



## Hāpi Brewing Success

### January - March 2019 Executive Summary

---

#### Summary of progress during this quarter

The programme hosted the first of its planned annual Hāpi Symposium events at the beginning of April (timed to coincide with the end of hop harvest and) much earlier in the programme than planned. This change was in response to a high level of interest and a desire to capitalise on the opportunity to engage domestic and international craft brewing companies, scientists, hop breeders and growers in collaborative discussions, information sharing and networking. The objectives of the Hāpi Symposium were to build stronger, direct relationships, share best practices, and hear about the latest craft hop research, brewing techniques, market and taste trends. The Hāpi Symposium was well attended by a wide range of craft beer and hop industry participants and achieved its objectives for this year.

The 2019 symposium established the framework and connections for facilitating clear communication between the premium craft beer market and the programme's breeding efforts to generate new varieties, as well as hop growers to drive continued innovation in best practices. The Hāpi Symposium also helped to continue generating interest and knowledge sharing in support of expanding the premium hop industry's scope and creation of added-value for growers and local brewers.

Due to an unexpectedly strong response from global thought leaders in craft beer attending the 2019 symposium, Hāpi Research took the opportunity to have the speaker presentations more focused on new developments in craft brewing, while still providing a wide ranging topic set. We anticipate the Hāpi Symposium continuing to evolve in terms of both its content and format as it seeks to deliver on the programme objectives.

# HAPI SYMPOSIUM 2019



MATTHEW BRYNILDSON  
*Brewmaster* **FIRESTONE WALKER**

TOPIC "Investigating Yeast and Hop Derived Aroma at Firestone Walker Brewing Co."



CHAD YAKOBSON  
*Founder & Brewmaster* **CROOKED STAVE**

TOPIC "We've come a long way with our knowledge of Brettanomyces, or have we?"



ALEXANDRA NOWELL  
*Brewmaster* **THREE WEAVERS**

TOPIC "An Exploration of the New American Aroma"



MONIQUE FISO  
*Executive Chef & Owner* **HIKAI**

TOPIC "Hiakai/Hungry"



PAUL JONES  
*Co-Founder* **CLOUDWATER**

TOPIC "Making Sure The Customer Is Always Alright"



DR. CHRIS WINEFIELD  
*Research* **LINCOLN UNIVERSITY**

TOPIC "A 'home-brew' guide to manipulation of volatile aromas in Hops and Beer"



JC TETREAULT  
*Co-Founder* **TRILLIUM**

PANEL DISCUSSION "Hops, Malt, Yeast... and?"



SAM RICHARDSON  
*Co-Founder* **OTHER HALF**

PANEL DISCUSSION "Hops, Malt, Yeast... and?"



JC HILL  
*Co-Owner & Head Brewer* **ALVARADO STREET**

PANEL DISCUSSION "Hops, Malt, Yeast... and?"



SEAN RILEY  
*General Manager* **FREESTYLE FARMS**

TOPIC "Freestyle Farms 2019 Hop Harvest Overview"



DAVE DUNBAR  
*Managing Director & CEO* **FREESTYLE FARMS**

TOPIC "Freestyle Farms 2019 Hop Harvest Overview"

The programme successfully carried out its 2019 growing season objectives in terms of both hop breeding and precision farming. In the coming quarter, the programme will shift its focus from field activities to the lab and the brewhouse. Analysis of data from the field and trial brewing will be the main focus activities in the second quarter. Development of the trial brewing framework to successfully capture sensory and fermentation data will be a key activity. The trial brewing work streams will include developing novel sources of sensory feedback from consumers.

We expect to see additional focus in the second quarter on building the capabilities and research streams being undertaken by Lincoln University. Hāpi Research is seeking to support (where possible) involvement of undergraduate and graduate students at Lincoln University in any hop or craft beer related research. This is in addition to achieving specific programme research goals around precision farming and hop breeding. Hāpi Research believes this will strongly support the programme objective of expanding the industries and forging new connections by exposing a wide group of students to the efforts. We believe that fostering involvement of undergraduate and graduate students in related research is critical to the long-term vibrancy and growth of the craft beer and hop industries.

Precision farming research projects aimed at remote plant health monitoring, harvest timing, drying and pelletising were successfully initiated prior to the 2019 harvest. These efforts are all focused on existing varieties with the learnings expected to be fully transferable to new varieties. Data analysis and trial brewing on the outputs of year one efforts will be the focus of second quarter activities.

Hāpi Research has begun work on a (web-based) information sharing platform and is building a communication strategy to interact productively with interested parties and disseminate information in a timely and efficient manner to those already in contact.



In addition to the work streams already in action, the programme is working towards starting associated and planned future research projects that will commence in the coming year. These research projects with multiple university and industry partners will help fulfil the major objectives of the programme.

## Key highlights and achievements

- Successful industry symposium
- Successful 2019 hop harvest with work begun on both hop breeding and precision farming projects

## Upcoming

- Stepping up industry engagement and exploring partnerships
- Appointment of additional programme staff resources
- Progress research programme with providers

## Investment

Investment period	Co-investor contribution	MPI contribution	Total investment
During this Quarter	\$0.155 m	\$0.103 m	\$0.258 m
Programme To Date	\$0.197 m	\$0.131 m	\$0.328 m

