



# Mock Selection

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# Agenda



## Selection 101

What is Selection (beyond the obvious) and why is this program important?



## YCH Selection App

The best in the bizz!



## Eligibility

How does one get invited to Selection?



## Mock Selection

We'll run through three lots of Simcoe.



## By the Numbers

What is the scale of YCH's Selection Program(s)?



## Conclusion

Review results of Mock Selection, allow time for questions.



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# History of Selection



- Hop Merchants' goals
  - Buy low, sell high
  - Dictate price
  - Artificially control the market
  - Lack of transparency, connection
- Enter: Hop Selection
  - We are disruptors!
  - The Grower- Brewer connection is at the heart of everything we do.





# Selection – to Yakima Chief Hops



Customers

Growers

Hop Selection

Yakima Chief  
Hops



# Why Select?

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- Customers
- Growers
- YCH



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# Selection Eligibility (Traditional)

- 5,000lb\* (T90)
- 2,500lb\* (Cryo Hops® )
  - Tag-on: 1,000lb\*
- Burn rate on track to close out prior contract
- Good financial standing
- Hosted in Yakima

\*Selection- eligible variety

# Selection Eligibility (POD)

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- POD = Project Open Door
- No volume requirements
- Pre-determined lots for operational efficiencies
- Burn rate on track to close out prior contract
- Good financial standing
- Hosted at Yakima Chief Ranches

# Selection-Eligible Varieties

## APPROXIMATE HARVEST TIMELINE

WEEK 1 (9/1 - 9/5)	WEEK 2 (9/8 - 9/12)	WEEK 3 (9/15 - 9/19)	WEEK 4 (9/22 - 9/26)
Cascade	Week 1 Varieties	Week 1 & 2 Varieties	Week 1, 2 & 3 Varieties
Centennial	Amarillo® VGXP01	Chinook	Columbus
Simcoe® YCR 14 *	Citra® HBC 394 *	Mosaic® HBC 369 *	Ekuanot® HBC 366
		Palisade® YCR 4	Idaho 7® J-007
		Sabro® HBC 438	HBC 682
			El Dorado®
			Talus® HBC 692
			Krush® HBC 586

\* Available for POD Selection 2025, both T-90 & Cryo®.



# 2024 By the Numbers

459 Customers

+19% of 2023's count

679 Unique "Events"

"Appointments"

7483 "Records"

Selects Citra = 1 Record

22,578 Cores

Total WHOA!

9002 Cores Shown

Only 40%?

807 Unique Lots

Math is Mathing.



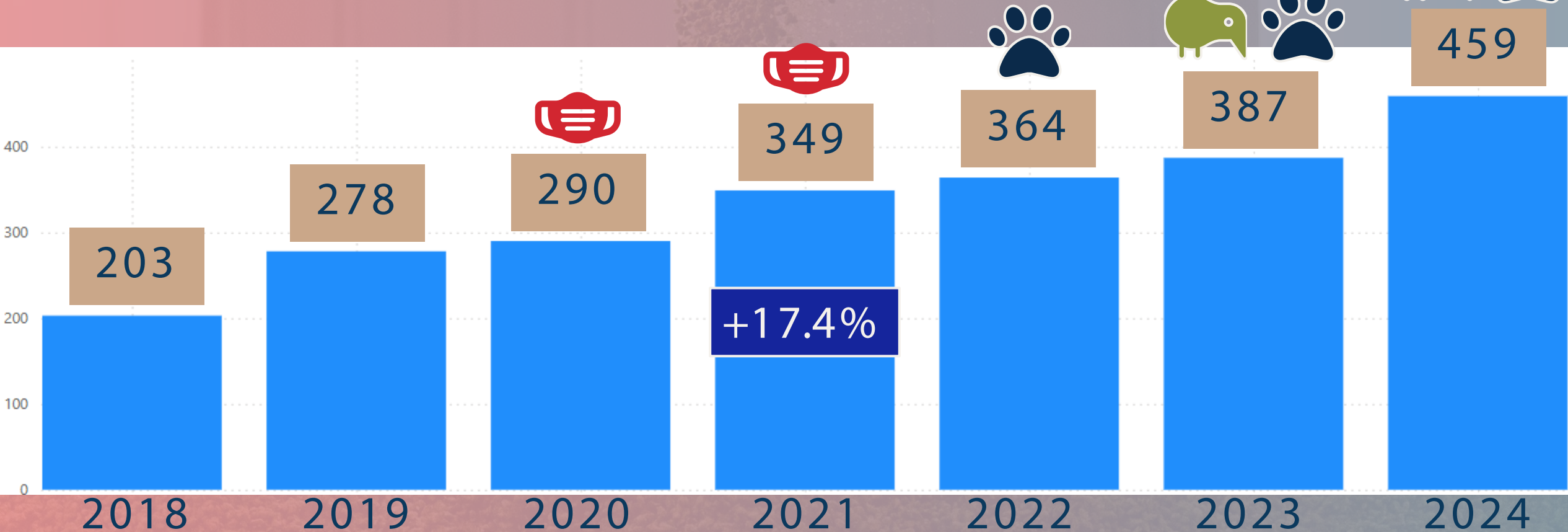
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# Unique Customers



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# SELECTION APP



- Introduced 2018 
- Designed and maintained by YCH
- Selection Technology Product Development Team (suggest, discuss, prioritize, execute)
- Rotating Quality of Life improvements by year
  - Customers
  - Management
  - Planning



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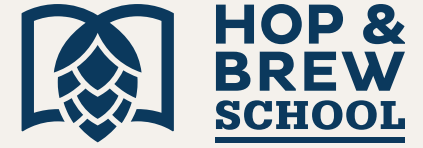
# THE RUB & SNIFF



- Enter, the rub & sniff
  - ASBC, who?
  - Nostalgic, tactile, passionate
  - Moisture, cone integrity, color, lupulin, aroma
  - How-to



# Hello, SIMCOE!



- Released in 2000, developed by Yakima Chief Ranches
- Citrus, Grapefruit, Stone Fruit, Tropical, Woody
  - Old School? New School?
- 10-16% AA
- 0.5-3.0 Oil



# Ratings!



1-10 Scale – how much do you LIKE each sample?



**6C10**



**5E16**



**3C14**

# VOTE!

Time to choose!

Which lot would  
you pick to fulfill  
your contract?

How different are  
our preferences!?







# THANK YOU!

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Questions?



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