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Main themes from Craft Beverage Workshops

Recognize areas of disconnect and focus on those.

Identify measurable steps between **Farm -> Malt** and **Malt -> Brewer**

- Internal adjustments can be made to coordinate efforts and solve issues within specific points along the value chain

Grain Production

The main thing we need to consider is food safety – all quality factors work together so it is difficult to identify one as the most important.

Need to identify **key genetics** that are suitable for PA. Specific varieties don't matter as much as how well they perform here to achieve consistent quality. Bushels per acre not as important.

Need knowledge of what varieties work (and are available) in the region – better visibility of Penn State trials but also explore new varieties and performance in other regions besides St. Col. and Landisville.

Need to identify **key agronomic practices** that work in PA, regardless of crop variety, ideal farming practices can ensure a high-quality grain that most brewers/distillers can “craft” into a good end product.

Interest in a local PA or W PA flavor profile – less interest in actual varieties produced and more on what can be done when supplied with consistently high-quality grain.

Brewers and Distillers have different needs regarding grain types and quality

Grain Storage and Transport

Transport and storage of grain is difficult – Is it possible to create a collective or co-op?

Use of local grains seems to be best in small batches when directly marketed to end user

Difficult to ensure high quality of small batch local grains when it is almost guaranteed that larger companies from the mid-west and Canada can consistently supply high quality product in quantity

Marketing

How do we provide a better understanding about the price premium on craft beverages and actually *quantify* the value of local? What does it mean in actual dollars and cents?

- How much do consumers actually value local?
- What is a reasonable cost increase for a local product?
- There is a lot of intrinsic value associated with local products. How does this translate into costs? Sales and production costs.
- Price competition exists with commercial suppliers and processors

- Help identify 'what is in it for them'

Identify areas of need where local products are appreciated/valued and connect farmers and craft beverage makers here. Not everyone cares about local, so work with those who do. In particular, get more brewers involved and interested in local.

- Beer centers (e.g. Pittsburg) are disconnected from agriculture and therefore don't always a) understand production/quality concerns or b) aren't informed by what is available locally.

Help people across the value-chain work together for a common marketing/education objective.

- provide content for social media,
- a common hashtag,
- events where they can collect their efforts etc.
- source local products and feature one PA beer at multiple locations, w/ price premium
- Fun ways to engage – PA Breweries Ap, PA Brew Passport, Breweries trails etc.

Marketing needs to happen with: PDA, Distiller's guild, Brewers' Guild, Penn Ag Assoc, BOP, PLCB

Who does education about the importance of locally produced products? There should be a collective method that everyone can use. Who pays for it, who is responsible for it?

How can value be added to the PA Preferred label? Right now, it's just a label with little meaning.

Caution to balance associated regulations. KB: PA Preferred is a slippery slope. I have more notes on this if interested.

Extension Project Ideas

- Publish guidelines about the importance of quality in relation to food safety, grain production, and end products for beverages
- Work more closely with the seed industry to identify PA appropriate varieties
- Discuss importance of prevention vs. treatment of grain crops in the field e.g. Fusarium and other diseases
- Describe the price value for local products
- Hopes for a conference and more opportunities in W. PA
- Scale variety trials up to farms - micro malting specific varieties that perform well
- Meetings and networking (like these workshops) - seeing facilities
- Face to face meetings preferred
- Relevant topics are worth travelling for (should have a targeted focus),
- Partner with existing organizations/meetings
- A directory of people who are growing and brewing products to improve purchasing abilities, research topics above, interest in touring facilities and farms.