



Small Scale Hop Farming

with
HopRidge Farms

Brief History....

- Started in 2012
- Passion for craft beer and hops!
- Two family partnership
- Total family participation: Parents to children
- Goal: Revive hop growing in NY
- Supply high quality hops to NYS Farm Breweries
- Eventually start Farm Brewery



Hop Yard Design and Setup

with William Gardner



Plotting the Course





Lay of the Land

Things to consider:

- Orientation to the sun
- Wind direction and overall air flow
- Natural Irrigation source
- Slope of land

The Dirt!

- Type of soil
- Soil PH
- Organic Content
- TESTING!

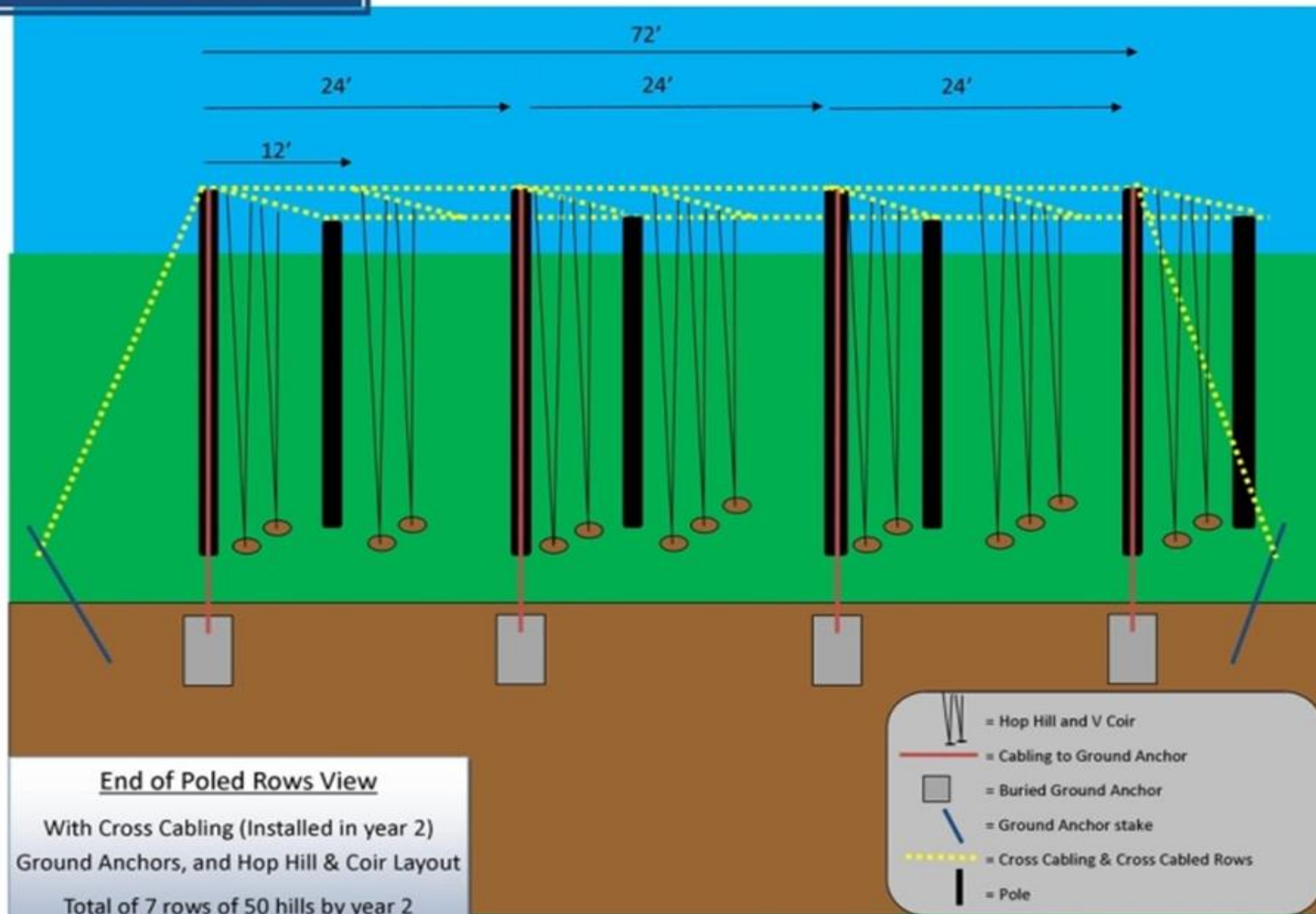


Trellis

- Basic Design
- Height of Trellis
- Cabling
- Securing the trellis
- Experiment!
- Over Engineer!



HOPRIDGE FARMS TRELLIS DESIGN V2



End of Poled Rows View

With Cross Cabling (Installed in year 2)
Ground Anchors, and Hop Hill & Coir Layout

Total of 7 rows of 50 hills by year 2

Poles

- Type of material
- Size/Diameter
- Preparing the poles for installation
- Sourcing poles





Cabling

- Size of trellis
- Cabling
- Hardware
- Sources of Supply
- Coir



Row Preparation

- Sod stripping
- Rototilling
- Plot out pole location
- Hole prep
- MANPOWER!



Row Prep/ Pole Install



Root Stock

- Rhizomes v Crowns
- Benefits of crowns
- Planting
- Mulching





Hop Yard Maintenance

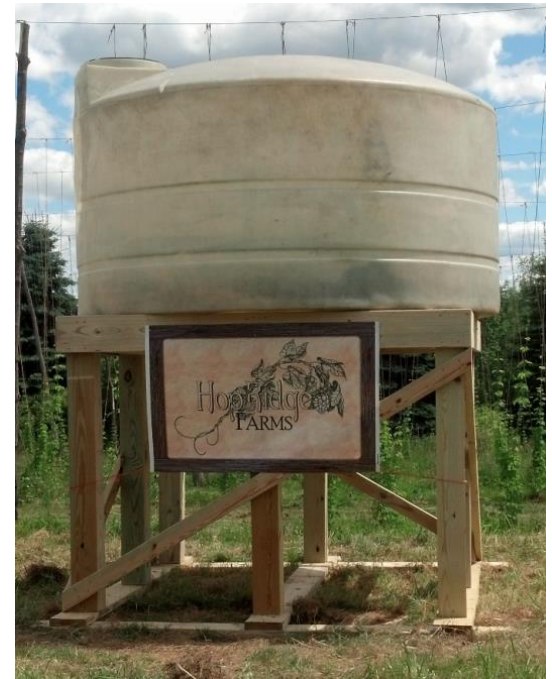
With
Steve Weingold

Maintenance

- Soil replenishment
- Training
- Weeding
- Mowing
- Overall Health
 - Water
 - Nutrients
 - Pests



If you need it...
build it!!!



Coir



Harvest & Processing

- Planning
 - Volunteers
 - Cut the bine
 - Pick the cones
 - Dry the cones
 - Vacuum seal
 - Freeze
- Future:
Machine Harvester



Harvest



Testing the cones



Cutting the bines



Picking the cones



Avoiding the spiders



The fruits of your labor...



Drying



Packaging



Putting the Hop Yard to bed

- Fertilize
- Lime (if needed)
- Cover



Additional Uses

- Wreaths
- Hop Tea
- Hop Pillows





Your Hop Yard Your Business

With
Patricia Gardner

Deciding to grow Hops as a business

- The business plan
- The who, what, when, where, how of your business
- Sample Business Plan
- Revising the Plan



Business Plan

- Budgeting
- What to budget for
- Our budget vs. what most sites say will be start up costs
- Where do you want to be in 3-5 years
- Can you financially make it happen?



Steps to create the business

- Registering with the Town Clerk
- Banking
- Bookkeeping
- Business Type
- Social Security number vs. TIN



Marketing: Social Media



Information!

- Utilize Facebook for quick info
- Develop a Website to direct people and tell your story
- Great for additional help and networking
- Create an on-line store for commerce
- Generate an email list for invitations, call for help, general information

Thanks and Good Luck!

- Please feel free to contact us with any questions:
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