

ONTARIO CRAFT BREWERY INDUSTRY – 2014 HOP SURVEY

Mark Benzaquen
OCB Technical Adviser



2014 OCB HOP SURVEY

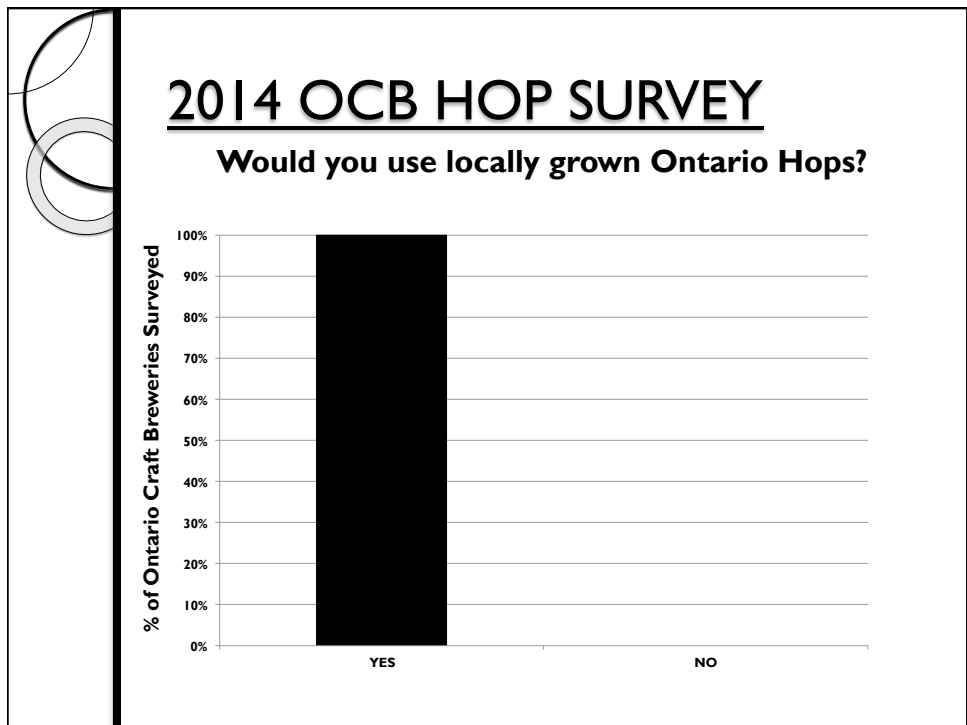
- **Background:**

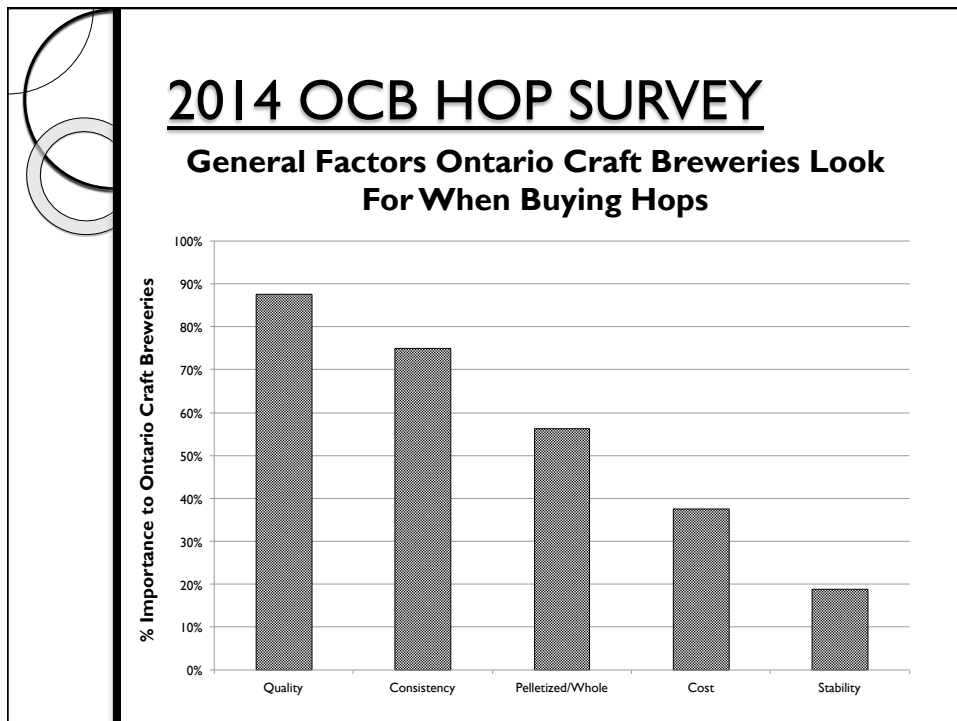
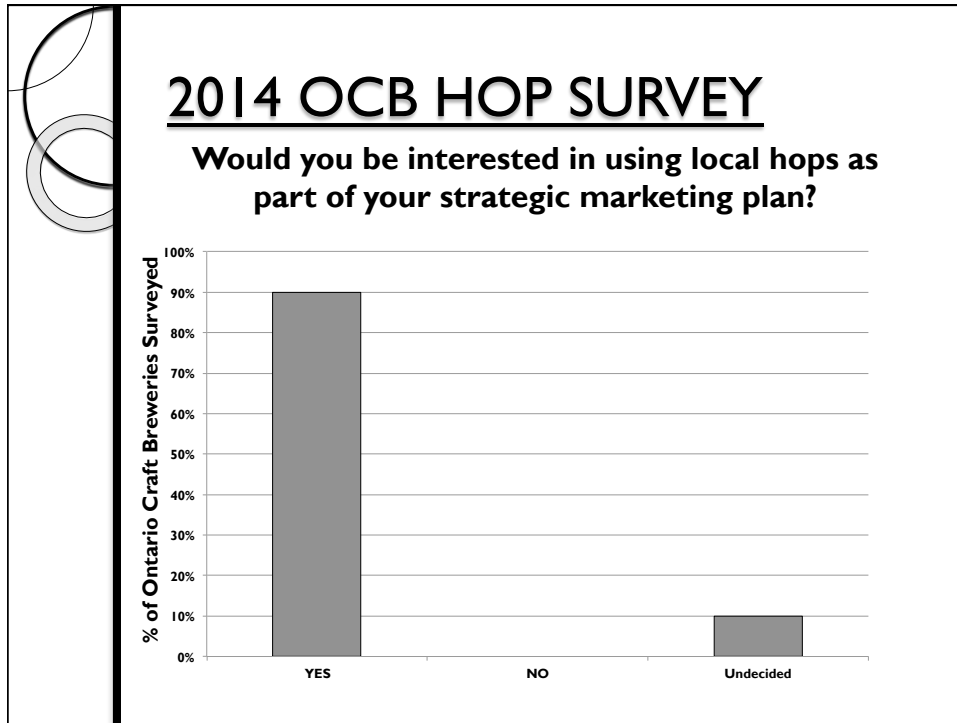
- First hop survey conducted in 2009
- A lot has changed since then...
 - Number of Ontario Craft Breweries have increased from 42 (1992) to just over 68 (2013)
 - Now the fastest growing alcohol segment in LCBO
 - More in-depth understanding of brewing and impact of hops on beer flavor/aroma through greater educational programs
 - Currently many of the most popular craft beer styles being produced are hop-forward beers (e.g. Pale Ales and IPA)

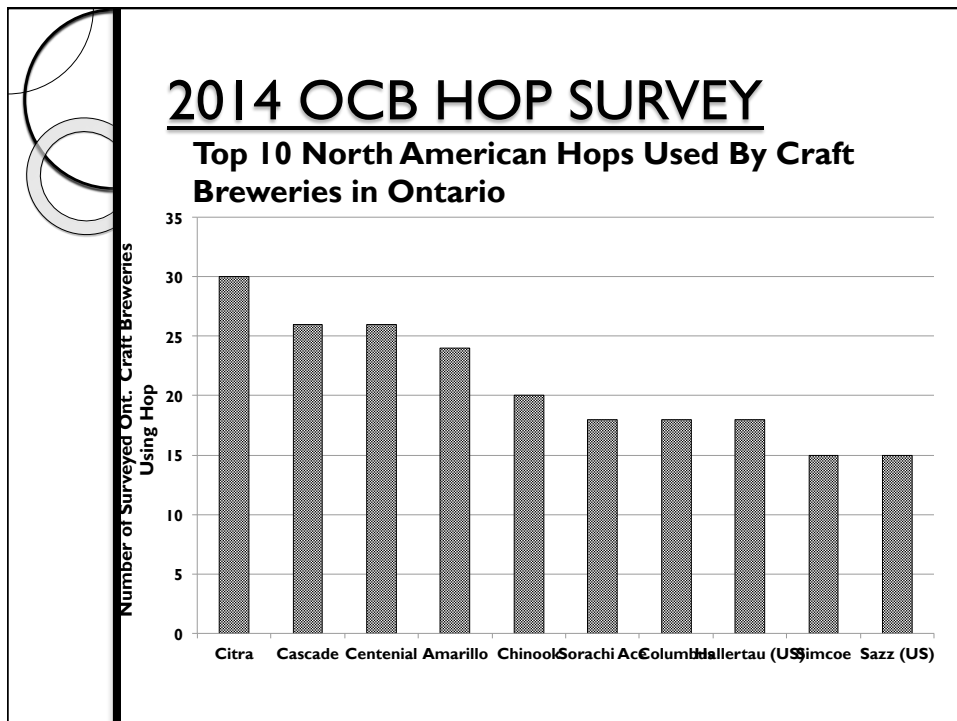
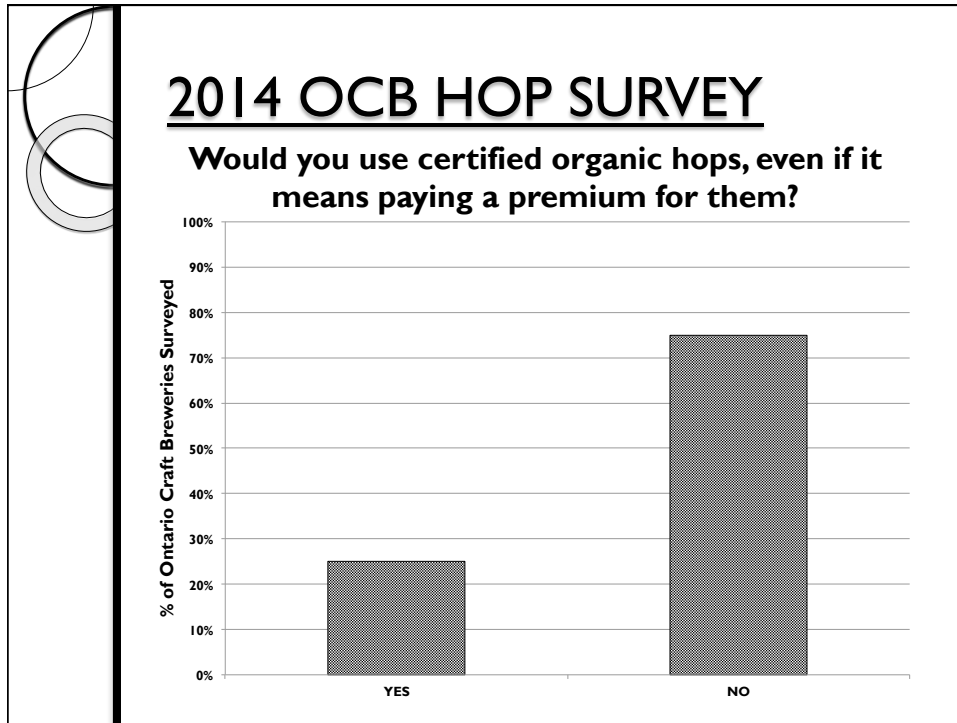
Time to re-examine the OCB Hop Survey...

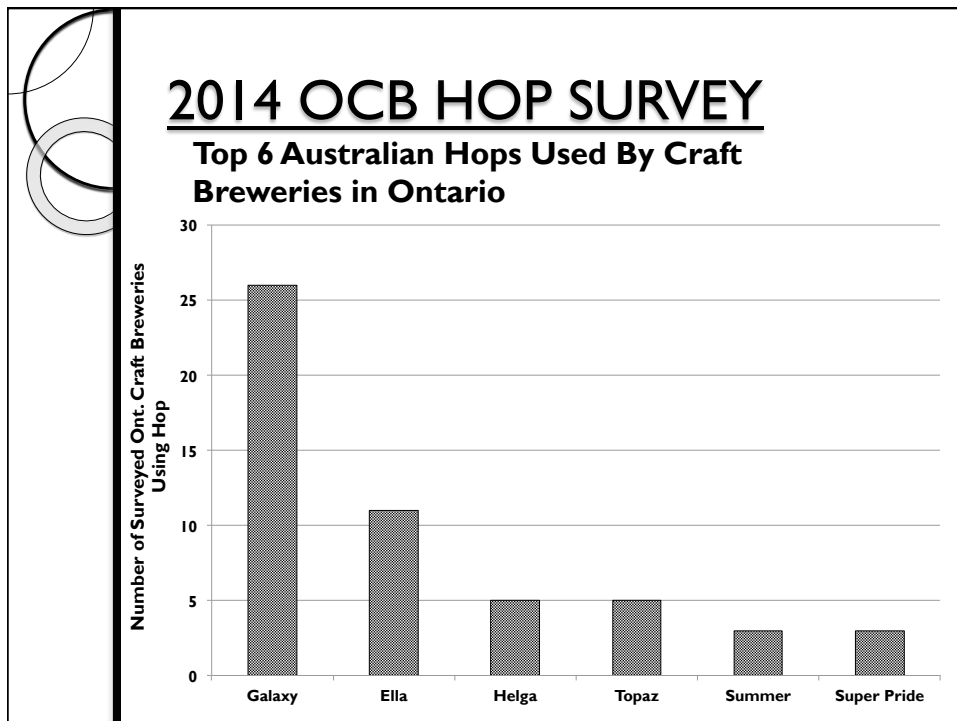
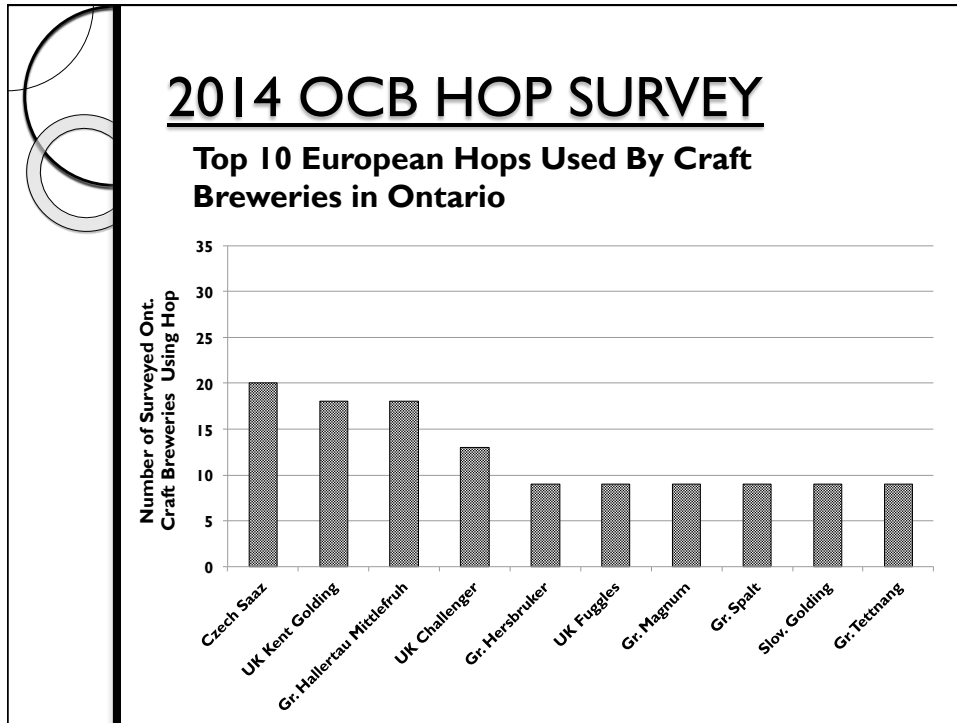
2014 OCB HOP SURVEY

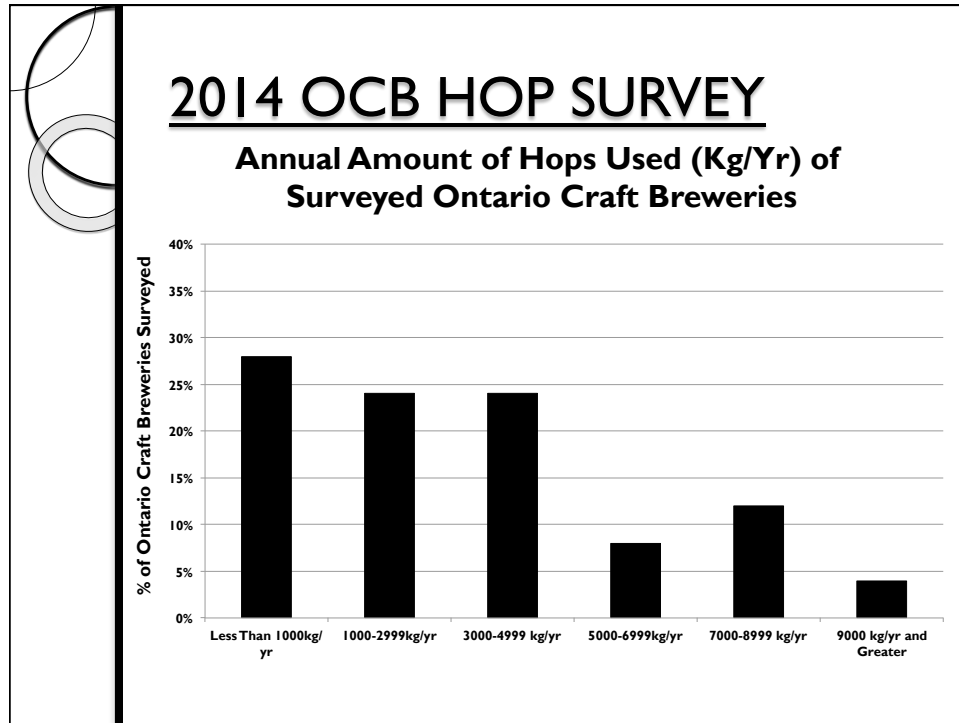
- **Purpose:**
 - Survey Ontario Craft Brewery community to:
 1. Gauge the level of interest in using locally-grown Ontario hops
 2. Identify the critical factors that determine what hops & hop suppliers are selected
- **Survey Response:**
 - Performed online
 - Participants were anonymous











- ## 2014 OCB HOP SURVEY
- **Feedback From Participating Ontario Craft Breweries:**
 - Provide comprehensive specifications with hops (e.g. alpha acids, beta acids, % oil fractions, and possible substitutions)
 - Providing annual crop reports
 - Quality and consistency at competitive prices
 - As a small brewer, we can accept higher prices for a time, but would look to the local product to become more competitive with imports over time.

2014 OCB HOP SURVEY

- **Comments From Participating Ontario Craft Breweries:**
 - More opportunities for interaction and communication between craft brewers and hop growers (e.g. hop rub events)
 - Have forum to help facilitate getting wet hops to brewers at harvest time.



THANK YOU



CHEERS !