



**YAKIMA  
CHIEF  
- HOPS -**

**nzhops** Ltd



**YCH & NZ HOPS**

**HOP SENSORY WITH  
NEW ZEALAND HOPS**

WHO ARE YOU

**YAKIMA CHIEF HOPS**

## OUR MISSION

To connect family hop farms to the world's finest brewers

## OUR VISION

We are the global supplier of choice, focused on sustainably produced, innovative hop products. We are a responsible neighbor and asset to our communities, enriching the products, businesses and lives of everyone we encounter.

## OUR VALUES

- **Passion:** For people, product, planet and process
- **Respect:** Teamwork and collective responsibility
- **Integrity:** Transparency and accountability in all we do
- **Dedication:** Safety, quality and sustainability
- **Excellence:** An emphasis on innovation and continuous improvement



# GROWERS

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
- Brulotte Farms
- B.T. Loftus Ranches
- C&C Hop Farms
- Carpenter Ranches
- Gasseling Ranches
- Perrault Farms
- Sauve & Son Farms
- Sodbuster Farms
- 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 50 families throughout the Pacific Northwest.



Vermont Craft Brewers Conference  
Devin Biondi

**27**

total farms  
of the co-op

**18**

varieties of  
New Zealand  
origin hops

**6**

varieties  
certified  
organic

**1100**

tonnes harvested  
in 2023

**15%**

local NZ market

**85%**

exported

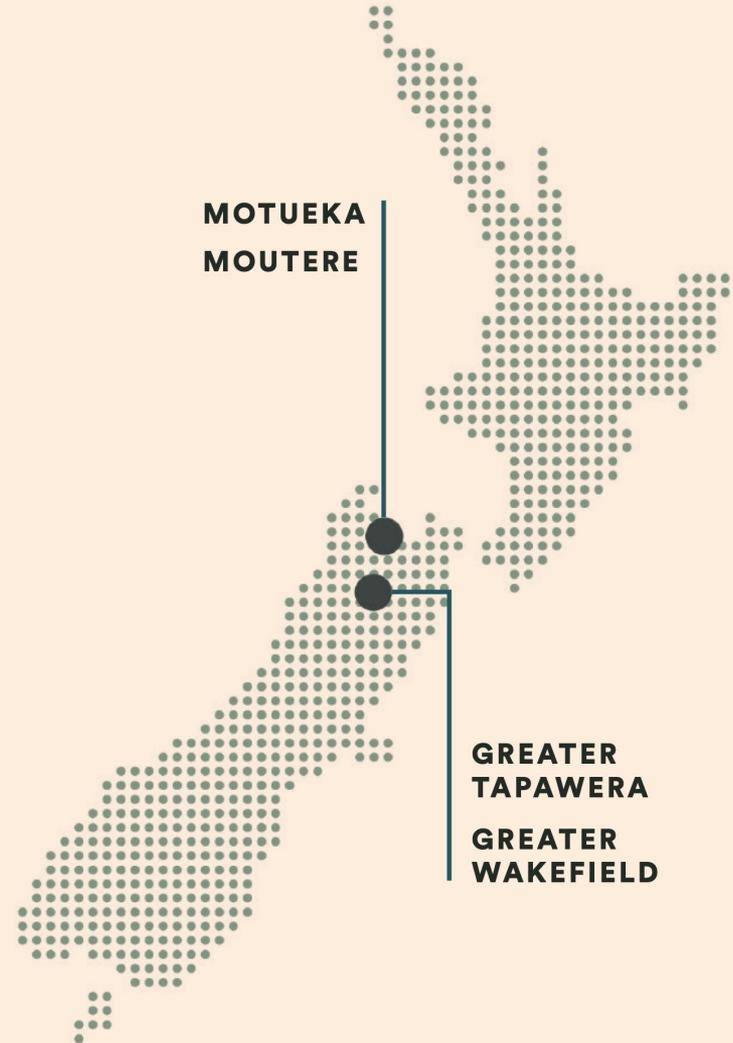
**25+**

different countries  
we export our  
hops to



# How New Zealand Differs From US Hops

- New Zealand = Oregon
  - Population of 5 million
  - 75% live on North Island
  - All hops grown on South Island
- NZ Hop Industry roughly 1,500 hectares
  - Co-Op Farms ~775 hectares
    - 1,915 acres
- Very little disease pressure
- Canopy vs Drip Irrigation
  - Short trestle
  - More Compact
- Hop farmer's helper: Sheep





**SURVIVABLE COMPOUNDS**

**WHAT DO THEY DO  
FOR YOU**

# SURVIVABLE COMPOUNDS

## Monoterpene Alcohols

Much higher solubility than their monoterpene cousins, due to their increase polarity

Provides tropical, fruity, and floral aromas

## Polyfunctional Thiols

Contain a sulfhydryl group (-SH) along with more than one organic functional groups

Miniscule amounts provide high amounts of tropical and grapefruit aromas

# SURVIVABLE COMPOUNDS

-  ISOBUTYL ISOBUTYRATE
-  2-NONANONE
-  GERANIOL
-  LINALOOL
-  2-METHYLBUTYL ISOBUTYRATE
-  METHYL GERANATE
-  ISOAMYL ISOBUTYRATE
-  3-MERCAPTOHEXANOL

## Soluble Esters

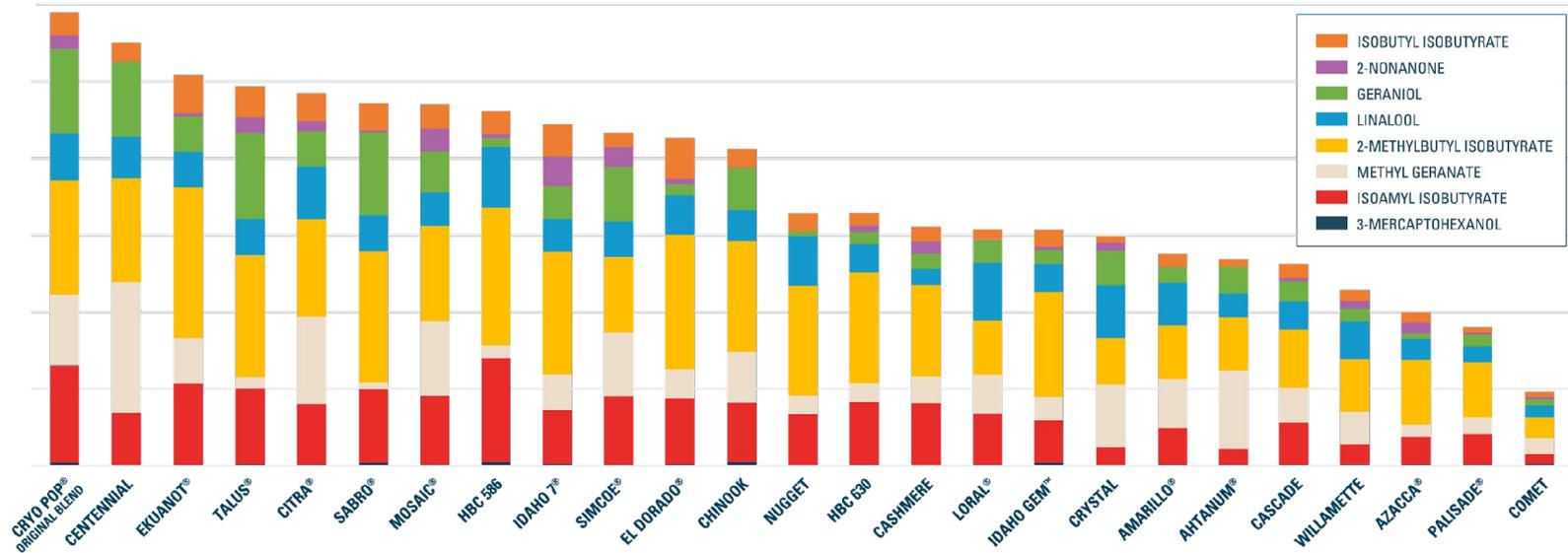
Contains a carboxyl functional group between two carbon chains

Provides tropical, berry, and fruity aromas.

# THE SURVIVABLES GRAPH

## ANSWERS SUCH QUESTIONS AS:

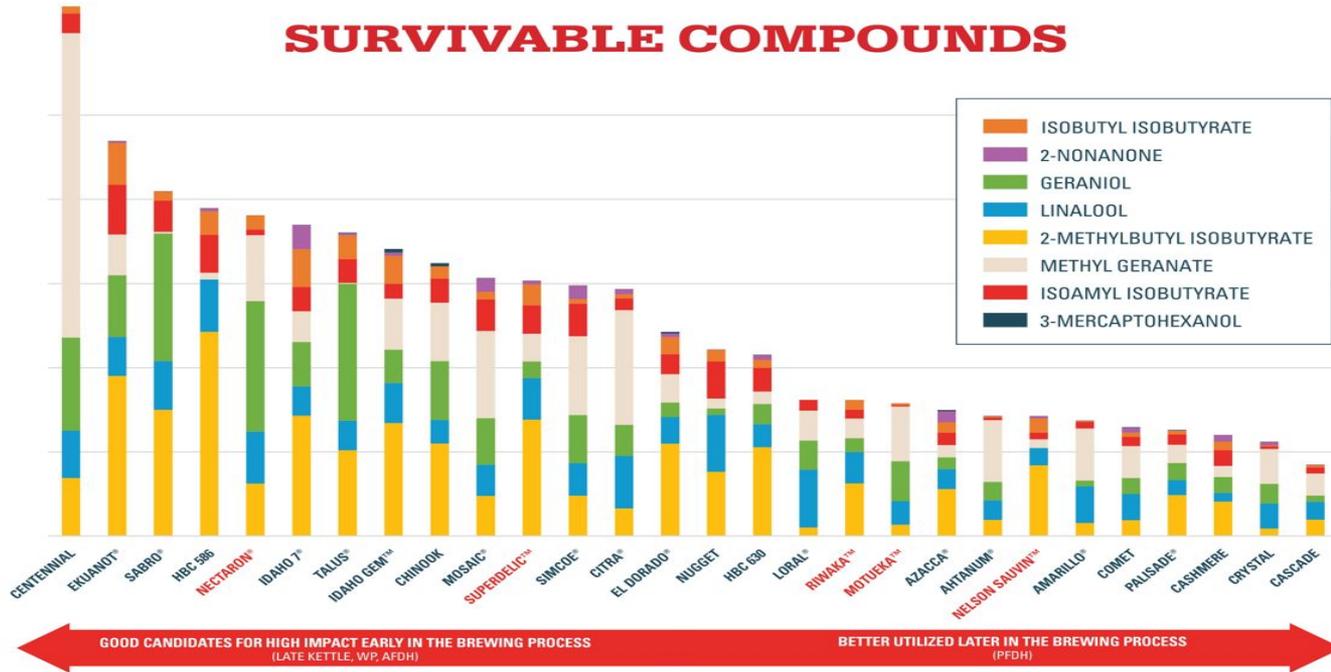
- What variety should I use?
- Where in the process should I use it?
- Which hops work together in combination?
- How can I use a variety to its maximum effect?



**GOOD CANDIDATES FOR HIGH IMPACT EARLY IN THE BREWING PROCESS**  
(LATE KETTLE, WP, AFDH)

**BETTER UTILIZED LATER IN THE BREWING PROCESS**  
(PFDH)

# THE SURVIVABLES GRAPH – WITH NZ HOPS INCLUDED



**INTRODUCTION**

**TO THE PANELIST  
AND BEERS**

**ZERO GRAVITY**

**BREWING**

**ETHAN FREELAND**



# FROST BEER WORKS

STEVE NELSON

# FLIGHTLESS FANCY

(A RESEARCH SERIES)



## BEER DETAILS:

- MALTS: 2-ROW, WHITE WHEAT, MUNICH, CARAFOAM, OATS
- HOPS: KOHATU + IDAHO GEM
- YEAST: HOUSE STRAIN
- ABV: 6%

## BEER NERD DETAILS:

- 1.0557 OG / 13.73 P
- DRY HOP LBS/BBL: 5.43 (WE AVERAGE ~3.5)
- 3 DAYS ON DRY HOPS BEFORE CRASH/X-FER
- PITCH RATE: 4.95 CELLS/ML, 8.426 TRILLION CELLS TOTAL
- ATTENUATION: 81.13%



**QUESTION 1**

**IF YOU COULD BE ANY  
NEW ZEALAND HOP WHAT  
WOULD YOU BE AND WHY?**

**QUESTION 2**

**WHAT BEER STYLES ARE  
YOU FINDING THE MOST  
SUCCESS WITH NZ HOP  
VARIETIES**

**QUESTION 3**

**WHAT WOULD YOU LIKE TO  
SEE FROM THE HOP  
INDUSTRY IN THE  
FUTURE?**

**QUESTION 4**

**ARE YOU USING ANY  
ADVANCED PRODUCTS?  
CRYO, OIL?**

**QUESTION 5**

**WHAT ARE YOUR  
CONSUMERS DRINKING?  
DESIRED PROFILES, WHAT'S  
RESONATING**



# CROWD QUESTIONS

**SENSORY TIME**

**RUB AND SNIFF**

# TODAY'S SENSORY + NZH106

NE  
CT  
AR  
ON<sup>TM</sup>



super  
delic<sup>TM</sup>

## WHAT ARE THE SENSORY NOTES FROM NZ106

Join at  
**slido.com**  
**#3571 232**

