



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

Head Office: 17 Redland Drive
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Newsletter

October 2009

Ellerslie - Working with Brewers

Crop Report Update

The latest crop update from for the 2009 crop.

Harvest time across Germany and the United States has brought in some strong crops especially with high alpha varieties.

In Europe: Production in the Hallertau region was down by 16.3% partly due to the hail storm damage, the likes of Hallertau Hallertau and Hallertau Hersbrucker remains tight. Other parts of Germany and Europe were down on last year however due to the high volume last year, which corrected the short supply in 2007 / 2008, these volumes will meet demand.

In the USA: the harvest produced above average alpha's and yields however generally speaking hop growers are only harvesting the quantities that are under contract. Due to the increased yields and the flat demand, we expect a number of hop growers won't be growing next year; unless contracted

In China: harvest was down by 10-15% due to an oversupply as such hop growers are leaving some hops on the vines as (surprisingly) temporary labor for picking is becoming difficult to source and the cost of labor is subsequently increasing. Due to political reasons and lower demand in the global markets, China may have difficulties in shipping much of their beer, thereby reducing demand.

Global Beer Market

Beer sales have decreased across much of Europe and parts of Asia and remained fairly flat in the U.S.A. Countries such in Western Europe such as Germany, Holland and Belgium are expecting demand to decrease by between 2-7%. Countries such Australia, India, South America and Africa are seeing signs of recovery in beer consumption. China also is showing signs of continued growth in beer consumption however other parts of Asia have seen some declines.

It is expected that some of the breweries that reduced their bitterness during the times of hop shortages will begin returning their beers back to the bitterness of the past. It is also expected that the market will revert back to more conventional hop products, such as pellets and away from the more refined hop extracts which were more cost effective and efficient during the hop shortage.





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Tip from the hop growers;

When sourcing hops it is important to ask where the hops come from. Take the Nobel Hop Variety, Saaz (Nobel refers to a hop that comes from a particular region as it is preliminary developed and grown in that region). The flavor and aroma profile of Saaz grown in Zatec (Czech Republic) has different characteristics to Saaz grown in even say Slovenia, which has similar conditions however due to slight variations in the growing conditions such as day lengths, soil structure etc the hops end up with a totally different profile.

When you source your hops through Ellerslie, you can be assured that you know where your hops come from. On the Certificate of Analysis we clearly state the growing region. We also ensure that the hops we source meet the Australian New Zealand Food Standard for pesticide and herbicide residues – refer to our web site for a detailed list of analysis. Thereby ensuring that there is a minimal use of pesticides and herbicides used on hops supplied.

ELLERSLIE – GUARANTEED QUALITY YOU CAN TRUST



100% Australian Owned

www.ellersliehop.com.au