

NorCal Hop Growers Alliance & UCCE presents the 2nd Annual

Growing Hops Workshop

“Growth & Sustainability”

Saturday, March 25, 2017, SRJC Shone Farm, 7450 Steve Olson Ln, Forestville, CA 95436

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- 8:00 Registration and coffee + snacks
- 8:30 Welcome and Introduction of NorCal Hop Growers Alliance
Feasibility and Niche Market: Costs, Design and Production of Small Scale vs. Commercial Farming
Paul Hawley, Fogbelt Brewing Company and Mike Stevenson, Warm Spring Wind Farm
- 9:30 **Small Scale Hop Farming and Farmstead Breweries:** Growth and Sustainability
Dietrich Gehring, Indian Ladder Farmstead
- 10:30 Break
- 10:45 **Starting and Growing a Small-Scale Hop Farm and Marketing to Local Breweries**
Rohit Nayyar and Dean Peckham of United Hops
- 11:15 **Grown Local Advantage:** Research Projects and Results
Dr Zach Sharrett with undergrads: Alix Clarke, Josh Fontes and Ryan Schindler, Sonoma State University
- 11:45 **Sustainability in Brewing**
Christian Toran, Seismic Brewing Co.
- 12:00 **Tasting Malt Beverages of Single Hop Varieties**
Fogbelt Brewing Company, Mad Fritz and Russian River Brewery and cider from Horse & Plow
- 12:30 Lunch (included with registration)
- 1:15 **Local Experiences in Growing Hops on a Small Scale** - Business, Logistics, and Brewing with Fresh Hops
Panel of Local Brewers: Suzanne Hagins, Horse & Plow; Nile Zacherle Mad Fritz; Paul Hawley Fogbelt Brewing Company; and Loren Lancaster, Sanitary & Mechanical Beverage Services.
Panel of Hop Growers: Mike Stevenson, Warm Spring Wind Farm; Scott Bice, Redwood Hill Farm; Layla Aguilar, Bi-Rite Market Farm; and Paul Hawley, Fogbelt Brewing Company’s Hopyard; and Eric March, Star B Ranch & Hop Farm.
- 2:30 **Hop Farm Tour:** Travel to Redwood Hill Farm for a tour of small-scale hopyard and discussion of diversified farm practices and sustainability techniques.



Mike Stevenson, Warm Spring Wind Farm

Mike studied psychology at UC Berkeley and completed his masters in nursing at USF in 2014. He currently works in neurosciences at UCSF Medical Center in San Francisco. Mike and his wife, biologist Francis Hourigan, are both Sebastopol natives who currently live in west Sonoma County on their small, four-acre [Warm Spring Wind Hop Farm](#). They have both been gardening and developing their sustainable farming practices for the past eight years but began growing hops in the beginning of 2015. They currently manage about a quarter acre of hops with six different varieties so far. They also manage a small heirloom cider apple orchard and plan to expand their acreage this year. WSW Farm focuses on responsible growing practices that minimize effects on the surrounding lands and waters. In mid-2015, Mike founded the [NorCal Hop Growers Alliance](#) in attempts to bring other small-scale hop growers together, sharing resources and knowledge. The NorCal HGA now has several members representing hop yards in a diverse set of local climate conditions in Marin, Sonoma, Mendocino, and Lake Counties. The organization's goal is to make hop growing successful in this area once again, and provide high quality ingredients to local craft breweries while maintaining responsible land stewardship. @WarmSpringWindHopFarm @NorCalHopGrowersAlliance

Paul Hawley, Fogbelt Brewing Co.

Paul Hawley grew up in Sonoma County and has been making wine alongside his dad and brother for over ten years. The old saying that "it takes a lot of beer to make wine" rings especially true as Paul started homebrewing while working a grape harvest in New Zealand with Fogbelt Co-owner, Remy Martin. The two opened [Fogbelt Brewing Company](#) in 2013 and have been featuring beers made with locally grown hops in their Santa Rosa pub. Paul farms 1/4 acre of hops on his family's vineyard in Healdsburg and works with other small hop farmers in the area. In 2016, he helped to found the [NorCal Hop Growers Alliance](#). @FogbeltBrewing @NorCalHopGrowersAlliance

Dietrich Gehring, Helderberg Hop Farm

Dietrich Gehring is a small-scale commercial hop grower, professional photographer, home brewer, and co-owner, with Laura Ten Eyck, of Helderberg Hop Farm and [Indian Ladder Farmstead Brewery and Cidery](#). Together, they wrote [The Hop Grower's Handbook](#), *The Essential Guide for Sustainable, Small-Scale Production for Home and Market*. Helderberg Hop Farm, located outside the City of Albany in upstate New York, is a 60-acre farm growing barley, hops, apples, pumpkins, and blueberries. Gehring grew up working on his grandparents' dairy farm, attended the New England School of Art and Design, and went on to pursue a career in photography while working as a photo editor. He is a photographer of agricultural and natural landscapes, selling his work through galleries and to individuals. His work has been published in numerous magazines and can be viewed online at [dietrichgehring.com](#). Gehring's long love of hops and brewing began decades ago, when he was sales manager for Newman's Albany Brewing Company, one of the first craft breweries in the United States. It was here that he learned how to brew beer and market it locally. He has worked in Boston, Massachusetts, and New York's Capital Region selling high-end imported and domestic beers, as well as in specialty stores in the Boston area offering a wide selection of craft beer. Dietrich lives on the Helderberg Hop Farm in Altamont, New York. @IndianLadderFarmsteadCideryAndBrewery

Rohit Nayyar, United Hop Farm

Rohit "Ro" Nayyar is a Software Consultant with a Degree in Marketing, Sales. He owns [RoCo Wine & Spirits](#), which boasts the biggest craft beer selection in West Sacramento and voted one of the best craft beer shops in Sacramento for the last 3 years. Ro's shop is where his passion for farming Hops started. Ro built relationships with brewers in the local community who asked him to grow Hops for them. He has been growing Hops with [United Hop Farm](#) for four years and started growing Peaches last year. @RoCoWine @UnitedHopFarm



Dean Peckham, United Hop Farm

Dean Peckham is an outgoing beer lover with a degree in planning and economic development. So, where's the nexus? A passion for connecting brewers with the best hops in California and sharing our love of hops with the world and creating opportunities to reconnect California farmers with its illustrious hops farming heritage and inspire the next generation of hops farmers.

Dean is Sr. Project Manager for City of Sacramento, Economic Development Department specializing in entrepreneurial and innovation strategies for small business development. He is the brewery development manager for the City, where 14 new breweries have opened over past five years with and additional four in the development/approval stages.

Dean's hop growing experience includes:

- [Greenbelt Brewers Home Brew Club](#): 3 years as farmer-in-residence training. Responsible for managing Greenbelt Brewers Plot at the UCD Davis Experimental Gardens, harvest, dry, packaging and distribution.
- [Ruhstaller Brewing](#): 2 years as farmer responsible for development, construction and harvest of new 6-acre harvest farm in Dixon.
- [United Hops Farm](#): 3 years as farmer responsible for development, construction, planting, management, comprehensive harvest and delivery of fresh hops to Northern CA breweries. Internal focus on best practices in hops farming to deliver quality hops. Represented UHF at brewer's events including the annual CA Craft Beer Summit. @UnitedHopFarm

Zach Sharrett, PhD, Sonoma State University

Dr. Zachary Sharrett is a trained organic chemist who teaches chemistry and math at Sonoma State University. He grew up in Hawaii and got a BA in chemistry from the University of San Diego and his PhD from UC Santa Cruz studying fluorescence glucose monitoring. After teaching at universities and colleges in Monterey then the greater Los Angeles area, he moved to Sonoma County to teach at SSU where his wife is a tenure-track professor in the chemistry department. Zach enjoys teaching but devotes most his time (and energy) raising his six-year-old daughter, Vita and three-year-old son, Colt.

Zach is currently continuing his research on glucose detection as well as mentoring a handful of SSU undergraduate students on a project to analyze and quantify alpha and beta acid levels in locally grown hops and testing hops for storage conditions and various effects of heating. The group works closely with the NorCal Hop Growers Alliance establishing a good community relationship and hopefully benefiting the local hop growers.

If the growers give the local breweries a better product, hopefully we get better beer. Dr. Sharrett loves beer! Go science and go Chargers (no matter where they play)!

Christian Toran, Seismic Brewing

Christian Toran is the head brewer of [Seismic Brewing Co.](#), although he likes to refer to himself as a "beer engineer." While earning an Environmental Engineering degree at Cal Poly, Christian developed a fascination for the art of brewing. As an avid home-brewer and President of the Cal Poly Brew Crew, he coined the club's motto "with the power of ale we cannot fail". He carried this motto with him at his gigs with Anderson Valley and Firestone Walker where he absorbed all his large-scale craft brewery knowledge. He likes to ride his mountain bike and play soccer when he is not working on projects. @SeismicBrewing

Lorren Lancaster, Sanitary & Mechanical Beverage Services

Lorren has been in the craft brewing industry for over twenty years. His experience includes being on the hop selection team for Anderson Valley Brewing in Boonville and Deschutes Brewing of Bend, OR and most recently the Head Brewer at Carneros Brewing in Sonoma. Lorren now has a consulting business called Sanitary & Mechanical Beverage Services.



Suzanne Hagins, Horse & Plow

Suzanne co-owns [Horse & Plow](#) with her husband Chris Condos. Suzanne was born in Savannah, GA. Her interest in wine developed while working in fine restaurants in Charleston, SC. The mystery and romance of food and wine led her to France, and her first harvest at Comte Armand in Pommard. She moved to California in 2000, and worked in the cellar at DeLoach, David Bruce and Goldeneye wineries before starting her own small, pinot noir brand, Lutea. Suzanne, and her husband Chris, started Horse & Plow Winery in 2008. They expanded into cider in 2013, and now make 2,500 cases of wine and 1,000 cases of cider per year. @HorsePlowWinery

Nile Zacherle, Mad Fritz Brewing Co.

Nile Zacherle first began his journey into fermented beverages in 1990 at the age of 18 when he and his father brewed their first batch of beer at home. This pushed him to get a BS in Fermentation Science at UC Davis in 1997. While at UC Davis, Nile also completed the Master Brewers program passing the 2-day diploma in brewing issued by the Institute of Brewing & Distilling in 1996. There after he began brewing and directing quality at Anderson Valley Brewing Company in Northern California. In 1999 he moved on to assisting winemakers in Australia, France and back in Napa Valley where he met his wife Whitney, a Winemaker at [Fisher Vineyards](#), where they have been making wine since 2000. Nile currently makes wine for [David Arthur Vineyards](#) as well as operating [Mad Fritz Brewing Co.](#) Mad Fritz began in 2014 and was named after their two children Madeleine and Fritz. Their focus is on malting and brewing beers with a 'Farm to Foam' approach. The sourcing of single variety barleys that are craft-malted with an origin, as well as hops and water sourcing defines the beer styles in what they call 'Origin Beer.' @MadFritz

Layla Aguilar, Bi Rite Markets Farm

A native of Los Angeles, Layla moved to Santa Cruz in 1995 to attend university, receiving a BA in Women's Studies. In 2009 she completed the apprenticeship program at the Center for Agroecology and Sustainable Food Systems (CASFS), housed on the UC Santa Cruz campus. While traveling around the United States, Layla worked on the first mobile olive oil mill and traveled throughout California, worked for a business that produced value-added goods sourced by their own farm and processed in their own cannery in Columbia County, NY, helped start a family farm in Virginia, and finally landed in Sonoma as the farm manager for [Bi Rite Markets](#). She grows diversified row crops on 3 acres, providing veggies, herbs, berries and flowers to two grocery stores in San Francisco. Bi Rite ventured into growing a small amount of hops in 2014 for use in making small-batch beers for staff consumption at their annual holiday party. In 2016, hop production was tripled and the business hopes to be selling their own private label beer in the next few years.

Scott Bice, Redwood Hill Farm

Scott Bice is the Farm manager at [Redwood Hill Farm](#) in Sebastopol. A family run farm that was started in the 1968 by his parents and now owned by his sister Jennifer. Redwood Hill has been primarily known for its prized dairy goats and award winning dairy goat products. Present day, Redwood Hill Farm is becoming a diversified farm with apples, olives for oil, honey, and most recently hops. The initial hopyard put in was a quarter acre and will be expanded in 2017. Hops grown are Centennial, Columbus, Cascade, and Chinook. Redwood Hill farm has a commitment to sustainability and is bringing the different elements of the farm together to be sustainable, create biodiversity, and the best taste in everything it grows. @RedwoodHillFarm

Eric March, Star B Ranch & Hop Farm

Eric is foreman for [Star B Ranch & Hop Farm](#), a 1200 acre, family owned, grass-fed bison ranch with two acres of hops in production and a one acre expansion this year. Eric has been growing hops commercially for seven years eastern San Diego county. He is the co-founder of the San Diego Hop Growers Association, Southern California Representative for [USA Hops Small Grower Council](#), and vice-president of the new [California Hop Growers Association](#). In addition to being a beer enthusiast, Eric is also a homebrewer. Vimeo narrated by Eric: [For the love of CRAFT](#).

@StarBBuffaloRanch&HopFarm

