

Funding hop promotion in new/smaller growing regions 2024 update

Dr. Rob Serrine

Michigan State University Extension

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Promote Michigan



OUTLINE

- Short recap of presentation from 2024
- Specialty Crop Block Grant
- HGM Funding- Past process and proposals
- HGM current promotion grant
- Preliminary Results
- Key Points

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

M.J. GALBRAITH | THURSDAY, NOVEMBER 9, 2023

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Pexels

"Michigan has become a legitimate hop growing region with novel aroma profiles," says J Robert Serrine, 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



- Purpose
- 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

- 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**
- Target market: breweries and consumers in the Great Lakes region - specifically Michigan, Wisconsin, Indiana and Ohio
- Grant Management: Dianna Stampfler of Promote Michigan (also publicist for the Michigan Brewers Guild).



OUTCOME #1

Increasing Consumption and Consumer (Brewery) Purchasing of Specialty Crops

OUTCOME #2

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



METHODS

MARKETING OUTREACH

- MEDIA
- ORGANIZATIONS
- CONSUMERS
- ONLINE
- INTERNAL

MICHIGAN HOPS 



MARKETING OUTREACH - MEDIA



CRAFT
BREWING
BUSINESS

Professional Insight, Unfiltered

Hop Growers of Michigan award 8th Annual Michigan Chinook Cup

JANUARY 16, 2025 CHRIS CROWELL

The [Hop Growers of Michigan](#) presented the 8th Annual Michigan Chinook Cup last week at the [2025 Michigan's Great Beer State Conference & Trade Show](#) at the Radisson Plaza Hotel in Kalamazoo. Michigan's Great Beer State Conference & Trade Show hosted nearly 400 attendees, including more than 60 industry speakers.



L-R Alec Mull, Bells Brewery with Ken Porter and Jim Mikesell from Dog Star Hops, Charlotte.

MICHIGAN HOPS

MICHIGAN: A HOT SPOT FOR HOPS

Brenda Marshall
MiBrew Trail

Michigan may be famed for its lakes and automotive history, but there's another star on its horizon—hop farming. As the fourth-largest hop-producing state in the nation, trailing only Washington, Idaho, and Oregon, Michigan's climate and geographical positioning make it a hotspot for growing some of the most sought-after hops in the craft beer industry. Positioned ideally between the 40th and 50th latitudes, the state offers optimal conditions for hops to thrive. As local brewers push the boundaries of flavor, the hop growers of Michigan are preparing for the next growing season.

MICHIGAN'S ADVANTAGE

The secret to Michigan's hop-growing success starts with its location. Straddling the same latitudes as renowned hop-growing regions like the Pacific Northwest in the United States and parts of Europe, Michigan offers an optimal mix of daylight and climate that hops love. Long summer days allow for vigorous photosynthesis, while the cool winters help hops to rest and prepare for the next growing season.

The state's diverse climate, moderated by the presence of the Great Lakes, creates a unique terroir. The soil, rich and varied across the state, offers just the right blend of nutrients and drainage that hop plants thrive in. Michigan's average rainfall ensures that hops get ample water, but are also challenged enough to develop strong and complex root systems, critical for robust growth and flavorful yields.

THE GROWTH OF MICHIGAN HOP FARMING

Farms like Hop-Head Farms, Michigan Hop Alliance, Mr. Wizard's Hop Farm, and Top Hops Farms are at the forefront of Michigan's hop agriculture, cultivating classic varieties like Cascade, Chinook, and Centennial, as well as experimenting with types like Gemini, Copper, and Mackinac. Brian Tennis from Michigan Hop Alliance

and praises the local terroir, noting, "It's nice that other brewers across the country are realizing there are quality hops here, especially the Chinook hops. It's just one of the examples of a hop grown in Michigan that's completely unique to the state; the terroir and the growing conditions make it very different than a Pacific Northwest-grown Chinook."

Now Stalk from Mr. Wizard's Hop Farm adds, "Brewers are seeking out the unique taste and aroma profiles of Michigan Chinook to complement their beers. They are also finding that Michigan Cascade is the same way, offering brewers a unique character for that particular variety of hops." While craft brewers across the U.S. utilize over 100 different hop varieties, Cascade, Centennial, and Chinook consistently rank among the top choices. Introduced in 1985, the Chinook hop is a hybrid created from a cross between the Foham Golding variety and a male plant from the USA.

THE MICHIGAN CHINOOK CUP

Michigan Chinook Cup celebrates the best of the best, highlighting the state's contribution to innovative brewing. For the past seven years, hop growers have shown off their hop-growing prowess during the Annual Michigan Chinook Cup at the 2024 Michigan's Great Beer State Conference & Trade Show. Modeled after the Hop Quality Group's National Cascade Cup, the Michigan Chinook Cup is awarded to Michigan's best Chinook.

THIS YEAR'S WINNERS:

- First Place:** Mark and Sean Townbridge of Top Hop Farms in Goodrich, Michigan.
- Second Place:** Bonnie Steinhorn of Bell's Brewery Estate Hopyard in Goodrich, Michigan.
- Third Place:** Rick Kawabata of Hop-Head Farms in Hickory Corners.

MICHIGAN HOP GROWERS

Hopefully, you found the Hop Growers of Michigan tent at this year's Michigan Brewers Guild Winter Beer Festival. This was their maiden voyage in terms of beer festivals. Rose (Mr. Wizard's Hop Farm), Mike (Dog Star Hops), and Brian (Hop Alliance) were on hand to highlight three beers made with Michigan hops. These included 1 Gato American Bottled double IPA, Old Fashion Brewing M3M Mi triple

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New England IPA and Shady Spring IPA. Each beer offered a unique perspective on brewing while telling you how the Michigan hops difference.

The Hop Growers of Michigan are planning an overhaul of their website to better support brewers. The updated site aims to offer comprehensive information about Michigan hops, a key feature will be a growing guide providing step-by-step instructions for each location along with commercial

links, making it easy for brewers to connect with local hop growers and distributors have helped the state's hop industry.

Michigan's hop-growing sector is vibrant and expanding. Thanks to its geographical advantages, community support, and innovative spirit, the Michigan Chinook Cup and other local efforts are only expected to propel this growth, making Michigan a

significant player in the national craft beer landscape.

Next time you're sipping on a craft beer, take a moment to appreciate Michigan's hop growers. It's better yet, plan a visit to one of Michigan's hop harvests and ask for beers with Michigan hops. Experience what the local factors that impact the Michigan hop harvest. Cheers to Michigan's hop great beer begins with great hop!

26 | www.MiBrewTrail.com

MiBrew Trail | Summer 2024

Volume 17 | Summer 2024

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MARKETING OUTREACH - ORGANIZATIONS



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.

AlphaAroma/Rakau	Crystal	Multihead
Bergamont™	El Dorado®	Mystique
Bitter Gold	Emerald Spire™	Nugget
Brewer's Gold	Fuggle	Paradigm™
Cascade	Gemini™	Saoz
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)



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MARKETING OUTREACH - ORGANIZATIONS





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



MARKETING OUTREACH - CONSUMERS

HGM/MI Hops tasting tent at the 4 annual MBG festivals, with select beers brewed with Michigan hops.

Over 17,000 attendees at 4 festivals (Winter in GR, Summer in Ypsilanti, UP in Marquette and Fall in Detroit).

MBG conference ~ 480 attendees last year (Jan 2024).


Michigan Craft Beverage Council ~ 300 attendees.

Waiting to get #s from Wisconsin, Indiana and Ohio from 2024.



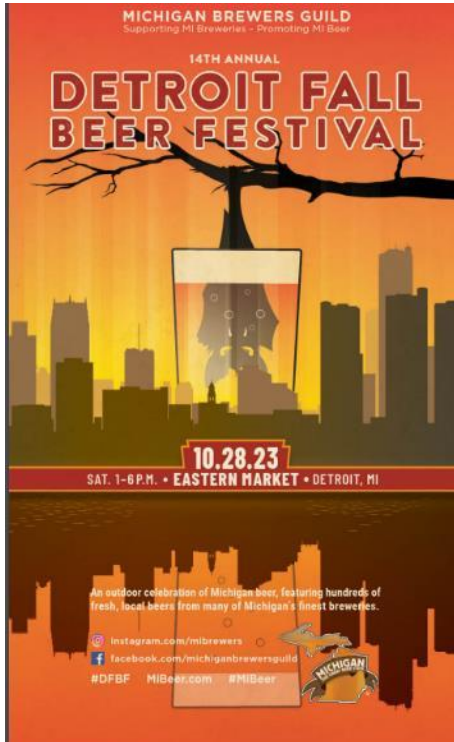
October 19th | Detroit Fall Beer Festival

BREWERIES/BEER

 Fresh Hopped

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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 ~ Dortmunder
- 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 Pils ~ 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
- Traxx 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



MI Chinook Cup



MICHIGAN HOPS



8TH ANNUAL MICHIGAN CHINOOK CUP AWARDED

AT THE 2025 MICHIGAN'S GREAT BEER STATE CONFERENCE & TRADE SHOW



2025 Chinook Cup Winner – Dog Star Hops (pictured l-r: Alec Mull, Bell's Brewery, presents the award to Ken Porter and Jim Mikesell of Dog Star Hops, Charlotte).



2025 Chinook Cup 2nd Place – Mr. Wizard Hops (pictured l-r: Alec Mull, Bell's Brewery, presents the second-place trophy to Rose Stahl of Mr. Wizard Hops in Monroe).

MICHIGAN HOPS

Hop Growers of Michigan

MiBrew Trail

(KALAMAZOO, Mich) — The Hop Growers of Michigan presented the 8th Annual Michigan Chinook Cup at the 2025 Michigan's Great Beer State Conference & Trade Show at the Radisson Plaza Hotel in Kalamazoo. The conference, which hosted nearly 400 attendees including more than 60 industry speakers, was presented by the Michigan Brewers Guild, Master Brewers Association of the Americas – District Michigan and Michigan State University Extension (MSUE).

Alec Mull, General Manager at Bell's Brewery and past president of the Hop Quality Group (HQG) presented the 1st Place award to Ken Porter and Jim Mikesell of Dog Star Hops. This Charlotte-based hop farm also won the coveted Chinook Cup in 2022 and 2023. Second place was awarded to Mr. Wizard Hops in Monroe with third place honors going to Bell's Brewery in Comstock. For the list of past winners since the

competition was launched in 2017, visit the Chinook Cup Archives.

"On behalf of MSUE, I'm really pleased to have helped organize the Chinook Cup this year," notes Rob Sirrine, MSUE Senior Educator. "The quality was outstanding and showcased the spectacular aroma attributes of Michigan Chinook. It really demonstrates the efforts that Michigan hop growers have made to produce world class hops. Congrats to Dog Star Hops, Mr. Wizards Hops, and Bell's!"

Modeled after the HQG's national Cascade Cup, the Michigan Chinook Cup is awarded to the Great Beer State's best Chinook hop grower as determined by a panel of expert craft brewers through a series of blind sensory tests. This year, nine Chinook entries were ranked with scoring provided for aroma, appearance/color and brewing values.

Although there are over 100 different varieties of hops used by craft brewers across the U.S., three of the top publicly available hop varieties have consistently been Cascade, Centennial and Chinook.

The Chinook hop, released in 1985, is the result of a cross between Petham Golding and a USDA male plant. Chinook are a "dual purpose" hop used for both bittering and aroma. In their quest to brew "standout" flavorful beers, many craft brewers have become increasingly interested in newer proprietary varieties such as Simcoe and Citra. However, a small but growing number of brewers have begun to recognize that hops of the same variety, when grown in different locations with distinct soils and climate, impart different flavor profiles. In contrast to Chinook grown in the Pacific northwest that is generally known for its piney, spicy, dank attributes, Michigan Chinook is a cultivar that is increasingly recognized for its citrusy, clean profile. Visit Michigan State University Extension's hop webpage for more information on Michigan's growing hop industry.

Michigan is currently ranked first in the Great Lakes Region and fourth in the nation (behind three states in the Pacific

Northwest). More than 40 different hop cultivars are grown in Michigan, with Chinook being among the most prevalent and popular. Hops are part of Michigan's overall \$104 billion agricultural industry, supporting a strong craft beer culture.

Hop Growers of Michigan (HGM) was formed in 2015 as a 501(c)5 non-profit organization. HGM makes a positive difference in Michigan's hop industry by supporting educational opportunities and research for better hop production and processing, as well as advocating for and promoting the use of Michigan-grown hops. HGM also facilitates best practice exchanges, sharing of techniques and knowledge; enlists the support of Michigan higher education institutions for research and development of hop horticulture and processing; promotes and markets the utilization of Michigan hops; and partners with other organizations to advance the interest of Michigan hop growers and craft brewing.



2025 Chinook Cup 3rd Place – Bell's Brewery (pictured l-r: Alec Mull, Bell's Brewery, presents the third-place honors to Bonnie Steinman and Alex Racon of Bell's Brewery).

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PRELIMINARY RESULTS

Most definitely, I am freezing my butt off getting orders ready to go. Over 1800 lbs heading out

I have seen direct sales from Michigan, Ohio, and Wisconsin lately and believe these spikes came from our marketing grant. We will have a better correlation after the upcoming Ohio show, but it certainly seems like the Midwest region sales have increased across the board.

Unfortunately, I would say no. While getting in front of the buyers is great. It seems that without any sort of follow up or asking for some business, the buyers are satisfied with continuing purchasing from who they currently do business with. With the downturn in craft breweries I would speculate that buyers are pretty tight and maybe not as inclined to be trying new vendors or new hops.

I think the exposure via the social media has contributed. The face to face with brewers definitely contributed to our sales this week. I thought it was most notable that brewers also attended the Ag sessions this conference. We have made some adjustments in pricing to stay competitive as well. Since the conference (Jan 8-10) we have delivered or shipped to Michigan Breweries 397 lbs of a variety of hops.

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 6, 2025 due date in MI
6. Try to align with funding priorities

2025-2026 Funding Priorities

- Market Enhancement to promote specialty crops
- Research and Development relevant to specialty crops
- Training & Education addressing local, regional, and national challenges confronting specialty crop producers



What's in your glass?

MICHIGAN:

#1 in the Great Lakes region and #4 in the U.S. for total hop acreage.

Nearly 40 distinct hop varieties grown by more than two dozen farmers, statewide.



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Good luck!

Rob Surrine
surrine@msu.edu

