



April 13, 2020

To Evan Elford,  
New Crop Development Specialist  
OMAFRA

As part of the 2020 OHGA Annual General Meeting, the board of directors engaged our members to identify the areas and strategies they thought would be most beneficial for the organization and for their own farms.

Following this meeting, the newly elected board has identified our major priorities for 2020 as:

- **Improving communication with stakeholders:** In our consideration, stakeholders includes a wide-variety of audiences, including grower's, brewer's and industry affiliates, such as the Ontario Craft Brewers and the Master Brewers Association of Americas, government partners OMAFRA, and partners that can support industry research such as Niagara College, Durham College and the University of Guelph. Hopefully this leads to improved membership participation
- **Working to promote and develop OHGA's established brands:** This includes consumer focused brands such as BrewOn, brewer focused brands such as the Canada Hop Market, and the identity of the OHGA as a source of support for hop growers.

As we work on these priority areas, any support OMAFRA can offer towards meeting these goals that would be greatly beneficial to the industry, the association and our membership.

A particular, and ambitious, interest of the board which would require the support of OMAFRA, and other industry partners, would be to develop new hop cultivar varieties for Ontario growers, which could stand alone as uniquely Ontario products.

The board has further identified the following priorities which OMAFRA is particularly well-positioned to help with:

- Continued support in working the Pest Management Regulatory Agency and developing our pesticide portfolio;
- Improving and developing access to the Ontario brewing market, through promotion, brewer incentives, and funding, and connecting the OHGA with appropriate government agencies as necessary;
- Educational supports, including information for new growers and existing growers, and offering field days or online learning opportunities, if practical.

We look forward to continue our work with you in the future as we support and further develop the hops industry across Ontario.

Sincerely,

**Albert Witteveen**  
President, OHGA