

**- MEDIA RELEASE -****Embargoed until Thursday 29 April at 9.30am AEDT.****2021 Crop Report: HPA celebrate growth in Galaxy® yield for 11<sup>th</sup> year in a row**

Hop Products Australia (HPA) have completed their 2021 hop harvest. They picked 675 hectares that resulted in 1,526 metric tonnes of hops. This was a 44 hectare (6.9%) increase and a 25 metric tonne (1.6%) decrease year-on-year. Despite total yield coming in slightly under expectation, Galaxy® yield grew 7.2% year-on-year. Managing Director, Tim Lord was excited to share “this marks 11 years of continuous growth for Galaxy®, with the exception of 2016 when HPA was hit with significant hail damage.”

Eclipse® looks set to follow in Galaxy®’s footsteps after exceeding expectations in its second year of commercialisation. “Sustainably scaling up Eclipse®, Galaxy® and Vic Secret™ has been the focus of a continuing \$35 million expansion in Victoria that will take HPA’s total farming operation to more than 800 hectares at completion” Lord says. All additional acreage will reach commercial maturity by 2024, at which point Eclipse® is forecast to reach 180 metric tonnes, making it HPA’s third biggest proprietary variety.

Impact in beer remains strong, with this year’s average oil content coming in above the 5-year average for all varieties except Enigma®. These high quality outcomes are on track to continue now HPA has restructured the business to create a division of Agronomic Services with the purpose of improving yield, quality, and efficiencies across their farming operations. Head of Sales & Marketing, Owen Johnston commented “this is an extension of HPA’s strategy to grow alongside brewing customers by continuing to offer choice and diversity through the commercialisation of experimental varieties, and supporting successful beers by backing our more popular Aussie hops with significant acreage”.

The highly contracted position of crop 2021 means that a very limited amount of hops will be available in the short-term. This situation, together with HPA’s expansion project drawing to a close, suggests that forward contracting is now more important than ever for supply security. “Brewers are absolutely encouraged to communicate their Aussie hop needs sooner rather than later” says Johnston.

**- ENDS -**

Contact details, full crop report and supporting imagery overleaf.





Hop Products Australia  
446 Elizabeth St, North Hobart  
Tasmania 7000 Australia  
ABN 33 008 642 608  
+61 3 6282 2000  
info@hops.com.au  
hops.com.au

**Please direct media enquiries to:**

Grace Irwin

[grace.irwin@hops.com.au](mailto:grace.irwin@hops.com.au)

+61 0408 460 146

**About HPA**

HPA is the leading hop grower in Australia, backed by a team of experts in plant breeding, farm operations, customer service and brewing support.

Our farms have been growing hops for more than 150 years, but we're focused on creating new aromas and flavours that will make even more tasty beers.

And we're regional representatives of the global BarthHaas group. This means we're able to share our Aussie hops with brewers around the world, and bring a huge range of international hops and advanced hop products to brewers in Australia.



## **2021 Crop Report: HPA celebrate growth of Galaxy® for 11<sup>th</sup> year in a row**

Hop Products Australia (HPA) have completed the 2021 hop harvest. They picked 675 hectares across three farms, which resulted in 1,526 metric tonnes of hops. This was a 44 hectare (6.9%) net increase and a 25 metric tonne (1.6%) decrease year-on-year across six proprietary varieties – Eclipse®, Ella™, Enigma®, Galaxy®, Topaz™ and Vic Secret™ - as well as Cascade.

HPA's Galaxy® crop grew 7.2% year on year, marking 11 years of continuous growth, with the exception of 2016 when they were hit with significant hail damage. Eclipse® looks set to follow in Galaxy®'s footsteps after exceeding expectations in its second year of commercialisation. It has now been used by more than 500 brewers around the world in a range of beer styles including NEIPAs, IPAs, XPAs, pilsners, witbiers and saisons.

Sustainably scaling up Eclipse®, Galaxy® and Vic Secret™ has been the focus of a continuing \$35 million expansion of HPA's Victorian farms. Since the project was announced in 2019 they have planted an additional 270 hectares, 110 of which were planted in 2020. This leaves an additional 30 hectares to plant in 2021, which will take their total farming operations to more than 800 hectares. All additional acreage will reach commercial maturity by 2024, at which point Eclipse® is forecast to reach 180 metric tonnes, making it HPA's third biggest proprietary variety.

This season HPA's three farms – Bushy Park Estates, Rostrevor Hop Gardens and Buffalo River Valley – endured the La Niña weather pattern which resulted in slightly cooler daytime temperatures due to increased cloud cover, particularly in the weeks preceding harvest. While these conditions had a positive impact on early vegetative growth, the decrease in daylight hours reduced the total number of flowering sites and some cones fought to reach full maturity by their harvest window which adversely impacted total yield.

Despite total yield coming in slightly under expectation, HPA's commitment to responsible contracting will allow them to meet all obligations, with the exception of Ella™, which came in 22% under contracted volumes. HPA will work closely with their brewing customers to minimise the impact of this outcome, including identifying suitable replacement hops from

their international and advanced product portfolio. Topaz™ and Cascade were also down year-on-year, but this was due to reductions and idling of acreage. HPA also completed their pivot from alpha hops to almost exclusively proprietary flavour hops. This included grubbing all Super Pride acreage, which remained unplanted this season in preparation for deployment later in the year.

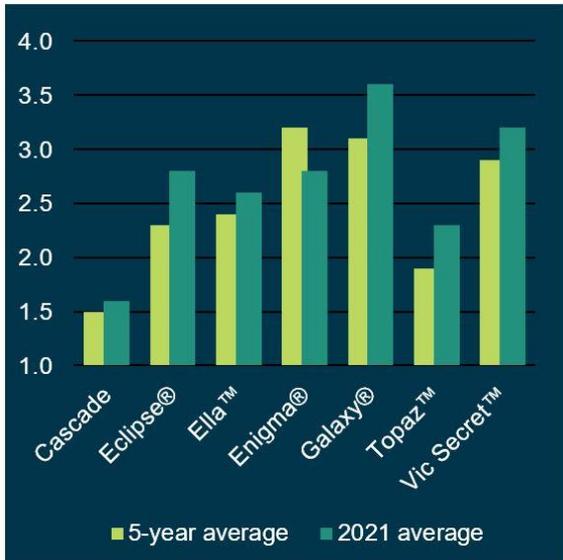
Variety	Yield (Metric Tonnes)	Year-on-Year Variation
Galaxy®	974	+ 7.2%
Vic Secret™	233	+ 11.1%
Ella™	91	- 20.8%
Enigma®	86	+ 0.7%
Topaz™	67	- 17.1%*
Eclipse®	51	+ 106.9%
Cascade	29	- 45.6%*
<b>Total</b>	<b>1,529</b>	<b>- 1.6%</b>

\* Due to reductions and idling of acreage

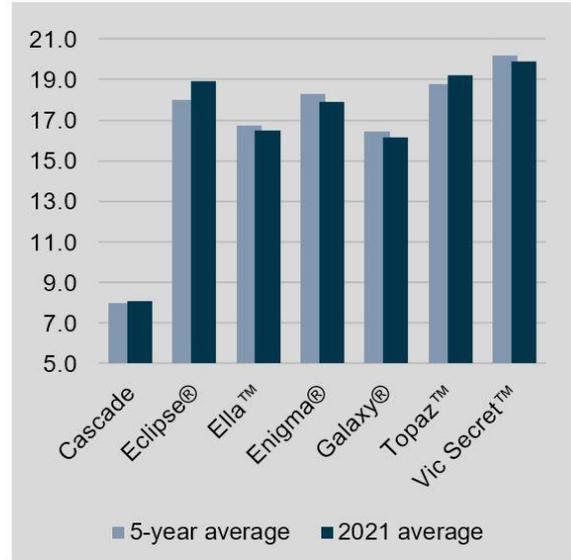
Note: measurements calculated on raw hop quantities.

Impact in beer was not effected by the seasonal conditions, with this year's average oil content coming in above the 5-year average for all varieties except Enigma®. These year-on-year improvements in quality outcomes are set to continue as HPA have recently restructured their business to create a new division of Agronomic Services. The division's role is to identify beneficial farming practices that will lead to improved yield, quality and efficiencies across their three farms. This is an extension of HPA's strategy to grow alongside their brewing customers by continuing to offer choice and diversity through the commercialisation of experimental varieties, and supporting successful beers by backing their more popular Aussie hops with significant acreage.

## OIL CONTENT



## ALPHA ACIDS



Note: measurements calculated on raw hop quantities. Processed hop pellets will show reduced values.

There is more to a successful harvest than yield and impact in beer. HPA also consider the health, safety and productivity of their team. Due to the ongoing situation surrounding COVID-19 they had to work a little harder to fill seasonal positions this year, but they still managed to source sufficient people to complete harvest in the planned window without any serious injuries.

Normally HPA would have spent the harvest hosting brewing customers on farm. Unfortunately, the past year has been anything but normal, so they decided to keep the farms closed to anyone non-essential to protect the health of their team and ensure the farms remained COVID-free and fully operational. But because it has been such a rough year for their brewing customers, HPA wanted to show their support by inviting brewers and beer lovers around the world to be part of a virtual harvest from the comfort and safety of their own home. The experience included tours of their farms and breeding facilities, insights into their no-nonsense approach to quality and sustainability, advice on brewing with green hops and maximising hop flavour in beer, tourism recommendations for when brewing customers are able to visit their growing regions again, and a chance to connect with fellow brewers. It will continue to be available [here](#) for those who want a refresher on the technical content or are simply feeling nostalgic for the sights and sounds of their Aussie hop harvest.



Hop Products Australia  
446 Elizabeth St, North Hobart  
Tasmania 7000 Australia  
ABN 33 008 642 608  
+61 3 6282 2000  
info@hops.com.au  
hops.com.au

Despite an increase in acreage this harvest, the slight decrease in total yield and highly contracted position of crop 2021 means that a very limited amount of hops will be available in the short-term. This situation, together with HPA's expansion project drawing to a close, suggests that forward contracting is now more important than ever for supply security. Brewers are encouraged to communicate their Aussie hop needs to the HPA sales team sooner rather than later.



# HARVEST SNAPSHOT 2021

## PRODUCTION

	VICTORIA	TASMANIA
 <b>676</b> hectares of hops (ha)	452	224
 <b>14,994</b> bales pressed	11,094	3,900
 <b>3,626,606</b> strings cut	2,313,473	1,313,133
<b>1,529,398KG</b> total yield		

 **3,665** samples taken from the fields to the labs

 **37,040** measurements taken from samples

- Gland fill
- Moisture
- Dry matter
- Oil content
- Cone weight

 **504** hours runtime per tractor

 **23,573** kilometres of strings used

### VIRTUAL HARVEST

 **1,168** views

Top 10 countries brewers from:  
 Australia • USA • Canada • UK  
 India • Germany • China • Japan  
 Pakistan • Bangladesh

 **120,333** cartons packed

## PEOPLE

	VICTORIA	TASMANIA
 <b>59</b> permanent staff	30	29
<b>298</b> casual staff	178	120
<b>356</b> total harvest staff	207	149

**70/30**  
 male/female staff ratio  
 249 male staff  
 107 female staff



### harvest staff from **26** countries

Australia 180	Chile 6	Bhutan 2
France 41	Netherlands 5	Nepal 2
Italy 18	Argentina 4	Hungary 1
Congo 16	Sudan 4	India 1
UK 15	USA 4	Mexico 1
Germany 13	Belgium 3	New Zealand 1
China 11	Canada 3	Romania 1
Indonesia 10	Czech 3	Spain 1
Japan 7	Thailand 3	

### PROPRIETARY HOPS

- Eclipse® (HPA-016)
- Ella™
- Enigma®
- Topaz™
- Galaxy®
- Vic Secret™



Owen Johnston, Tim Lord & Simon Whittock



Picking shed



Hop gardens



In-field harvesting operations



A handful of dried hop cones



Dried hop cones on conditioning floor

Image Credit: Natalie Mendham