

HRC Winter Meeting Roundup

The 2018 HRC Winter Meeting/American Hop Convention in Palm Desert was a well-attended successful event! Bryan and I were glad to finally attach faces to the many e-mails and phone calls we've been receiving and sending since we started in September. Many thanks to Ann George, Rachel Becker, Jaki Brophy and numerous other individuals for all of their time and effort in planning and execution of this convention.

We introduced three new items at the HRC winter meeting:

1. *Poster Sessions* – Thank you to all who participated and to GS Long and Company for their support of this session. We plan to hold a Poster Session during the 2019 winter meeting and hope to expand the number of participants.
2. *Experimental Beer Tasting* – We had seven breweries participate in brewing experimental hop lines as either a Pilsner, IPA, Ale, or Lager. These beers were brewed as commercial lines, and the experimental hops were blended with either other experimental hops or released hop varieties. The tasters gave us valuable feedback that we will compile and share with HRC members and researchers.
3. *Hop Sensory Testing* – During the poster Q&A sessions Dr. Tom Shellhammer asked attendees to participate in a sensory testing of hops, with the variable being fertilizer rates. The participants were very impressed with the range of aromas, and we look forward to the impact this work could have on sensory expression of hop aromatics.

VISION – In order to enable an industry driven research program, we asked our HRC members to complete a Research Priorities Survey during the winter meeting. We received surveys from 18 of our voting members during the meeting. The members who were not able to attend the winter meeting have been sent surveys to complete, so that they too can participate in this valuable exercise. The results of this survey will be compiled and will form the basis of our HRC Research Priorities Plan that will drive our decisions on funding research projects that address our stakeholder needs. The Research Priorities Plan will become an integral part of our HRC Strategic Plan. We will conduct this survey and update our Plan annually, or more frequently, as determined by the changing challenges for our hop industry.

HRC PEOPLE – We recently asked our HRC members if they would be interested in being part of our newly formed HRC Research Committee. The purpose of the HRC Research Committee, a subcommittee of the HRC, is 1) to help establish our HRC Research Priorities Plan; 2) thoroughly review RFP's and make approval recommendations to the HRC membership; and 3) to review research progress as needed. I'm pleased to announce the HRC Research Committee Members: Cheyne Fobert/Fobert Farms, Zac German/Hollingberry and Son, Inc., Tom Nielsen/Sierra Nevada, Chris Swersey/Brewers Association, Judy Thoet/HRC Research Committee Chair, and Dr. Dan Vollmer/ABI. We also have, as our bioethics/statistics/experimental design advisors, Dr. Haley Oser/MillerCoors and Dr. Paul Matthews/S.S. Steiner.

The HRC Research Committee members, prior to the HRC winter meeting, reviewed and made recommendations for 2018 RFP approvals to the HRC membership. They are now working on updating the RFP, and composing the HRC Research Priorities Plan. Both of these documents will be available for our HRC Executive Committee, and voting membership, in April.

Many thanks to all members of the HRC Research Committee for your valuable time and expert input!

HRC EVENTS – The HRC 2018 Summer meeting will take place on July 24 & 25 in Prosser, Washington. Please mark your calendars and we will have more detail to follow soon.

If you have any suggestions for content for our monthly newsletter, please contact your Co-Technical Directors, Bryan and Judy Thoet (bryan@bjagriculturalconsulting.com) (judith@bjagriculturalconsulting.com) (503) 400-9147
