



A LOOK INTO THE WORLD OF ORGANIC CULTIVATION

# ORGANIC AMERICAN HOPS



## **PRESENTERS**



Pierrick Niewiadowski is the Sales Lead for Continental Europe, joining the team in late 2019. Before this, he spent 11 years in the beer industry working for across many fields and in many countries. Including IBB in France, BrewDog in The UK and Heineken in New Zealand amongst others.

We are the only 100% grower owned hop company. Our grower families have been harvesting hops in the Northwest since the 1800s and have acquired a wealth of knowledge and expertise throughout the decades to create the highest quality hops.

**These grower-owners include:**

- 3D Farm/BC Hop Farm (Oregon)
- Black Star Ranches
- Brulotte Farms
- B.T. Loftus Ranches
- C&C Hop Farms
- Carpenter Ranches
- Coleman Agriculture (Oregon)
- Double R Ranches
- Gasseling Ranches
- Oasis Farms
- Perrault Farms
- Sauve & Son Farms
- Sodbuster Farms (Oregon)
- Van Horn Farms



**CHARLIE  
DAVIDSON**

**3D & BC HOP FARMS**  
4th Generation  
Woodburn, OR



**ED  
ST. MARY**

**BLACK STAR RANCHES**  
5th Generation  
Moxee, WA



**REGGIE  
BRULOTTE**

**BRULOTTE FARMS**  
6th Generation  
Toppenish, WA



**MIKE  
SMITH**

**B.T. LOFTUS RANCHES**  
3rd Generation  
Yakima, WA



**KEITH  
HOUSER**

**C & C HOP FARMS**  
3rd Generation  
Moxee, WA



**CRAIG  
CARPENTER**

**CARPENTER RANCHES**  
5th Generation  
Granger, WA



**JOHN  
COLEMAN**

**COLEMAN AGRICULTURE**  
6th Generation  
St. Paul, OR



**KEVIN  
RIEL**

**DOUBLE R HOP RANCHES**  
5th Generation  
Harrah, WA



**PATRICK  
GASSELING**

**GASSELING RANCHES**  
4th Generation  
Wapato, WA



**BRENTON  
ROY**

**OASIS FARMS**  
4th Generation  
Prosser, WA



**STEVE  
PERRAULT**

**PERRAULT FARMS**  
3rd Generation  
Toppenish, WA



**RICK  
SAUVE**

**SAUVE & SON FARMS**  
3rd Generation  
Mabton, WA



**DOUG  
WEATHERS**

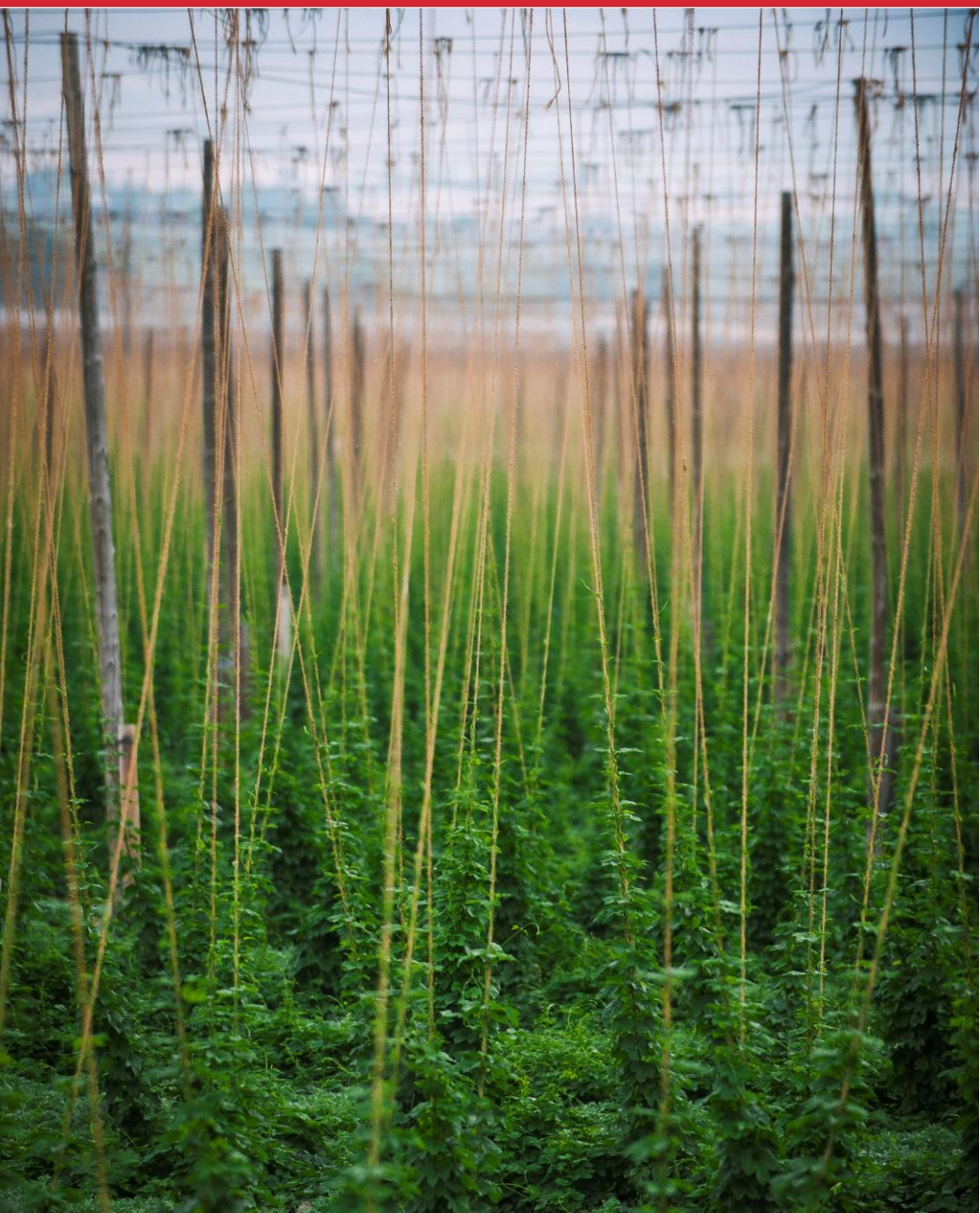
**SODBUSTER FARMS**  
3rd Generation  
Salem, OR



**RICH  
VAN HORN**

**VAN HORN FARMS**  
2nd Generation  
Moxee, WA

In addition to our grower owners, we receive hops from an additional 43 families throughout the Pacific Northwest and from Mac Hops in New Zealand.



## WHAT ARE ORGANIC HOPS?

Same overall quality product as our conventional hop products.

But produced using different farming and processing techniques approved by organic organisation.

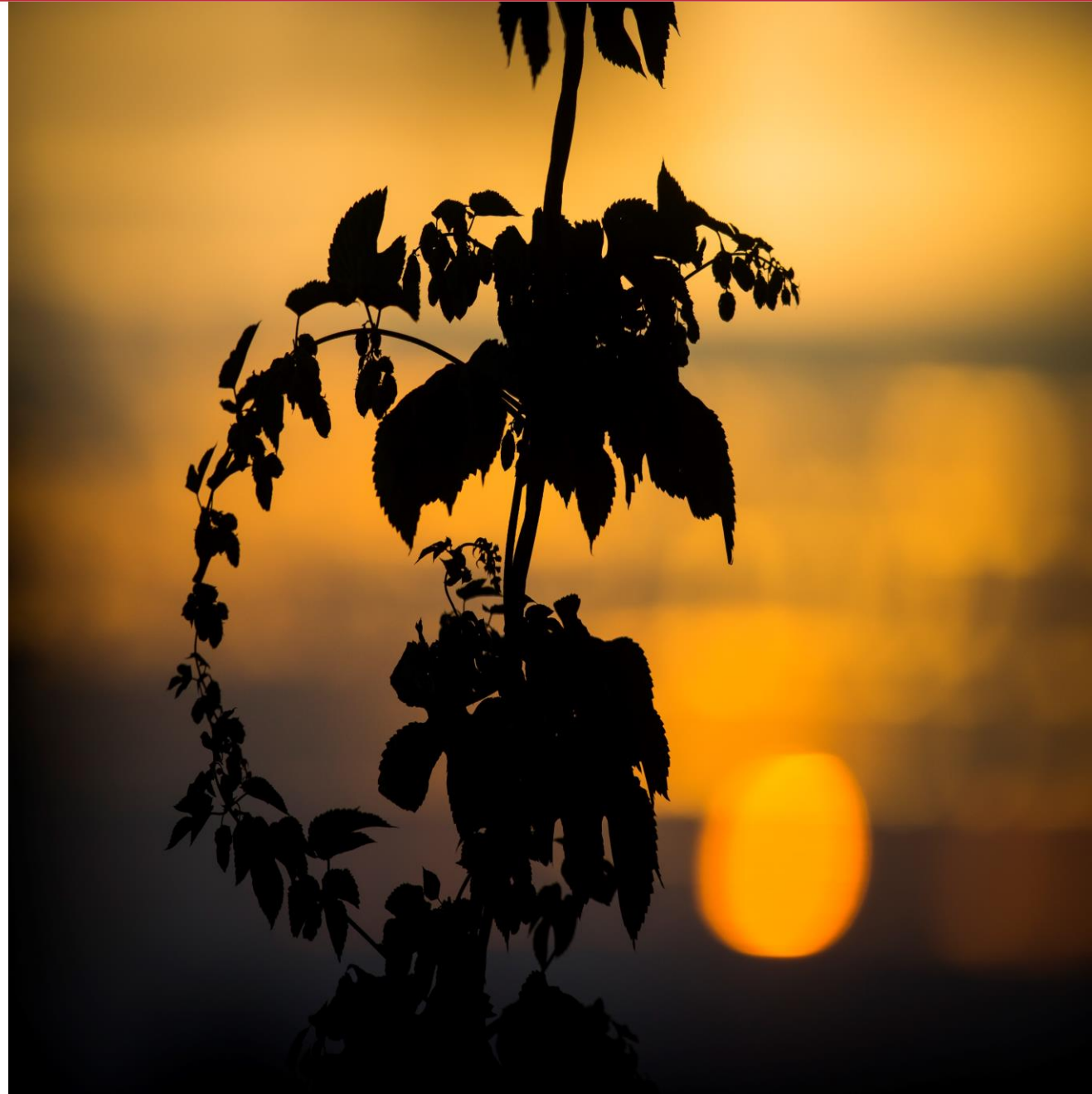
Growing organic hops requires more labor for weed control and alternate means of pest control, including naturally occurring microorganisms and plant-derived insecticides.

They must also utilize specific farm management practices, including soil conservation and crop rotation practices. YCH also undergoes extensive WSDA inspections at all facilities for certification, allowing us to supply brewers with a guaranteed Certified Organic product from farm to brewhouse.



## CHIEF ADVANTAGES

- Ability to produce organic beers with a certified product.
- Full traceability with our direct connection to the farms.
- All YCH organic hops meet the same high-quality standards as traditional products.
- Six generations of hop farming know-how in order to produce organic hops.
- Access to a reliable, guaranteed Certified Organic ingredient.



## ORGANIC HOPS

Since 2018.

5 farms: Carpenter Ranches, Jackson Hop Farm, B.T. Loftus Ranches, Perrault Farms and Roy Farms.

### 11 varieties:

Amarillo®  
Cascade  
Centennial  
Chinook  
Citra®  
Ekuanot®  
El Dorado®  
Idaho 7®  
Mosaic®  
Sabro®  
Simcoe®





## NEW ORGANIC PRODUCTS

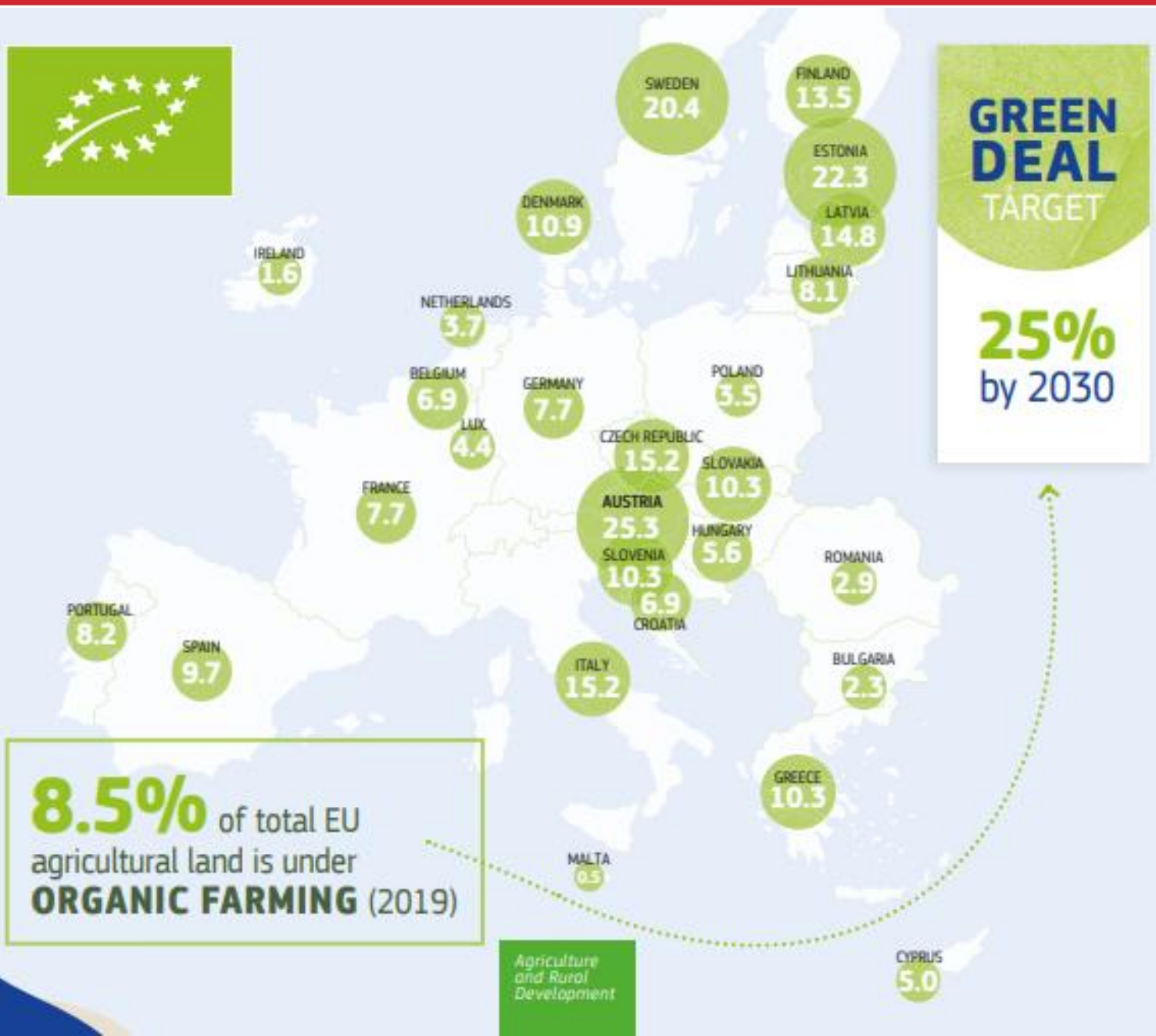
### Organic Cryo Hops®

Organic Citra®  
Organic Simcoe®  
Organic Mosaic®  
Organic Cascade®

### New T90 varieties

HBC682  
Talus®





## EU REGULATIONS

- Farm2Fork
- EU Green Deal
- Focus on Organic farming
- Promotion of Organic food & drinks



# SALES AND MARKETING

New markets: Organic store, supermarkets...

*It is a niche market undergoing exponential growth which is appealing to a client base increasingly attached to the quality of nutrition in the widest sense of the term.*

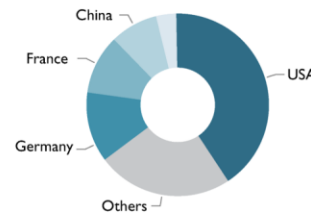
Answer to demand: Organic wine, natural wines...

Sustainability/Environment

## EUROPE: ORGANIC RETAIL SALES 2020



The European Union (44.8 billion €) is the second largest single market after the US (49.5 billion €) and China (10.2 billion €). By region, North America has the lead (53.7 billion €), followed by Europe (52.0 billion €) and Asia (12.5 billion €).



Distribution of retail sales by country 2020.



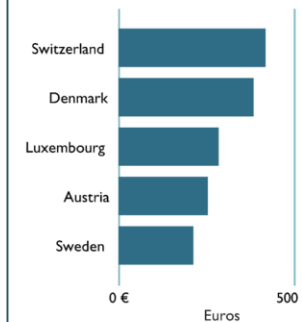
The European countries with the largest markets for organic food are Germany (15 billion €), France (12.7 billion €), Italy (3.9 billion €) and Switzerland (3.6 billion €).



The five countries with the largest markets for organic food in 2020.



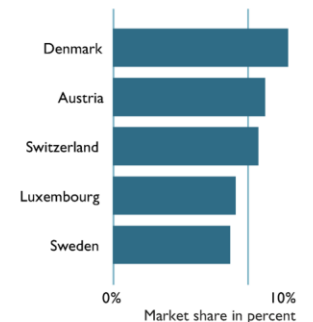
Switzerland has the highest per capita consumption worldwide, followed by Denmark, Luxembourg, Austria and Sweden.



The five countries with the highest per capita consumption 2020.



The highest organic share of the total market is in Denmark, followed by Austria, Switzerland, Luxembourg and Sweden.



The five countries with the highest organic shares of the total market in 2020.



QUESTIONS?



**• AMERICAN HOPS. •**  
**FROM THE**  
**PACIFIC NORTHWEST™**

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