ELLERSLIE HOP
ESTATE PTY LTD

Working with Brewers Great & Small
Growers & Suppliers of Hops, Hop Products, Extracts & Oils

Head Office: 17 Redland Drive
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August 2010

Newsletter

Mid Year Crop and Market Report

Crop and Market Update - as reported by our global partners

Mid-year acreage estimates for all major hop growing countries have been published. After the 13.4 % acreage increase from 2007 to 2008 there has now been a decrease of at least 11.6 % for crop 2010.
The largest decreases have occurred in USA and China, and the decrease in the PRC could in fact be larger than published. Overall the decrease takes worldwide hop acreage back to its 2007 level, which at the time did not supply enough alpha to meet demand.
In the meantime variables have changed so short-term supply should be adequate.

These changes have been:

- **Greater use of more efficient hop products**
- **Increase in higher alpha and higher-yielding varieties**
- **Lower beer sales**
- **Changes in breweries' hop inventory policies (decrease) and actual holdings (increase)**

Growing conditions to-date for crop 2010 have not been ideal. Cool, damp weather has resulted in higher levels of downy mildew throughout the world's growing regions. Some hailstorms have also damaged acreage.

We expect acreage to decrease further if the market does not stabilize in the months following the 2010 harvest.

We will keep you advised of further developments.

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World Hop Market

Hop Acreage 2007-2010 (ha)

	Acreage in ha				+/-%		
	2007	2008	2009	2010	07/08	08/09	09/10
Hallertauer	1,594	1,557	761	704	- 2.3	- 51.1	- 7.5
Hersbrucker	741	735	766	755	- 0.8	+ 4.2	- 1.5
Perle	3,034	3,061	3,128	3,139	+ 0.9	+ 2.2	+ 0.3
Spalter Select	733	735	731	690	+ 0.3	- 0.5	- 5.6
Tradition	2,358	2,401	2,493	2,513	+ 1.8	+ 3.8	+ 0.8
Northern Brewer	334	306	268	248	- 8.4	- 12.4	- 7.3
Magnum	3,431	3,428	3,415	3,340	- 0.1	- 0.4	- 2.2
Nugget	251	251	249	236	+ 0.0	- 0.8	- 5.2
Taurus	1,117	1,109	1,077	1,025	- 0.7	- 2.9	- 4.8
Herkules	775	1,699	2,208	2,350	+ 119.2	+ 30.0	+ 6.4
Rest	385	396	388	386	+ 2.9	- 2.0	- 0.5
Hallertauer	14,754	15,678	15,484	15,387	+ 6.3	- 1.2	- 0.6
Elbe-Saale	1,321	1,383	1,387	1,379	+ 4.7	+ 0.3	+ 0.6
Tettnang	1,193	1,233	1,221	1,226	+ 3.4	- 1.0	+ 0.4
Spalter Select	384	382	361	376	- 0.5	- 5.5	+ 4.1
Rest	19	19	19	20	+ 0.0	+ 0.0	+ 3.7
Germany Total	17,671	18,695	18,472	18,386	+ 5.8	- 1.2	- 0.5
Austria	209	215	214	218	+ 2.9	- 0.5	+ 1.9
Belgium	176	186	186	183	+ 5.7	+ 0.0	- 1.6
Bulgaria	221	221	160	160	+ 0.0	- 27.6	+ 0.0
Czech Rep.	5,389	5,345	5,302	5,238	- 0.8	- 0.8	- 1.2
England	1,060	1,100	1,075	1,080	+ 3.8	- 2.3	+ 0.5
France	796	801	524	433	+ 0.6	- 34.6	- 17.4
Poland	2,179	2,179	2,233	1,936	+ 0.0	+ 2.5	- 13.3
Romania	429	429	240	240	+ 0.0	- 44.1	+ 0.0
Russia	228	220	220	220	- 3.5	+ 0.0	+ 0.0
Slovakia	300	300	235	235	+ 0.0	- 21.7	+ 0.0
Slovenia	1,568	1,706	1,517	1,217	+ 8.8	- 11.1	- 19.8
Spain	497	466	468	468	- 6.2	+ 0.4	+ 0.0
Turkey	331	331	336	350	+ 0.0	+ 1.5	+ 4.2
Ukraine	1,145	1,359	1,320	1,095	+ 18.7	- 2.9	- 17.0
Rest	170	190	188	185	+ 11.8	- 1.1	- 1.6
Europa Total	32,369	33,743	32,690	31,644	+ 4.2	- 3.1	- 3.2
Apllo	0	282	302	335	+ 0.0	+ 7.1	+ 10.9
Cascade	527	870	879	753	+ 65.1	+ 1.0	- 14.3
Col./Tom./Zeus	3,270	4,723	4,614	3,078	+ 44.4	- 2.3	- 33.3
Galena	1,226	1,046	976	826	- 14.7	- 6.7	- 15.4
Nugget	1,120	1,304	1,134	862	+ 16.4	- 13.0	- 24.0
Super Galena	0	321	411	359	+ 0.0	+ 28.0	- 12.7
Willamette	2,775	2,937	2,100	1,450	+ 5.8	- 28.5	- 31.0
Rest	3,592	5,068	5,661	4,984	+ 41.1	+ 11.7	- 12.0
USA Total	12,510	16,551	16,077	12,647	+ 32.3	- 2.9	- 21.3
Argentina	167	167	129	129	+ 0.0	- 22.8	+ 0.0
Australia	441	484	514	441	+ 9.8	+ 6.2	- 14.2
Japan	214	210	200	190	- 1.9	- 4.8	- 5.0
New Zealand	354	360	400	400	+ 1.7	+ 11.1	+ 0.0
P.R China	4,995	6,459	7,197	5,075	+ 29.3	+ 11.4	- 29.5
South Africa	438	444	481	481	+ 1.4	+ 8.3	+ 0.0
Rest	62	61	60	60	- 1.6	- 1.6	+ 0.0
World Total	51,550	58,479	57,748	51,067	+ 13.4	- 1.3	- 11.6

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