



HOP RESEARCH COUNCIL

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Dear Hop Research Council Members,

As many of you are aware we have lost one of our long-term members, Molson Coors. They have made the decision to withdraw their membership after the 2018 year. Having been a founding member of the council, and after a change in business structure, they have decided that the council no longer fits their long-term goals.

It is important for organizations like the council to take opportunities when new members join, or members leave, to evaluate what the organization offers or lacks to offer its membership. These exercises will help build a healthier organization going ahead. I will take the time to offer a few observations that I see about the council.

Starting with the people that comprise the organization, over the last few years the council's makeup has changed dramatically. We are now made up of a very diverse group of growers, brewers, and merchants. This change has allowed the council to have a much broader view of the industry. It has also brought a much deeper experience level, that has allowed us to restructure how the council is ran with the addition of Technical Directors. While these changes are new, it has allowed the council to reach out to the membership for feedback on what direction our research should take. It also allows us a mechanism to find new researchers with fresh ideas to tackle our problems. These researchers give us the chance to change focus on issues from 'how we have always done things', to new broad holistic approaches.

Another issue that has been tackled by our membership is the definition of 'membership.' We have had several individuals working on a sub-committee spend months tackling how to most effectively get all types of potential members included in our organization. This task has taken them down the road of dues, merger and acquisitions, and a large number of governance structures. In the end this will lead to a council that serves its members well, and ultimately have scientific information flowing quickly to those that need it.

Lastly, I would like to touch on our responsibility as members of the council. Information flow is a two-way street. It is not possible for our researchers to know what our problems are if we don't communicate them clearly. We have completed our first survey at the winter meeting. This is the start of the communication process. The survey will improve over time, but it is not enough. We need to take time to reach out to the technical directors and let them know our thoughts. If you have industry meeting, take time to let them know and encourage their attendance. If you work with a consultant, introduce them so they can start a dialogue. Have your technical staff and brewers reach out and introduce themselves. All of these things will strengthen the council and make the council help you reach your goals. In the end we all have the same goal; we want our business to thrive in this competitive world. From a small grower in the east, to the microbrewer in Florida, to the largest farm in Washington all the way up to brewers and merchants with

worldwide footprints, the bottom line is the same, the importance of this business to their employees and families is the same.

Thank you,

Fred Geschwill
HRC President