



North American Craft Maltsters Guild COVID-19 Impact Survey #3 Summary Report

Craft maltsters cautiously optimistic amid ongoing health crisis

By Jesse Bussard, Executive Director

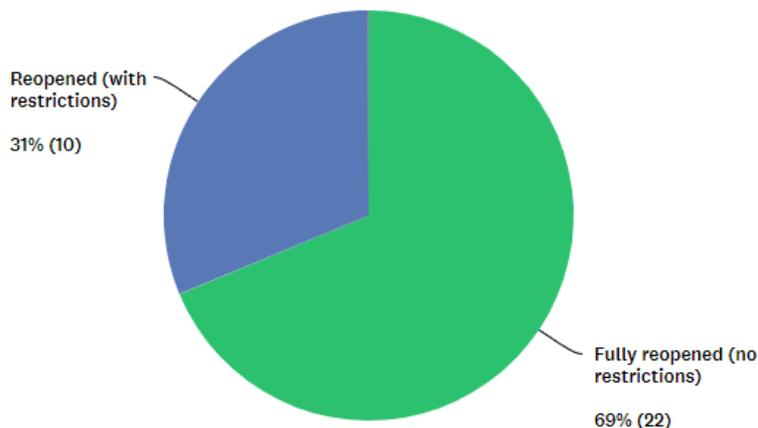
Between July 22nd and August 7th, the Craft Maltsters Guild conducted a third impact survey to research the continuing effects of the COVID-19 pandemic on the craft malt industry. The results of our previous surveys can be found here: [Survey 1: April 2020](#), [Survey 2: May 2020](#).

The third round of results shows the majority of craft maltsters are open for business but still adapting to the challenges the pandemic has imposed. While sales continue to remain down for some maltsters, survey results showed YoY volume sales and revenue trending positively for the majority of malthouses. It also appears furloughs and layoffs may be slowing. Looking to the future, craft maltsters seem more optimistic than the last time we surveyed them (May 2020) and maintain high confidence they can sustain their businesses through the rest of 2020.

Survey results are reviewed below and include a total of 32 craft maltster responses. Please note, like our last two surveys, results have not been checked for representativeness, so there may be some response bias. Mainly, our goal was to get a snapshot of the industry's current status and share these details with our membership as quickly as possible.

Reopening

Approximately 97% of respondents replied their state or province was either fully or partially reopened for business. Only one maltster reported living in a state that had yet to reopen. Of the maltsters in reopened states, 69% are operating under no restrictions, while a remaining 31% continue to deal with a variety of pandemic-related regulations.



Sales and revenue trends

Next, respondents were asked to provide estimates of changes in year-over-year volume sales and revenue compared to last year (*timeframe: the last 4 weeks or a similar period*). Responses ran the gamut, but in general, estimates showed a positive trend with craft maltsters experiencing an average 7% increase in YoY sales volumes and a 5% bump in YoY revenues compared to 2019.

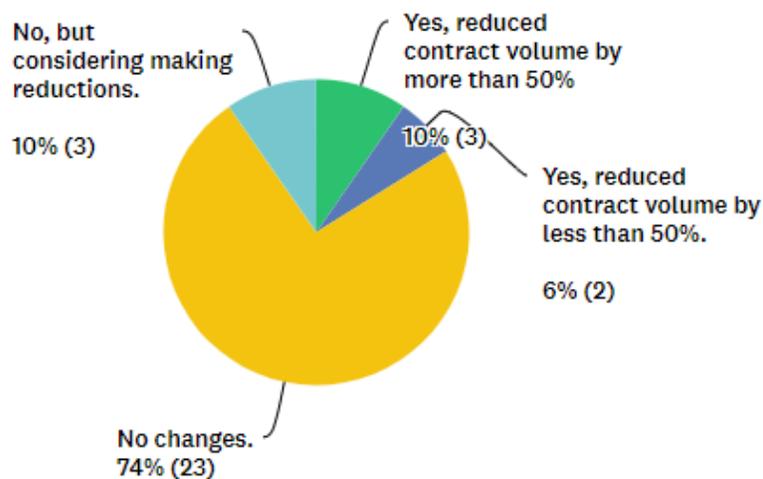
The majority (58%) of respondents' estimates remained positive with YoY volume sales either staying level with past years or increasing 10% or more. The remaining 42% of maltsters reported experiencing decreases in YoY volume sales and revenue ranging from 10-60%. An interesting highlight, a handful of malthouses surveyed reported a doubling of YoY volume sales and revenue compared to the previous year.

Staffing

At the time of this survey, respondents stated they employed a total of 133 individuals, consisting of a collective 98 full-time and 33 part-time workers. Since the pandemic began, malthouses reported they furloughed or laid off 22 workers, two-thirds of which were full-time. Only 7 full-time and 7 part-time new hires were mentioned.

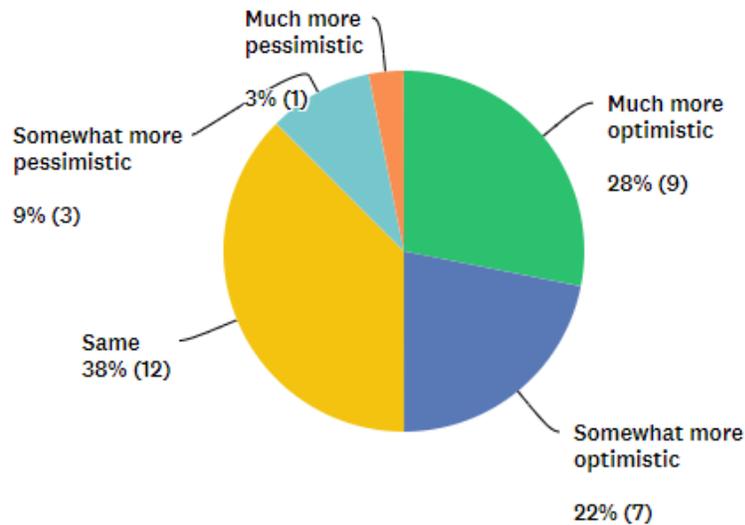
Grower contracts

Early on, the pandemic forced several large maltsters to cut grower contracts for the upcoming year. Craft maltsters, for the most part, seem to be taking the wait and see approach. Of the malthouses surveyed, 74% noted they have no plans to make changes to grower contracts for the coming year. 10% of maltsters said they were considering making reductions. Only 16% had reduced future contract volumes.

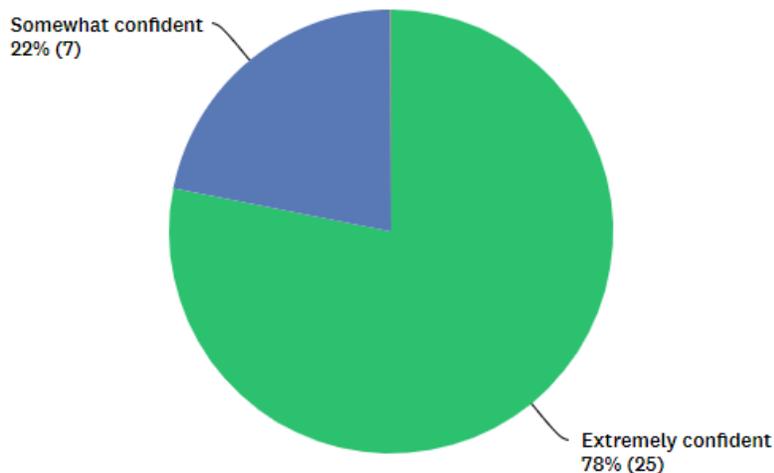


Future outlook

In addition to quantitative details, we asked respondents about their general outlook and confidence in their malthouse's ability to continue operating in the future. A heartening 50% of maltsters reported feeling much more or somewhat more optimistic since we last surveyed them in May 2020. 38% of respondents reported experiencing no change in perspective. Only 12% of maltsters noted a somewhat more or much more pessimistic outlook.



Along with increased optimism, craft maltsters' confidence in their ability to sustain their businesses was notably high. A hefty 78% stated they were extremely confident and the remaining 22% somewhat confident their malthouses will still be in business at the end of the year.



Resources and Education

We hope these results are useful to our members and help them to understand the ongoing effects of the COVID-19 pandemic on the craft malt industry. As an organization, we will continue to use the insights gained from these surveys to develop relevant resources for our membership and steer our organizational decisions in the months ahead.

Learn more about the Guild's response to COVID-19 and view the resources we've compiled in our [Coronavirus Resource Center](#). You can also find additional information from the following organizations:

- **U.S. Small Business Association (SBA):** [Disaster Assistance Loans & COVID-19](#)
- **Brewers Association:** [Coronavirus Resource Center](#)
- **State Brewers Guilds:** Most states have brewers guilds or associations. Find your state guild [here](#).
- **American Distilling Institute:** [COVID-19 Information Page](#)
- **State Manufacturers Associations:** Most states also have a manufacturers association. These organizations have state-specific resources available related to unemployment, operating safely, state-level SBA resources, and more. Visit the National Association of Manufacturers' website [here](#) to find a state association in your area.