



North American Craft Maltsters Guild 2014 Annual Meeting Minutes

April 10, 2014, 4:00 – 6:00 pm Location: Our Mutual Friend Brewery Denver, CO

Attendance:

Regular Memebtrs: Andrea Stanley, Brent Manning, David Ackley, Twila Henley, Tom Hutchinson, Mark Brault, Joshua Cody, Tim Cody, Bruno Vachon, Joel Alex, James Eckert

Associate Members: Paul Schwartz (NDSU), Rich Horsley (NDSU), Curtis Davenport, Dave Thomas, John Mallett, Chuck Skypeck (BA Tech Panel), Bill Pyle, Ron Silberstein, Erika Bolden,

Other: Mike Davis (AMBA), Chris Schooley (Roaster's Guild)

| Topic | Discussion/Outcome | Presenter |
|--------------------------------|--|------------------|
| Welcome | Around the room introductions | |
| Agenda | Agenda was approved by all voting members | Twila |
| Gov Affairs & Public Relations | AMBA and Barley Improvement Council do an excellent job advocating for federal funding of research. Guild will not have a huge Gov Affairs Focus right now due to limited resources. PR can be improved by expanding use of social media, sharing success stories of malthouses on website. | Andrea |
| Malt Analysis | This committee will be working on Adaptive Malt Analysis methods in 2014. They will research/poll members and their current practices for in-house methods, share the information collected and develop/approve Adaptive Malt Analysis Methods. Guild will educate members on these method through videos and other media. | Bruno |
| Research and Variety Overview | Goals for 2014 include developing a Craft Malt Collection (30-40 varieties) and distributing to sites around North America. Uniform Regional Nursery (URN) will trial the collection and data will be gathered, analyzed, and distributed to members. Discussed working with AMBA to develop a second set of guidelines for Craft Malt Varieties. | Andrea |
| Financial Overview | Much of the guild's budget to date has gone into the website www.craftmalting.com . The guild will continue to pay to have the website updated and improved. Adding a "Find Craft Malt" map is a priority. Will be looking for way to raise \$ to URN trials. Discussed a collaborative Malt of the Month Project where members would each contribute a specialty malt and brewers or home brewers could sign up to receive one specialty every month. | Brent |
| Member Overview | We currently have 17 Regular Members and 18 Associate Members. It was clarified that Regular Members must be producing malt on a regular basis and have paying customers of that malt. Recruiting new members is a focus for the year. | Twila |
| Committee Assignments | Committee Chairs were elected: Bruno Vachon- Malt Analysis Brent Manning-Finance Committee and Public Relations Andrea Stanley-Gov Affairs and Barley Research and Variety | Twila |

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|-----------------|--|-----------|
| | Twila Henley-Membership Committee | |
| BA Funding | Discussed us of \$2000 from BA. Money will be distributed to the Research and Variety Committee and Malt Analysis Committee to help fund their goals for 2014. | Brent |
| Member comments | | Member(s) |



Committee Meeting Minutes

Wednesday, April 9, 2014

Malt Analysis and Barley Variety Development

1:30 - 3 PM

Conference Center Room# 208

Attendees: Andrea Stanley, Brent Manning, Twila Henley, Tom Hutchinson, Paul Schwartz, Rich Horsley, Mark Brault, Aaron Mcleod, Mike Davis, Sebastian Interlandi, Curtis Davenport, Dave Thomas, Joel Alex, Chuck Skypack (BA Tech Panel), Mike Davis (AMBA), Doyle Lense (Barley Growers Assoc.), Greg Keko (N. Dakota barley)

Topic of Discussion: *Malt Analysis*

Attendees discussed the needs of Craft Maltsters and their Craft Brewer Customers to have Malt Analysis. Currently there is only 1 lab (through the Seibel Institute) that can perform a full malt analysis. This option was considered to be cost prohibitive at \$300 per test. CMBTC via the Canadian Grain Commission, is also able to perform both full malt analysis and NIR however, turnaround time is over 2 weeks and the NIR is less accurate.

The group discussed way to meet these needs including:

-identifying a central lab where all craft maltsters would send malt for analysis

concerns: would this be affordable?

-train craft maltsters on how to perform congress mash and suggest lab equipment sourcing to set-up in-house lab

concerns: equipment is expensive-accuracy-time management-validity

-review current malt analysis methods and determine if new *Adaptive Craft Malt Methods* could be identified that would give craft brewers the basic information they need (i.e. wort color, moisture, kernel size, extract from single infusion mash, ph, kolbach, conversion time)

concerns: time to determine and adapt methods

Conclusions: The group felt that creating *Adaptive Craft Malt Methods* would be best. The guild would collaborate with the ASBC to create these methods. First steps regarding methods would be for the Malt Analysis Committee to send out a request to guild members asking for detailed descriptions of any testing procedures and apparatus that they are currently using (including pictures of their lab equipment). We can then build on this 'collective creativity' to develop the standardized procedures.

The initial goal could be a 'standardized manual of practice' that includes the testing methods and recommended equipment. The focus can be on practical, effective and economical tests. A further stage could involve the correlation of any modified methods to the corresponding ASBC versions.

The Malt Analysis Committee will use Drop Box for file sharing. This committee set a goal to have these methods within a year.

How you can help: Consider joining the committee. Submit any current malt analysis methods that you are doing in-house or out to Bruno.

Topic of Discussion: *Barley Variety Development*

Attendees discussed the needs of members to identify and research barley varieties that will have good agronomic and malting characteristics in non-traditional growing regions such as North Carolina,

Massachusetts, Texas, and California. Also a need for best management practices for farmers wanting to grow malting barley for craft maltsters/brewers

The group discussed ways to meet these needs including:

- experts in attendance stress the importance of barley research trials. The data collected in these trials will set a solid foundation for growers and maltsters to secure a good supply of barley for malting. Good malt starts in the field and only barley that is happy in a field will make good malt.
- having resources for farmers to understand the specific nutrient needs and handling of malting barley
- identifying seed sources and creating more diverse seed programs in non-traditional areas

Conclusions:

This committee will poll members and develop a Craft Malt/Craft Beer Barley Collection of 40 varieties. Members will identify Uniform Regional Nurseries (URN) sites in North America. ***** Seed will be distributed to these sites for trials and data will be collected in a central location. Annual reports will be published by our guild.

A limited number of samples could also be sent to the USDA-ARS (Madison, WI) lab for comprehensive malting analysis. Although, space is extremely limited at this location, with only 6,000 available slots per year. Members discussed the potential of bringing other labs (both community college and university level) into the testing program to alleviate backlog.

A survey for both a spring and winter collection will go out to guild members in the next month as well as suggestions for URN sites. NDSU volunteered to be the coordinator of this collection for the Spring 2015, after that the guild will need to find a coordinator.

This committee will also reach out the Dr. Kevin Smith to see if a Fall 2014 Winter Barley Collection could be distributed to appropriate URN sites wanting to experiment with winter barley.

In the long term, members should also consider ways to privately fund their local URN. The guild will help research what the average cost would be for a URN site to perform these trials.

The committee will also work to publish a Best Management Practices document within the next year.

.....Many URN sites already exist for wheat and we can possibly piggyback on those.

How you can help: Submit barley varieties to Andrea to be added to the Craft Malt URN Collection. Submit names of URN sites that may be able to partner.

Thursday, April 10, 2014

Media, Public Relations, Membership Committee Meeting

Noon: - 1 PM Conference Center Room# 208

Attendees: Andrea Stanley, Brent Manning, Twila Henley, Tom Hutchinson, Paul Schwartz, Mark Brault, Curtis Davenport, Joel Alex, David Ackley

Topic of Discussion: Website

Our guild's website is functional however some users are having trouble logging into the members-only section. Members are curious about what visitors are looking at when they visit our site. Events calendar and press page should be used and updated more often. Members would like to see our Youtube channel used to show: malt analysis methods, videos that show members malthouses and equipment they use. Members would like website to have a "Find Craft Malt Map"

Conclusions/Action Items:

- Jeremy will continue to make updates and improvements to our website including: troubleshooting member log-in, providing monthly Google analytics so that we can see what pages visitors are looking at the most and longest, updating events calendar and press page.
- Committee will look into purchasing a camera and audio recorder to mail around to different malthouses. Each malthouse will create a video for our Youtube channel. Portions of these videos will be edited to create a short video that defines craft malt for website visitors. Complete videos from each malthouse would become a series called, "Personalities of Malt" which highlights the different people and methods used within the industry.
- Regular members will provide data to Jeremy to assist in developing a that highlights which breweries support craft malt.

Topic of Discussion: Social Media

Our need to increase of presence on social media such as Facebook (FB) and twitter. Sending out a quarterly newsletter. Brent suggested using a limited amount of funds (~\$100/month) to pay someone to manage FB/Twitter accounts. Riverbend has hired David Ackley on a similar basis and his services have helped to increase "likes" on FB and followers on Twitter. The use of the #craftmalt hashtag and other common language within social media was also discussed as a way funnel traffic to the guild's website, FB page, etc.

Conclusions/Action Items:

- Find someone who can promote us on social media for a reasonable price.
- Possibly even pay Facebook to promote us.
- Create short white paper for Regular Members providing basic information on Twitter/Facebook
- Create a quarterly newsletter that has the following sections: Featured Beer, Blog Post, Memo from BOD, 5 minutes with a maltster Q&A, announcement of new members, field notes.

How you can help: Like us on facebook, ask your FB friends to like us. Use #craftmalt on Twitter. Volunteer to help with our quarterly newsletter.

Topic of Discussion: Government Affairs

Not a real pressing need to do any lobbying or gov affairs right now. Rely on AMBA and NBIC for this.

Conclusions:

This committee will stay abreast of issues pertaining to our industries' needs and collaborate with AMBA, NBIC, etc. This committee will also be responsible to writing letters of support as they are requested.

Topic of Discussion: Membership

We currently have 17 Regular Members and 18 Associate Members.

Conclusions:

We should be able to recruit more Associate Members by asking craft brewers to become members. It was clarified that in order to become a Regular Member, you must be producing malt on a regular basis (not just experimenting) and selling malt to at least 1 customer as well as meeting the requirements of craft malt as defined in the Bylaws.

Topic of Discussion: Collaborations

Would like to promote craft malt and beers with craft malt during craft beer week May 12-18th. Collaborate on beers made from different malthouses possible have our own beer event. This event could coincide with another festival/conference (e.g. CBC 2015 in Portland).

Conclusions:

The Guild seeks opportunities to showcase our craft and promote the farmer to brewery movement. All Members are encouraged to engage and share ideas for opportunities to do so.

How you can help: Ask your customer, farmers and anyone you think would be interested, to become an Associate Member.