

Outreach Materials for FNC09-748 NCR-SARE Hop Grant Final Report

Here are some examples of the press releases, news clips, radio spots, flyers, brochures and publications and outreach media we used in our hop grant to market the sustainable project.

[you can read this original document online too at <http://farmmarketing.wordpress.com/2013/03/28/outreach-materials-for-fnc09-748-ncr-sare-hop-grant-final-report/>]

HOPYARD PRESS RELEASES

- 2010 Hop Company Launch Press Release – [View PDF](#) | [HTML](#)
- 2010 Hopyard Grand Opening Press Release – [View PDF](#) | [HTML](#)
- 2011 Hop Harvest Brewfest Press Release – [View PDF](#) | [HTML](#)

NEWS CLIPS

- [Brookstone Beer Bulletin News Website, 2010 Article](#)
- [Indiana Beer Blog Website, 2010 Article](#)
- [Midwest Micro-Brews Blog Website, 2010 Article](#)
- [Wisconsin Farm Report News Website, 2010 Article](#)
- [Great Lakes Brewing Print News & Website, 2011 Listing](#)
- [BeerAdvocate Magazine and Website, 2011 Listing](#)
- [Midwest Organic & Sustainable Education Service, 2011 Listing](#)
- [Stephen Beaumonts World of Beer website, 2011 Article](#)
- [FairShare CSA Coalition, 2011 Article](#)
- Voice of the River Valley Aug., 2011 feature article

OUTREACH ON TV, RADIO & WEBCAST

- [BrewingTV webcast video interview, Sept., 2010](#)
- [Discover Wisconsin Television Show interview, April 2011](#)
- [Minnesota Public Radio radio show interview, Sept., 2011](#)

PROJECT OUTREACH PUBLICATIONS

- Hopyard Establishment Resources – [View PDF](#) | [HTML](#)
- Hop Trellis Parts List – [View PDF](#) | [HTML](#)
- Hop Trellis Setup Flow Chart – [View PDF](#) | [HTML](#)
- How to Mulch the Hopyard – [View PDF](#) | [HTML](#)
- Hopyard Companion Planting & Beneficial Insects Manager – [View PDF](#) | [HTML](#)

PHOTOS

- [2011 Harvest Party](#)
- [2011 Testing hop ripeness](#)
- [2011 Midseason in the Hopyard](#)
- [2011 Hopyard Spring Training](#)
- [2010 Hop Harvest](#)
- [2010 Trellis setup](#)
- [Press kit Pictures](#)
- [2010 Moving hop trellis poles](#)
- [2010 Hop trellis poles selection](#)



Outreach through Video Production

- [Hop Trellis Pole Harvesting video](#), March 2010
- [Hop Trellis Construction video](#), May 2010

OTHER OUTREACH SOURCES

- Simple Earth Hops website ... [View as PDF](#) or [View HTML](#)
- [Simple Earth Hops on Twitter](#)
- [Simple Earth Hops on Facebook](#)

Other Logos and Artwork we used to share our project





HOPYARD MULCHFEST BEER EXCHANGE



Simple Earth Hops
slower. smaller. local.



10/15/2011 * Dodgeville, WI



11am-2pm - Sat 5.21.11 - Dodgeville, WI
FREE HOPYARD SPRING TRAINING



Simple Earth Hops
slower. smaller. local.

simpleearthhops.com





BREWING UP A COMMUNITY



YOU'RE INVITED TO ATTEND
THE GRAND OPENING
FOR SIMPLE EARTH HOPS

SATURDAY SEPTEMBER 4TH @ NOON-7PM

POTLUCK @ 7PM (DISH REQUIRED) | FACE PAINTING | LIVE MUSIC

FURTHERMORE BEER | FARM TOURS | FAMILY FRIENDLY | FREE

4352 STATE ROAD 23, DODGEVILLE, WI, WWW.SIMPLEEARTHHOPS.COM

Grand Opening

