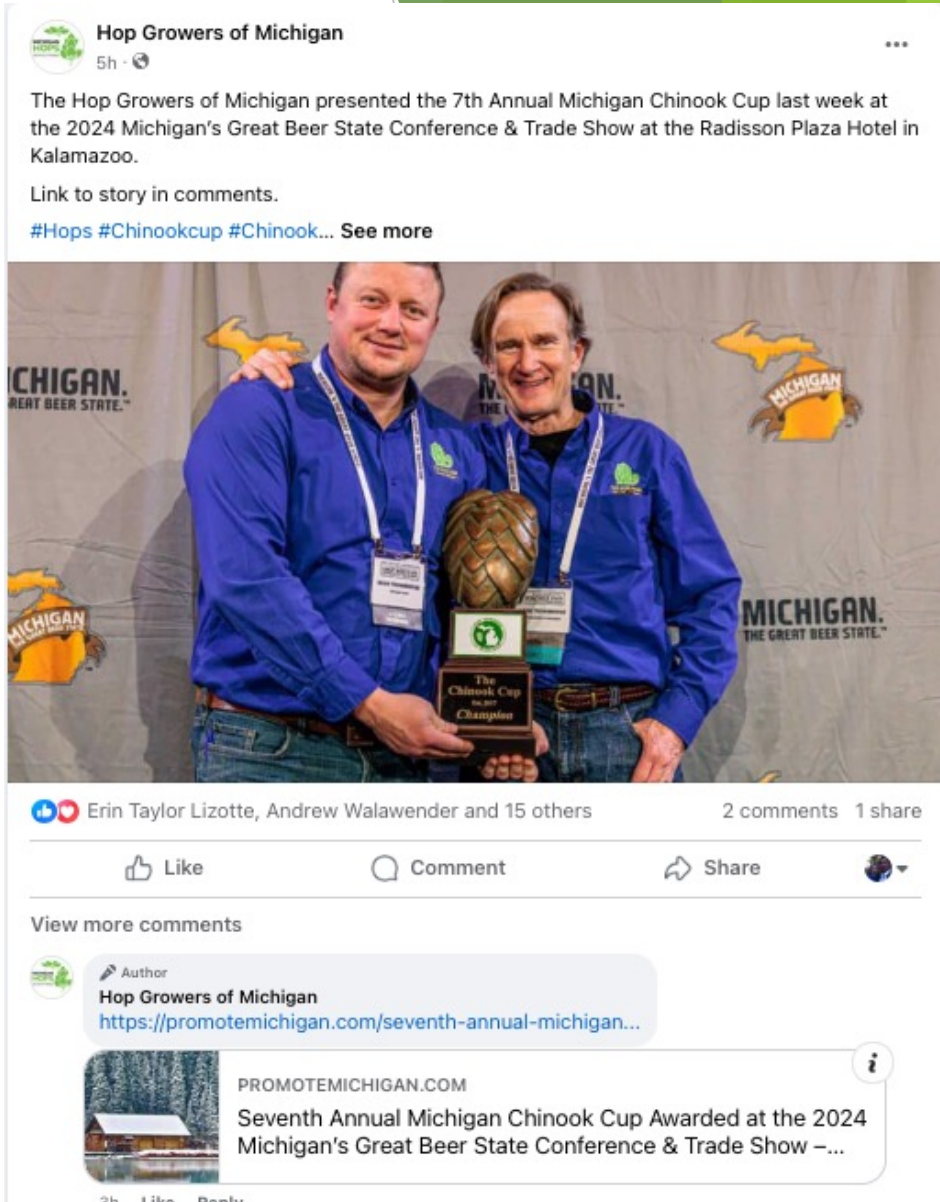
# HOPS



# MARKETING OUTREACH

- ORGANIZATIONS
- MEDIA
- CONSUMERS
- ONLINE
- INTERNAL

# MICHIGAN HOPS



## MARKETING OUTREACH - ORGANIZATIONS

- Join brewers trade organizations in Michigan, Wisconsin, Indiana and Ohio.
- Exhibit at annual Trade Shows and attend Conference in those four states – representing HGM/Michigan Hops and showcasing selected varieties
- Participate in the inaugural Michigan Craft Beverage Conference in March 2024.
- Join Michigan Ag Council which represents commodity groups. A page on HOPS will be added to MichiganGrown.org.
- Establish/enhance relationships with MSU-Extension, Michigan Department of Agriculture & Rural Development (MDARD), MEDC/Pure Michigan, Brewers Association, Michigan Licensed Beverage Association, Michigan Retailers, and Michigan Beer & Wine Wholesalers Association.







Michigan ranks #1 in the Great Lakes Region and #4 nationally for overall hop acreage.

The Great Lakes climate and diverse soils of Michigan result in world-class hops with enhanced aromas and truly unique flavors.

40+ varieties available

**FRESH, LOCAL  
& SUSTAINABLE**

Quick response to meet the needs of smaller breweries.

Wet hops for harvest brews.

Hop availability and quick response to meet the needs of smaller breweries.

**GROWING STRONGER  
BREWER RELATIONSHIPS  
ONE CONE AT A TIME!**

**PURE MICHIGAN**

Funding for printing made possible by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.



# MICHIGAN HOPS





## Discover the benefits of Michigan Hops!



Michigan ranks #1 in the Great Lakes region and #4 nationally for overall hop acreage.

The Great Lakes climate and diverse soils of Michigan result in world-class hops with enhanced aromas and truly unique flavors.



HOP GROWERS OF MICHIGAN  
P. O. Box 514  
Charlotte, MI 48813

HopGrowersOfMichigan.com  
Secretary@HopGrowersOfMichigan.com



## Why choose Michigan grown hops?

- 🌱 World-class quality and competitive pricing.
- 🌱 SUSTAINABLE! Local means a smaller carbon footprint. Shop closer to the source.
- 🌱 Establishes a relationship with a local supplier who wants to be part of your success.
- 🌱 FRESH! Wet hops for harvest brews are within driving distance. Grab your hops right off the picking machine! FRESH! No matter what size the brewery, current crop year hops are available.
- 🌱 Hop availability and quick response to meet the needs of smaller breweries, with economical delivery options.



## POPULAR MICHIGAN HOP VARIETIES

*Additional varieties are available.*

AlphAroma/Rakau	Crystal	Multihead
Bergamont™	El Dorado®	Mystique
Bitter Gold	Emerald Spire™	Nugget
Brewer's Gold	Fuggie	Paradigm™
Cascade	Gemini™	Saaz
Cashmere	Mackinac	Sorachi Ace
Centennial	Magnum	Tettnang
Chinook	Michigan Copper™	Triumph
Columbus	Mittelfruh	Vista
Comet	Mount Rainier	Willamette

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PURE MICHIGAN

(12/20/23)



# MICHIGAN HOPS



## MARKETING OUTREACH - MEDIA

- Advertisements in beer and food publications to reach consumers with the Michigan hops story
- Regular media releases with industry data, awards (Chinook Cup), member news, trends, etc.
- Maintain "Clip" file with links to featured articles and/or interviews.
- Coordinate with HGM members to host media, influencers and other industry leaders for hopyard and production facility tours.






## MARKETING OUTREACH - CONSUMER

- Develop a public-facing program to identify beer brewed with Michigan hops on draft at breweries, pubs and bars, including “Tap Takeover” events.
- HGM/MI Hops tasting tent at the 4 annual MBG festivals, with select beers brewed with Michigan hops.
- Investigate the options for creating a “Michigan Hop Growers Month” at the state level.





## BREWERIES/BEER

 Fresh Hopped

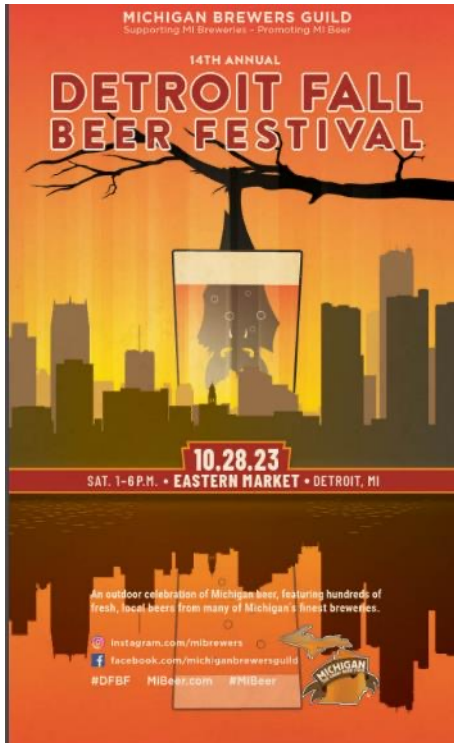
MICHIGAN BREWERS GUILD  
Supporting MI Breweries - Promoting MI Beer

14TH ANNUAL  
**DETROIT FALL BEER FESTIVAL**

**10.28.23**  
SAT. 1-8P.M. • EASTERN MARKET • DETROIT, MI

An outdoor celebration of Michigan beer, featuring hundreds of fresh, local beers from many of Michigan's finest breweries.

Instagram.com/mibrewers  
facebook.com/michiganbrewersguild  
#DFBF MIBeer.com #MIBeer



 **BLUE TRACTOR BREWERY**  
**ANN ARBOR**

- ☐ Barn Burner ~ Rauchbier
- ☒ Harvest Ale ~ Pale Ale
- ☐ Modern Age Kellerpils ~ Kellerbier
- ☐ Oil Shed Old Ale ~ Old Ale

 **ARBOR BREWING**  
**YPSILANTI/PLYMOUTH**

- ☐ Buzzsaw En Fuego IPA w/ Habanero + Lime ~ Spice Beer
- ☐ Buzzsaw IPA ~ American IPA
- ☐ Euchre Pils ~ German Pilsener
- ☒ Harvest Wet-Hopped IPA ~ American IPA
- ☐ Italian Pils ~ Light Lager
- ☐ Liquid Vinyl Imperial Stout ~ Imperial Stout
- ☐ Oktoberfest Marzen Lager ~ Amber Lager
- ☐ Strawberry Blonde ~ Fruit Beer

 **BATCH BREWING**  
**DETROIT**

- ☐ Biergartenbier ~ Munich Helles
- ☐ Chela Familiar ~ Dortmund
- ☐ German Pilsner ~ German Pilsener
- ☒ Harvest Ale ~ Other Ale
- ☐ Mi Gente ~ American IPA
- ☐ Schwarzbier ~ Schwarzbier

 **HERONMARK**  
**ALLEGAN**


- ☐ APA ~ Pale Ale
- ☐ Dunkelweisse ~ Dunkelweizen
- ☐ Elderflower Saison ~ Saison
- ☒ Harvest Ale ~ Amber Ale

 **NORTH PEAK BREWING**  
**DEXTER**

- ☐ Dauntless ~ Oktoberfest
- ☒ Diabolical Fresh Hop IPA ~ American IPA
- ☐ Gravitational Pills ~ German Pilsener
- ☐ Helion ~ Double IPA
- ☐ Humongous ~ Red Ale
- ☐ Piney Spruce Tip IPA ~ American IPA

 **PIGEON HILL BREWING**  
**MUSKEGON**

- ☐ Donut Fear the Fritter ~ Spice Beer
- ☒ Harvest Ale ~ Pale Ale
- ☐ Perfectenschlager ~ German Pilsener
- ☐ Roggy Balboa ~ Rye IPA
- ☐ Salted Caramel Porter ~ Chocolate Beer
- ☐ Shifting Sands IPA ~ American IPA

 **RIVER'S EDGE BREWING**  
**MILFORD**

- ☐ Chubby Benny Imperial Chocolate Stout ~ Barrel-Aged Beer
- ☐ Demo Days IPA ~ American IPA
- ☐ Spiders From Märzen ~ Oktoberfest
- ☒ Wet Hot Arborist ~ Light Lager

 **SHORT'S BREWING**  
**BELLAIRE / ELK RAPIDS**

- ☐ Autumn Ale ~ Extra Special Bitter (ESB)
- ☐ Bloody Beer ~ Experimental Beer
- ☒ Comet Harvest ~ American IPA
- ☐ Hot Loins ~ Experimental Beer
- ☐ Local's Amber - Dry Hopped American Style Amber Lager
- ☐ NITRO Pumpkin Crusha ~ Pumpkin Beer
- ☐ Noble Chaos ~ Oktoberfest
- ☐ Pistachio Cream Ale ~ Experimental Beer
- ☐ Pure MI Fall IPA ~ American IPA
- ☐ Slurm ~ New England IPA
- ☐ Strangers In The Dark ~ Dark Lager
- ☐ Summer Heat ~ Experimental Beer
- ☐ Super Delicious ~ Sweet Stout

 **STORMCLOUD BREWING**  
**FRANKFORT**

- ☒ 2023 Harvest Tripel ~ Belgian Tripel
- ☐ B., Sirius ~ Belgian Dubbel
- ☐ BBA Batch 1000 ~ Belgian Dark Strong Ale
- ☐ Champumpkin ~ Pumpkin Beer
- ☐ Cool Cat Kitty Face ~ Other
- ☐ Rainmaker Ale ~ Belgian Pale Ale

 **WITCH'S HAT BREWING**  
**SOUTH LYON**

- ☒ 1-800-WET-HOPS ~ New England IPA
- ☐ Furious Black Night Fury ~ Barrel-Aged Beer
- ☐ Oktoberfest ~ Oktoberfest
- ☐ Pumpkin Porter ~ Pumpkin Beer
- ☐ Strawberry Rhubarb Sour ~ Fruit Beer
- ☐ Train Hopper ~ American IPA
- ☐ Traxxx Night Fury ~ Barrel-Aged Beer

 **THE LIVERY**  
**BENTON HARBOR**

- ☐ 18th Anniversary Ale ~ Brut IPA
- ☒ Heady Harvest - Cascade ~ Pale Ale
- ☐ Hell Hole ~ Sour Beer
- ☐ Oktoberfest ~ Oktoberfest
- ☐ Silver Queen ~ Munich Helles
- ☐ Wee Heavy ~ Wee Heavy

# MICHIGAN HOPS



## MARKETING OUTREACH - ONLINE

- Expand social media outreach (Facebook and Instagram).
- Build photo library for social media, HGM website, and media outreach, with Life In Michigan.
- Redesign HopGrowersOfMichigan.com including information about specific hop varieties grown (with photos, tasting notes, etc.)
- Add links to key industry websites (Michigan.org/MDARD, Michigan.org, MiBeer.com and others).
- Assist in updating and maintaining HGM's MapHub presence, identifying all hopyards in Michigan as well as other HGM members.





## MARKETING OUTREACH - INTERNAL

- Increase HGM membership
- Assemble and distribute quarterly eNewsletters to HGM members.
- Help coordinate monthly membership meetings, serving as interim secretary.
- Maintain HGM documents in an online database to help preserve the integrity of the organization.
- Pursue fundraising and grant opportunities for future promotion.
- Aid in facilitation of annual Chinook Cup competition.





# MI Chinook Cup



**MICHIGAN HOPS** 



# Key Points

1. Read the fine print- SCBG may be different in your state
2. Reimbursement grant- so your organization will have to front the \$
3. 2-year proposals
4. Talk with your state grant administrator
5. Start early: February 8 due date in MI
6. Try to align with funding priorities

## 2024-2025 Funding Priorities

- Market Enhancement to promote specialty crops
  - Market Expansion, Availability, and Access to Specialty Crops
  - Farm to Institution
- Research and Development relevant to specialty crops
  - Plant Health & Pest Management
  - Farm Sustainability
- Training & Education addressing local, regional, and national challenges confronting specialty crop producers
  - Enhancing Food Safety
  - Environmental Sustainability
  - Workforce/Labor



**Good luck!**

Rob Sirrine  
sirrine@msu.edu

# **MICHIGAN** **HOPS**

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*Hop Growers of Michigan*

