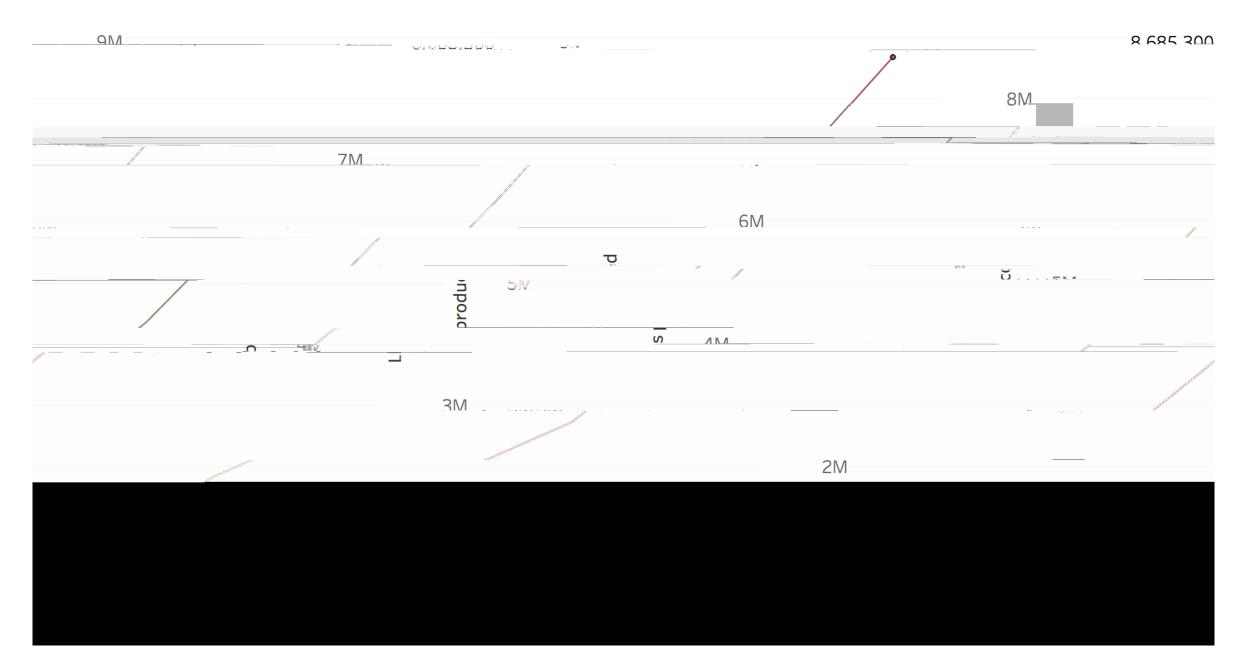


Otra

#4 in total U.S lbs produced and #6 in lbs used by U.S craft brewers



Ctra acre _ Ctato - Iquans - 0..... J 255 Machinatan vvas II.g.eel. 2V harvested Ĭ 716

98

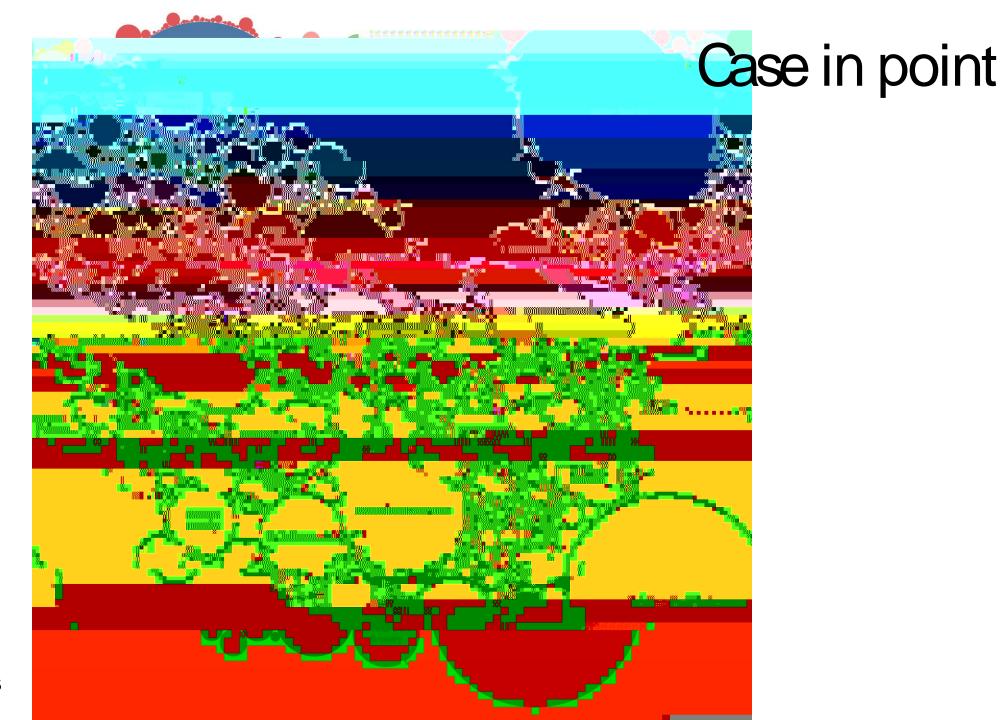
Why does variability increase?

- Generally, the industry grows high quality hops
- more pronounced

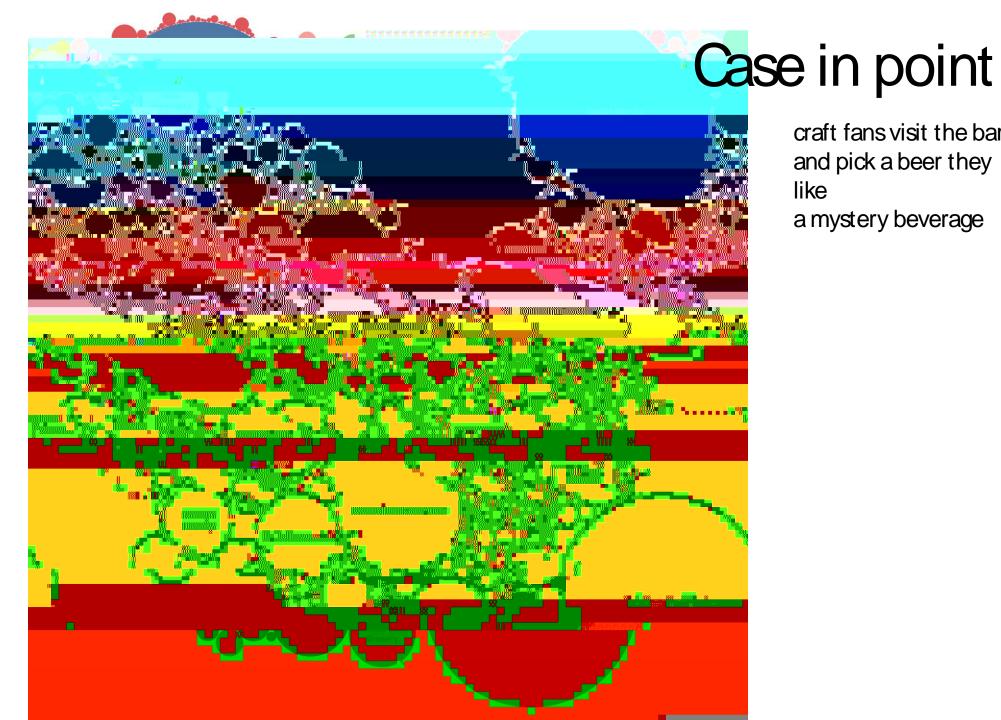


Is it bad to have different variations on a variety?

No way!



1988: 199 breweries 2016: 5,301 breweries



craft fans visit the bar and pick a beer they like a mystery beverage

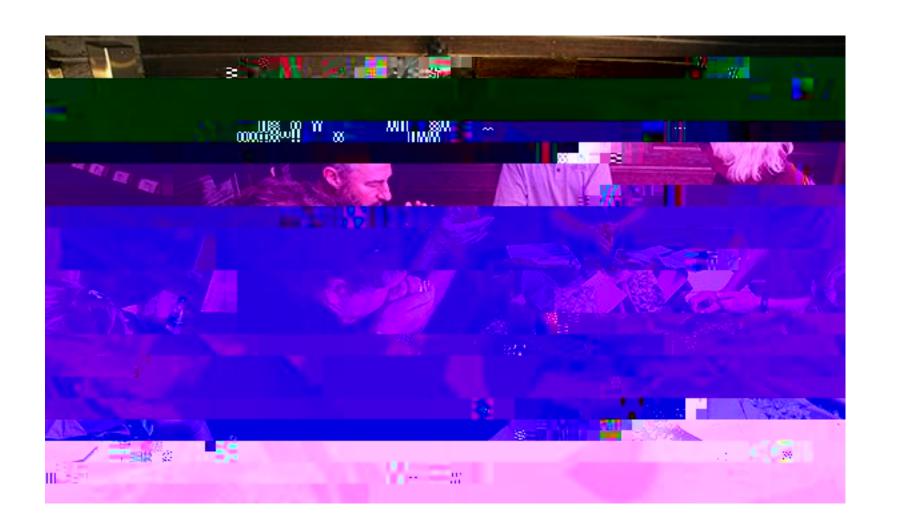
1988: 199 breweries 2016: 5,301 breweries

Direct sales

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New Resolution: Spend more time talking with brewers

- Because we can!
- Not the basics of quality if you need more info there, work with UVM and other growers, talks this afternoon
- What varieties are they interested in?
- What type and size of packaging do they prefer?
- Are



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