



**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

**May 2010**

## Newsletter

### Crop Update

Season 2010 has been a successful year for Ellerslie. The season got away well with us receiving good rainfalls during August and September (93 and 113mm respectively). Warm days and Mild nights during December coupled with 217mm of rain in January and February saw the bines set well with good cone development.

Harvest of our early varieties commenced the last week of February with us in full production by the second week of March.

During the season our crop management team worked closely with our soil agronomists balancing the microbial profile of the soil. By all accounts the work done on soil conditioning and drip irrigation has had a positive impact on yields with some varieties showing slightly above average alphas, while others are on the seven year average (Pride of Ringwood sitting at 9.5 – 10.5% in pellet with some peaking around 11.2%, Super Pride 13.5 – 14.5% with some peaking 14.8%).

All hops are now baled and in our cool-store. Pelleting is well underway with us still working our way through our late harvest varieties. We are still experiencing high demand for our Type 90 pelleted hops with very limited volumes available for sale on the spot market.



**Beer &  
Brewer  
Expo**

To find out the latest update in world hop trends visit our display at the up coming Beer & Brewer Expo on Friday 21st May at the Young and Jackons Hotel.

For current global pricing trends email [feedback@ellersliehop.com.au](mailto:feedback@ellersliehop.com.au) to receive our new low price list.

Ellerslie - supplying brewers the world over

[www.ellersliehop.com.au](http://www.ellersliehop.com.au)