



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

Head Office: 17 Redland Drive
Mitcham Victoria 3132 Australia
Ph: 03 9872 6811 Fax: 03 9872 6822

Newsletter

February 2010

Ellerslie - Working with Brewers

Crop Report Update February 2010

We have had good rains over the January / early February period, some 120mm, this together with the extensive drip irrigation expansion program undertaken by Ellerslie has resulted in a well managed watering program resulting in an abundance of cone formation. By converting our gardens to drip irrigation we have been able to tailor nutrient requirements for individual gardens there by increasing yield per hectare, while reducing our water consumption per hectare.



The warm conditions we are currently experiencing are helping in the development of cone size. Subsequently we are expecting to have a slightly above average crop this year, as opposed to the drought conditions experienced over the past couple of years.

In 2009 world growing conditions and yields were normal. The worlds 2009 hop crop of approximately 111,000 MT

was slightly less than the 2008 crop, however, as has previously been reported the world crop of 2009 resulted in an alpha production of 9949 MT, an overproduction of approximately 2,700 MT of alpha. This surplus was brought about due to the continued trend towards higher alpha varieties and mature production of acres that were planted in 2008. It is expected that a further acreage reduction will take place in the USA this winter, but it will take several years for conditions to return to balance.

Our harvest is scheduled to commence the first week of March with season 2010 hops available from late March to early April. As most of Ellerslie's hops are grown to contract we don't envisage having much available on the spot market, to assist us with maintaining adequate stock holdings for all our customers we ask you to advise your sales representative of your forecasted usage for the next twelve months.

www.ellersliehop.com.au

