

CT Hop Growers' Association
Summer Quarterly Board Meeting
July 16, 2020

Location: Virtual via Zoom

Attendees: Alex DeFrancesco, Matt DiSciacca, Alan Fenrow, Jason Hoagland

Commence- 7:23pm

- Certified Clean
 - This was supposed to be the year of the initial roll-out of the program.
 - Will now be a full-year trial
 - Will essentially be on the honor system
 - Participants will self-certify that they have met all of the standards
- Industry
 - This year, a couple of large growers exited the industry, one before COVID and one during.
 - Most farms have continued to grow what they were already growing and have not necessarily scaled back growing, but will likely scale down harvest and find other avenues to sell through.
 - Brewers are shifting from kegs to cans
 - Some larger breweries are doing well with can sales
 - Brewers are in general sticking to the basics and not necessarily focusing on sourcing local hops
 - Trying to keep input costs down and make a consistent product
 - This is potentially a good year to restructure your hop yard
 - Alex is taking the opportunity to do this
 - Good opportunity to rip out old plants and replace, kill weeds, and clean up the fields before the Fall
- Fall Meeting
 - Likely via Zoom
- Governor has extended the additional outdoor seating rules through December
 - Bars are closed indefinitely
- Food service is what is keeping some breweries/wineries open
- Servers no longer have to wear gloves

- PPP extended
 - Extended to a 24-week period
 - Amount that has to be used towards payroll reduced to 60%
- Looking like Fall will be strong for garden centers/vegetable and fruit growers
 - Hop farmers may not have so strong a year, and may be holding onto a lot of inventory in the freezer until breweries are back in full swing
- Kevin from CT Beer
 - Wants to have CHGA folks on his Instagram show
 - Initially asked Alex or Matt to come talk
 - Potentially do two shows
 - One with some hop growers
 - Another with a couple of farm breweries
 - Matt will reach out to Kevin
- Some breweries are adapting by doing home delivery and doing virtual brewery tours/tastings
- Not sure what Brewers' appetite is at this time to do CT style beer
- Potentially do a farm to table/glass with a few breweries end of Sept.
- Another potential sales outlet for hops is to sell the whole bine with cones on to people who will use them as decorations
 - Can potentially make wreaths

8:24pm- Adjourn