INDIANA HOPS
BECOMING LEGIT GROWERS

Kathleen Sprouse
Agriculture & Natural Resources Extension Educator
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WHY YOU NEED TO BECOME LEGIT?

THE CHALLENGE: OVERCOMING THE “Liability of Newness”

WHAT MAKES YOU LEGITIMATE?

- Legitimacy enables you to access resources key to your venture and industry’s survival and growth
- To access those resources you must overcome the “liability of newness”
- Overcoming the high percentage of new venture failure

“Hops are a lot like wine grapes,” says Ann E. George, administrator for Hop Growers of America. “You’ll have specific varieties grown in different regions that each have a different character.”

AMERICA’S CRAFT BEER CRAZE CAUSING A HOPS SHORTAGE

MICROBREWERIES IN U.S.
Craft beer sales volume increasing 17.2%

Import beer sales decreasing -0.6%

63 Craft Breweries

Hop prices are going up 189%

Hop prices higher from 2013 to 2014 14%

Pounds of hops increasing

69.2 Million Pounds

71 Million Pounds
They once dominated bars across the country.

Breweries need hops, who will supply the demand?

Biggest U.S. Hop Growers

No. 3 IDAHO

No. 2 OREGON
Indiana breweries need hops, who will supply that demand?

Breweries need hops, who will supply the demand?
**Hop Growers Who Work Together**

**Why Collaborate?**
- Reduce transaction costs
- Increase hop and beer quality
- Create a strong reputation for Indiana-grown hops
- Can result in obtaining higher prices
- As a group, you have more power to influence policy-makers, officials (planning and zoning commissions) and other beer industry stakeholders

**Collaborate**
- Share equipment and information with other hop growers
- Collaborate with other industries to share equipment or for new ideas
- Together you offer greater volume, which is important to most brewers
- As a group, you have more power to influence policy-makers, officials (planning and zoning commissions) and other beer industry stakeholders
- Reaching out to public sector, ask for help

**Become a Legitimate Growing Region**
- Heritage: Indiana known for farming
- Opinion formation: press releases, awards from hop or beer contests around the U.S., word of mouth
- Quality: consistent, good and dependable
- Terroir: climate, soil, human factors of those in region

**Why Regional Branding?**
- Adds value and credibility, implying quality
- Differentiates the hops by providing a connection for the consumer
- Geographical origin helps in branding commodities
- Gain a competitive advantage and sustain it through creating a regional trademark
- Lowers search costs for consumers making a decision
BRAND

- Logo, colors, tagline, font, imagery
- Personality ex. Boulevard Brewery
- Promise
- Position (your value and benefits, what differentiates you)
- Story (your mission, qualities, values)

FARMING MEANS BUSINESS

- Who do you want to market your hops to?
  - Macrobreweries, microbreweries, breweries?
  - Home brewers?
- Who can you realistically supply to?
  - Know your production capacity
  - Know your labor limitations
- Talk to brewers
  - Know what direction brewers are going
  - Create relationships with brewers and brewery owners
  - Attend brewers and brewery trade meetings and conferences

WE NEED TO CARE. WE HAVE TO ENGAGE.

PLAN YOUR MARKETING

- Promoting your brand increases awareness and loyalty
- Be proactive
- Use the right tool to effectively engage your target audience
- Know how to use the tool
- Plan your message

WHAT NOW?

- Meet with other growers through INHops or form another association
- Think through a potentially geographical trademark
- Decide if you want to focus on growing select varietals or developing a new varietal
- Hold a meeting to host a manager of another successful organization like, the Michigan Wine & Grape Council
- Invite brewers and brewery owners to see your farms

WHAT ABOUT ME, I’M JUST STARTING:

- Land (Buying, taking out of production, etc.)
- Preparing the land
  - Disc, Plow/rototill, cultipack, fumigate
- Establishing the hop yard
- Materials
  - Poles, anchor poles, anchor material, wire/twine, staples, hop roots, irrigation system
- Equipment
- Labor
- Water
- Insurance

ESTIMATED COSTS PER ACRE FOR PREPARING AND ESTABLISHING A STANDARD TRELLIS INDIAN FIELD UNDER DRY FERTILIZATION

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost Per Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seed</td>
<td>$25.00</td>
</tr>
<tr>
<td>Trellis</td>
<td>$15.00</td>
</tr>
<tr>
<td>Hops</td>
<td>$30.00</td>
</tr>
<tr>
<td>Irrigation System</td>
<td>$10.00</td>
</tr>
<tr>
<td>Management</td>
<td>$500.00</td>
</tr>
</tbody>
</table>
MATCH YOUR MESSAGE TO YOUR MEDIUM

FACEBOOK – Boost your post

- Method to increase the visibility of posts
- Boost your post to:
  1. People who like your page and their friends
  2. People based on location, age, gender and interests
- Pay to boost post:
  1. Number of days
  2. Budget
- 50 people must like your page to enable the boost feature

FACEBOOK – Measure the effectiveness

- Page likes
  - Total page likes = # of unique people who like your page
  - New page likes = # of new page likes in last 7 days compared to the previous 7-day period
- Engagement
  - People Engaged = # of unique people who have clicked, liked, commented or shared your post in last 7 days
- Post reach
  - Total reach = # of unique people who have viewed content associated with your page in last 7 days
  - Post reach = # of unique people who have seen your page posts

CHEERS & THANKS

Kathleen Sprouse
Agriculture & Natural Resources Extension Educator
Madison County—Anderson, Ind.
ksprouse@purdue.edu
765.641.9514
MATCH YOUR MESSAGE TO YOUR MEDIUM

FACEBOOK – Page insights are important
1. View performance of page
2. Learn which posts resonate with your audience
3. Understand how to develop your social media strategy
4. Gain demographic data on fans
5. Note: Fans and people who like your page are the same

MATCH YOUR MESSAGE TO YOUR MEDIUM

TWITTER
• Twitter has 241 million monthly active users
• 500 million Tweets are sent per day
• Share information about your services, get news when it’s happening, and build relationships with customers, partners and influencers
• Quickly gain customer feedback
• Post updates on events, deals or products/services
• Message can be Retweeted
• Keep track of competitors
• Helps with personal networking

MATCH YOUR MESSAGE TO YOUR MEDIUM

EFFECTIVELY USING TWITTER
• Connecting with engaged or key individuals through making lists of people
• Try automating some Tweets (i.e. Hootsuite)
• Reply: @Purdue in beginning of Tweet will only appear on your page, the person you are replying to and people you mutually follow
• Mention: @Purdue anywhere in Tweet is visible to everyone who follows you, whether or not they follow the other person
• Respond, Twitter is public
• #Hashtags can apply to anything and are public
  ▶ Two or less hashtags a Tweet is best
  ▶ Check your brand’s hashtag

MATCH YOUR MESSAGE TO YOUR MEDIUM

INSTAGRAM
• Connect visually with 150 million people
• Asking to follow users, liking users’ pictures and commenting leads to more followers
• Use hashtags in captions
• Ex. Bolthouse drinks asked followers to upload pictures and images of its product with hashtag #carrotfarmers and #gotcoupon in exchange users got $1.50 off Bolthouse drinks

What does Purdue say?

Social Media
• Create a new email address for multiple administrators
• Username and password
• Short version: Opinions expressed on this site may not represent the official views of [insert campus name].
• Offensive or threatening posts should be noted, before deleting, by copying in email or screen capture, and then shared with the campus authority as well as members of your crisis communications team to determine the actions necessary for the University.
• Comments or posts that utilize copyrighted material, such as videos or music should be removed and noted.
• Comments or posts directly threatening others, or actions against the University, should be reported to the appropriate staff as well as to local police.
• To register your presence, use the Social Media registration form on the Marketing & Media intranet.

MATCH YOUR MESSAGE TO YOUR MEDIUM

Social Media
• Facebook
• Twitter
• Pinterest?
## Social Media Planning

### Global planning meeting held; master content set

<table>
<thead>
<tr>
<th>Master Content</th>
<th>Date/Time</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>9/15/2015</td>
<td>Room 101</td>
<td>Overview of social media planning strategy</td>
</tr>
<tr>
<td>Objectives</td>
<td>9/16/2015</td>
<td>Room 102</td>
<td>Define goals for each platform</td>
</tr>
<tr>
<td>Policies</td>
<td>9/17/2015</td>
<td>Room 103</td>
<td>Establish guidelines for content creation</td>
</tr>
<tr>
<td>Branding</td>
<td>9/18/2015</td>
<td>Room 104</td>
<td>Develop visual identity for all platforms</td>
</tr>
<tr>
<td>Training</td>
<td>9/19/2015</td>
<td>Room 105</td>
<td>Provide training on best practices for each platform</td>
</tr>
</tbody>
</table>

### Monthly content produced in advance, daily monitoring for real-time responses and current events

<table>
<thead>
<tr>
<th>Platform</th>
<th>Content Type</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>Posts</td>
<td>Daily</td>
</tr>
<tr>
<td>Facebook</td>
<td>Posts</td>
<td>Daily</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Posts</td>
<td>Daily</td>
</tr>
<tr>
<td>YouTube</td>
<td>Videos</td>
<td>Weekly</td>
</tr>
</tbody>
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