

August 2016



PRESS INFORMATION: THE FUTURE IS BRIGHT FOR BRITISH HOP GROWERS

The British Hop Association are delighted to announce an increase in hop acreage which reflects an ever growing confidence in the industry. It demonstrates that British hop growers are optimistic about the market going forward and reflects the positivity of the industry over the last few years. British hops are popular for their distinct aromatic flavours. Our unique 'terroir'* produces lower levels of myrcene in the hops which delivers a more delicate aroma intensity and a greater complexity to the hop flavour. This profile is perfect for session beers – the beer styles that Britain is famous for, and that the rest of the world are wanting to emulate.

British Hop acreage has been stable for over 10 years. The increased interest in British hops from both British and overseas brewers has meant that British hop growers have now started increasing their acreage again. 2016 sees an 8% increase on 2015.

This year's harvest

This season started later than usual thanks to a late spring but with the excellent weather conditions over the last few weeks, we have now caught up and harvest is starting as normal the week after the bank holiday on 29th August.

The British Hop harvest is dramatic, noisy, frenetic and lasts for just a few weeks. Tall hops are harvested by cutting the whole bine and taking it to the hop picking machine where the hop is separated from the bine, laterals and leaf. Low trellis hops are harvested mechanically using a machine developed from the British blackcurrant harvester. The hop and leaf is taken to the hop picking machine where the hop is separated from the leaf. The most important aspect of hop farming is the drying. Hops contain over 80% moisture when picked and in order to make them store, this is reduced to about 10%. They are then baled into bales of between 60-85kg.

Ali Capper, Director of the British Hop Association said 'Over the past few years, we have seen more and more interest in British Hops and with our ongoing hop breeding programme progressing well, and an increase in Craft Beer production, the future is looking bright for the British Hop industry'.

The facts about British Hops:

- There are over 28 commercially grown British Aroma Hop varieties in the UK
- British Hops represent 1.5% of world hop production (to put that in context, British wheat represents about 1% of world wheat production)
- Over 50% of British Hops are exported, in the main to the USA

British Hop Association

Registered Address: c/o MHA MacIntyre Hudson, Victoria Court, 17-21 Ashford Road, Maidstone, Kent ME14 5FA
VAT Registration Number: GB 683 3890 95



Note to Editors:

To visit a farm during the British Hop harvest or to create a story about British Hops and Beer or simply for more information: Ali Capper, British Hop Association: 01886 884202, 07973 562139 or alicapper@mac.com www.britishhops.org.uk

*Terroir: The factors that affect terroir are the soil, geography, geology, topography and climate. The term is derived from the French "terre" meaning "land" and the concept of terroir has come from the French wine industry.

British Hop Association

Registered Address: c/o MHA MacIntyre Hudson, Victoria Court, 17-21 Ashford Road, Maidstone, Kent ME14 5FA
VAT Registration Number: GB 683 3890 95