



**REAL PEOPLE.
REAL CRAFT BEER.**

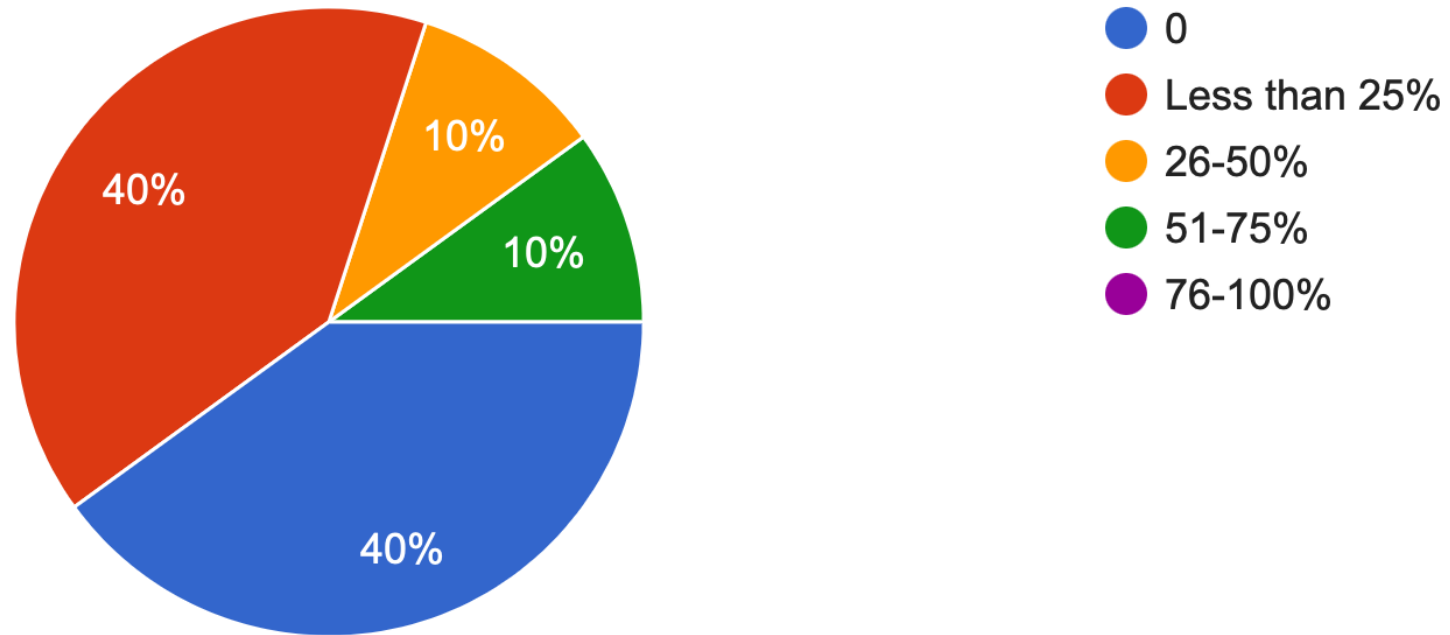
Ontario Craft Brewers Ontario Hop Growers Association

Collaboration Survey

June 2021

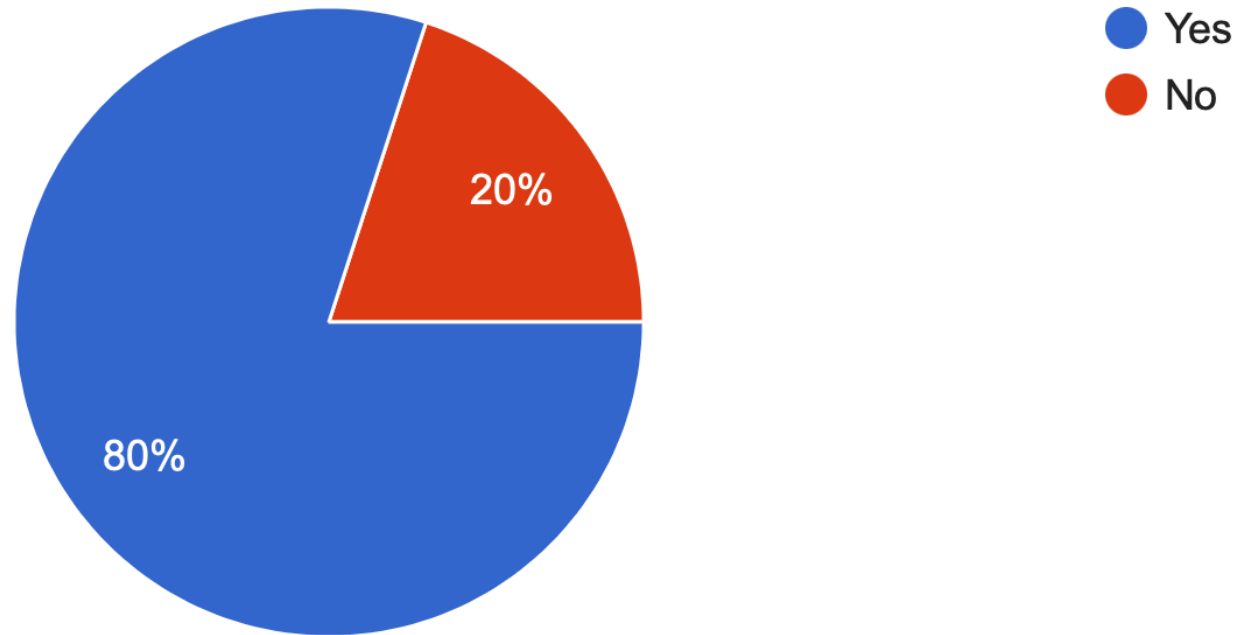
What percentage of your hops are purchased direct from an Ontario Hop farmer?

10 responses



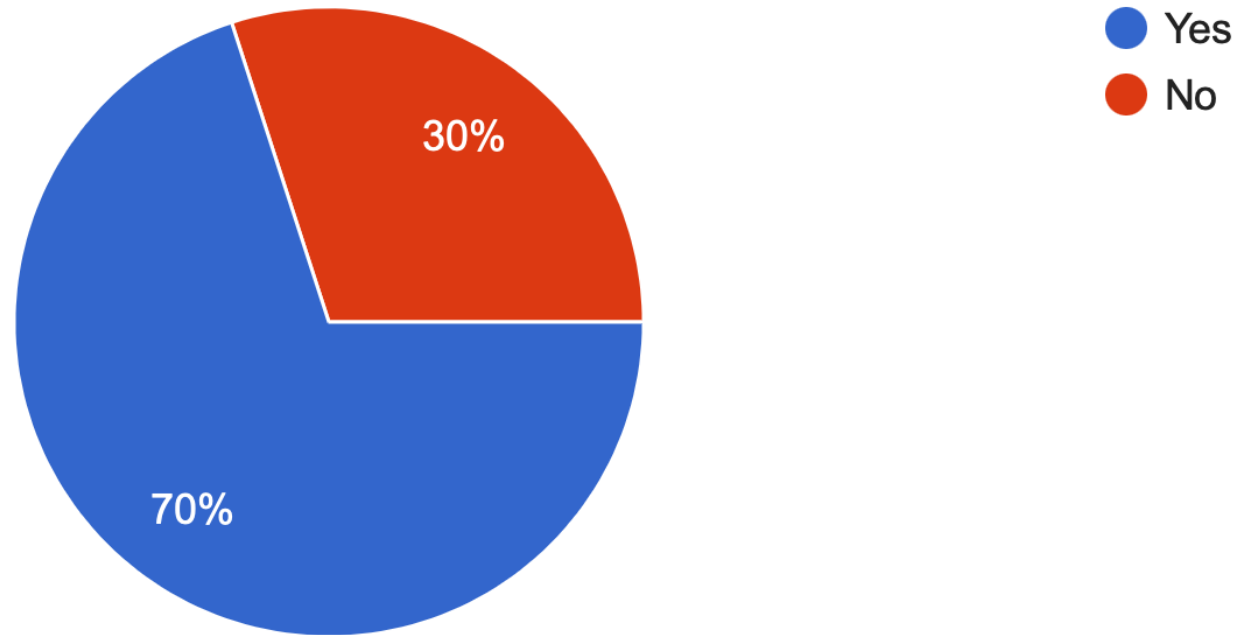
Is using local ingredients in your beer like Ontario grown hops important to you?

10 responses



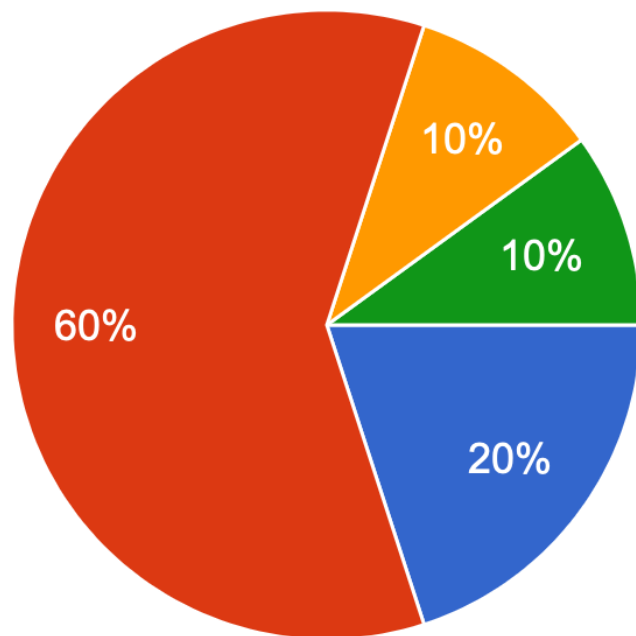
Do you know what varieties of hops are available in Ontario and how to find them?

10 responses



How many pounds of total hops a year do you purchase?

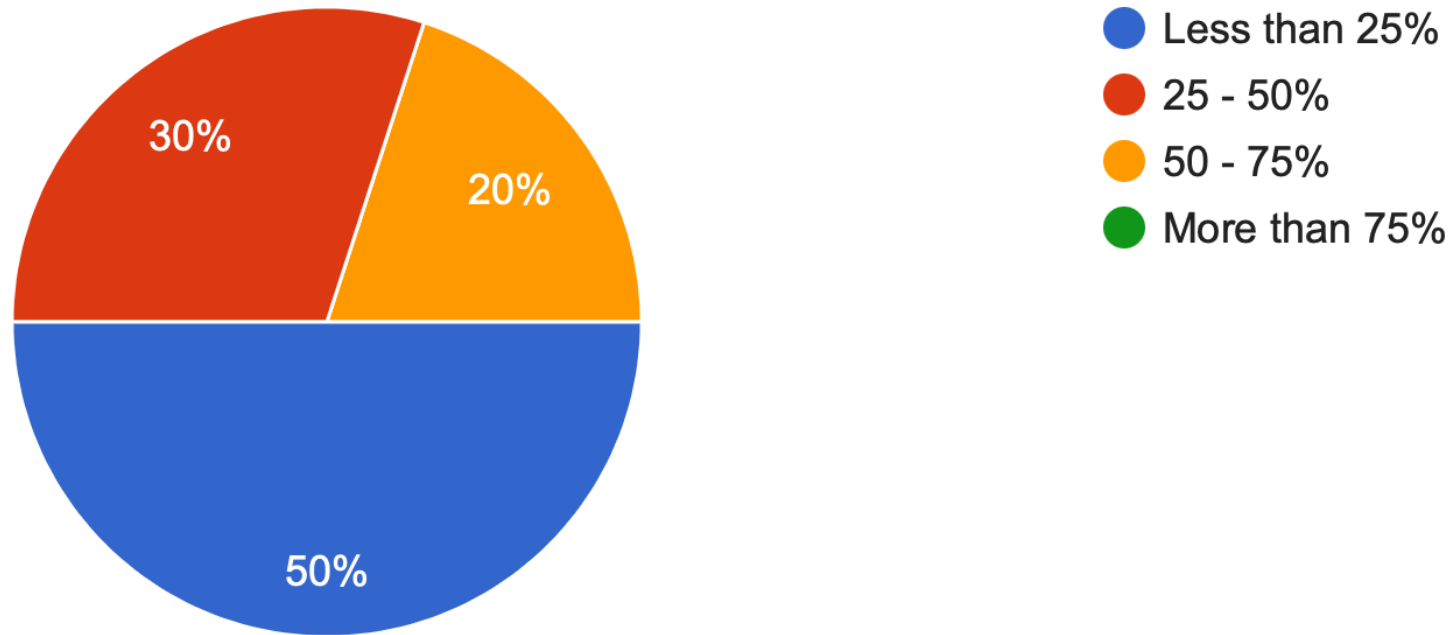
10 responses



- Less than 1,000lbs
- 1,001 - 10,000lbs
- 10,001 - 25,000lbs
- More than 25,000lbs

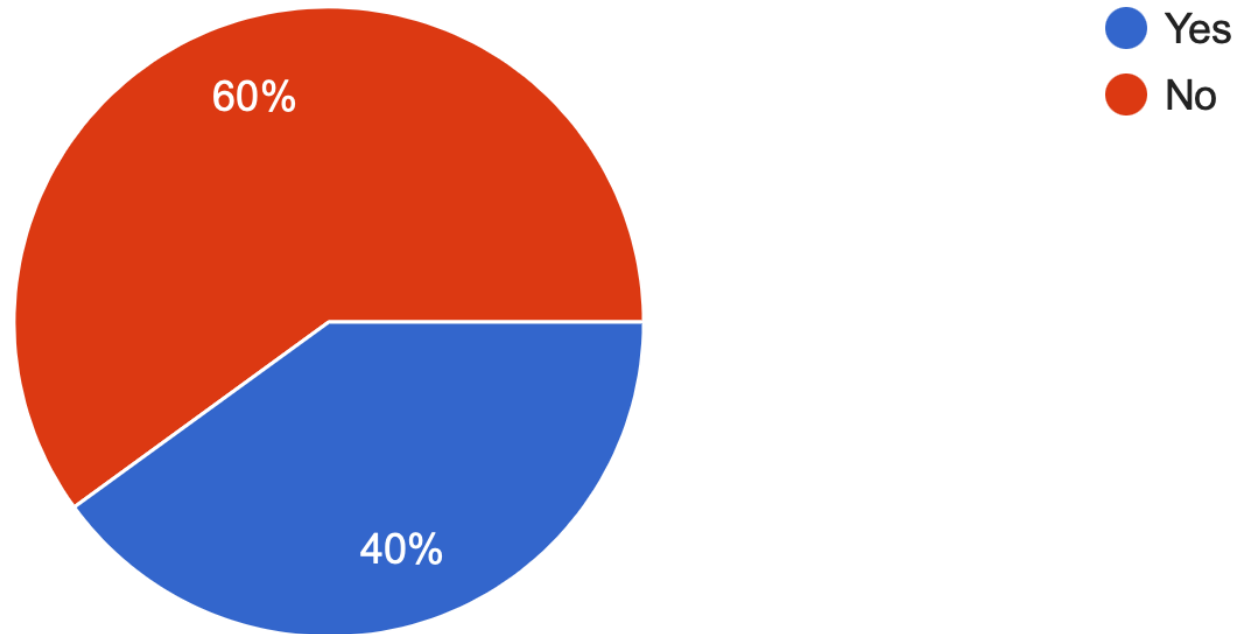
What percentage of your hop purchases are made up of proprietary varieties?

10 responses



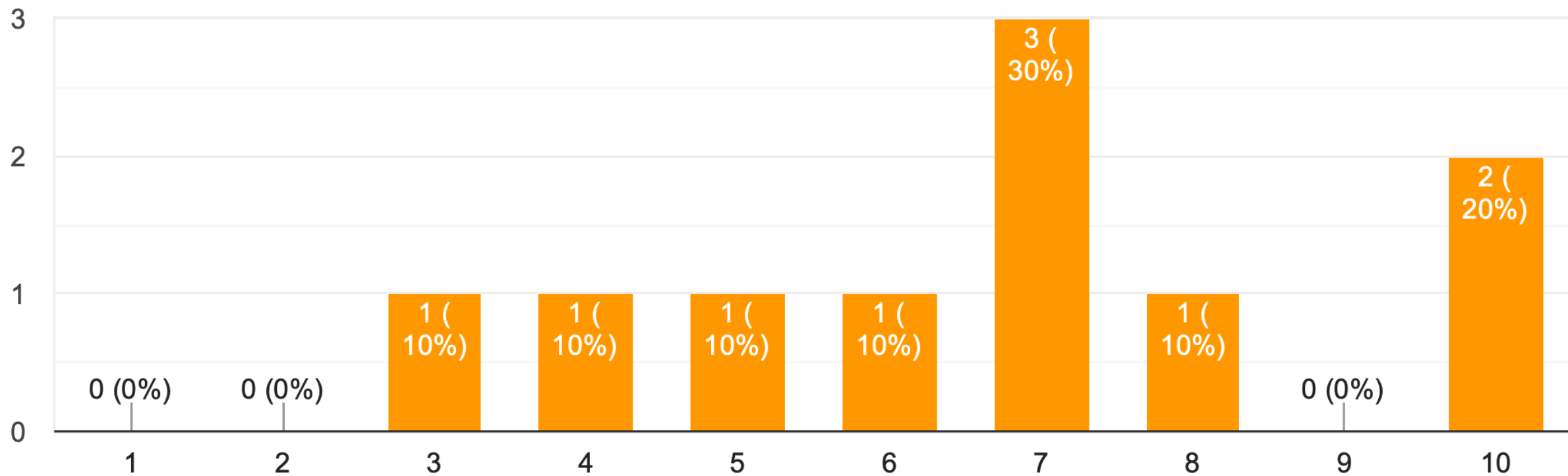
Does the name of the hop used in the beer impact your sales?

10 responses



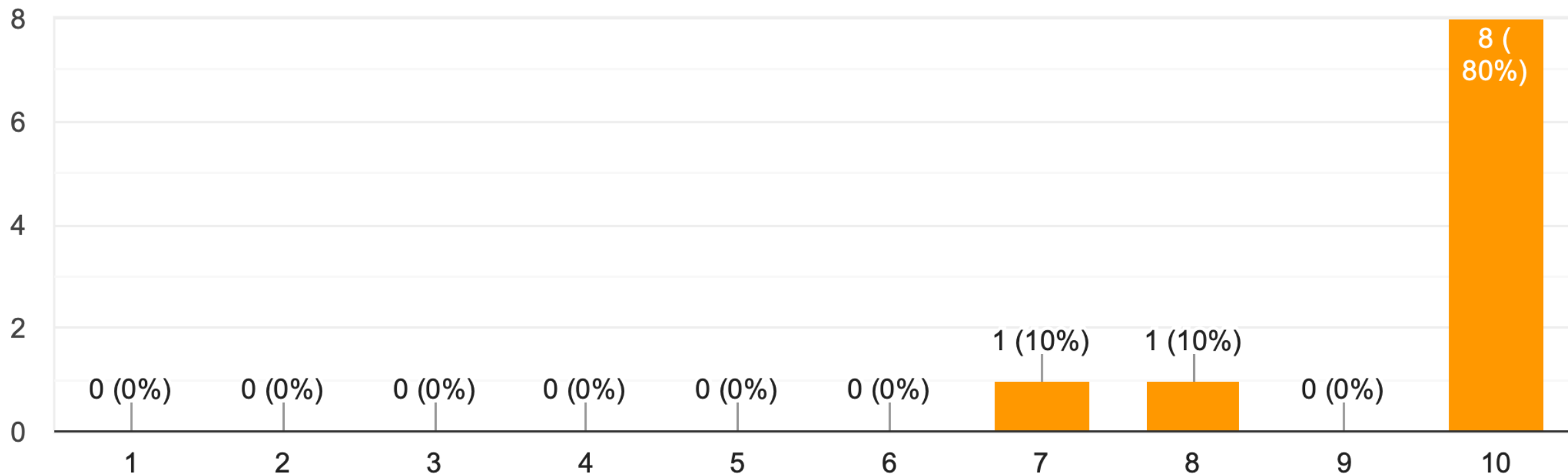
Rank price in terms of importance to your decision

10 responses



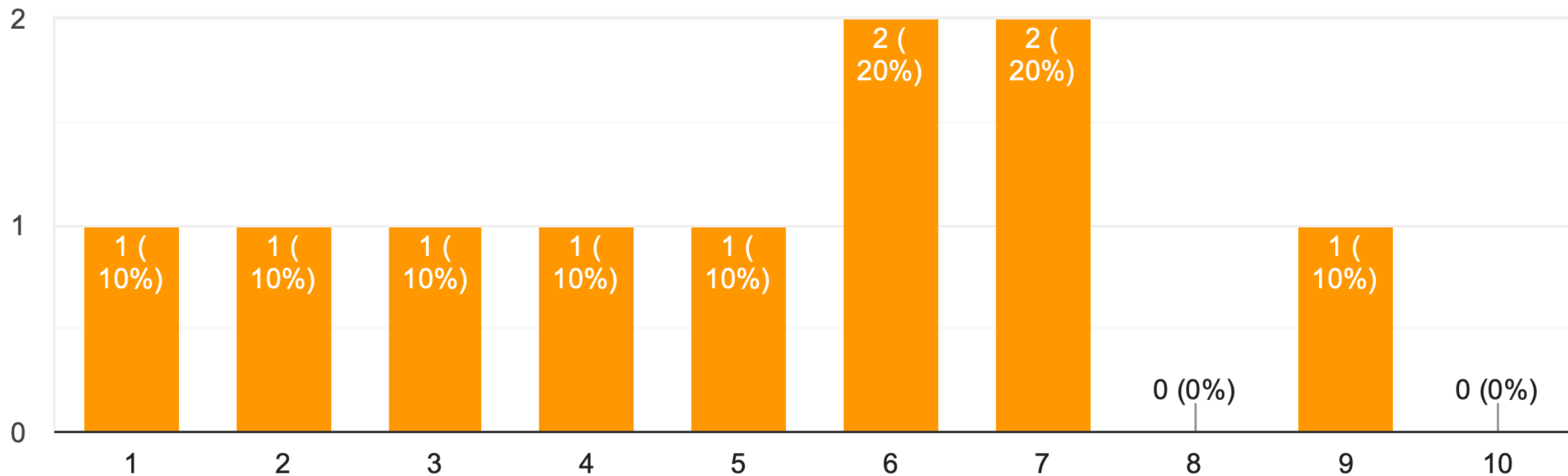
Rank quality in terms of importance to your decision

10 responses



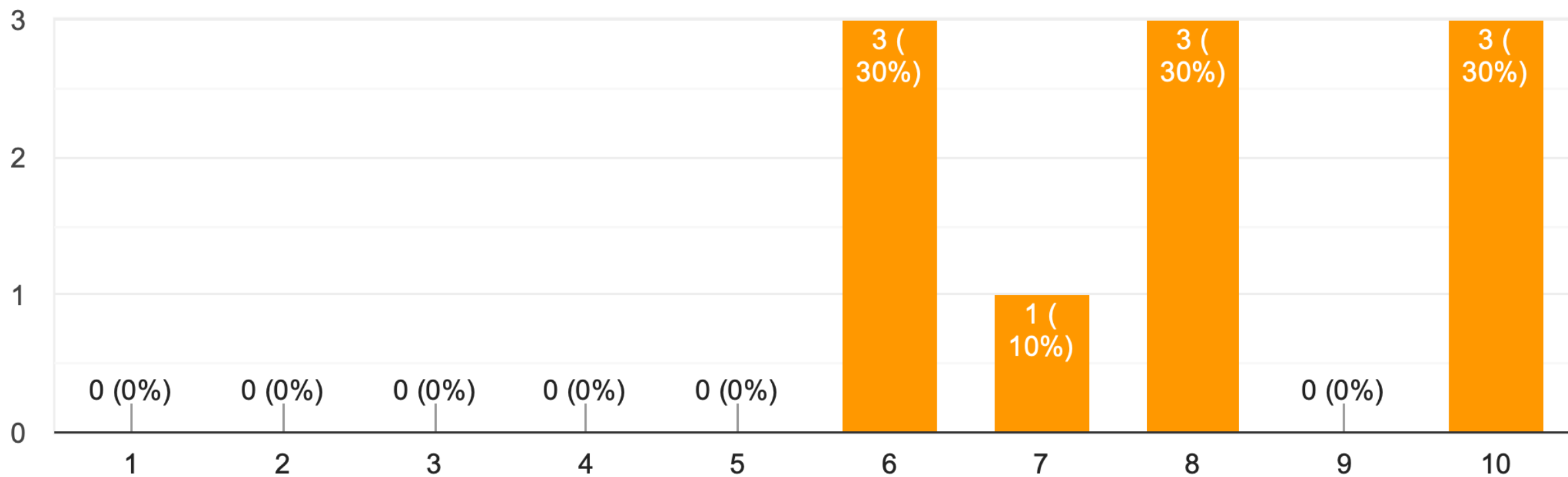
Rank proprietary variety in terms of importance to your decision

10 responses



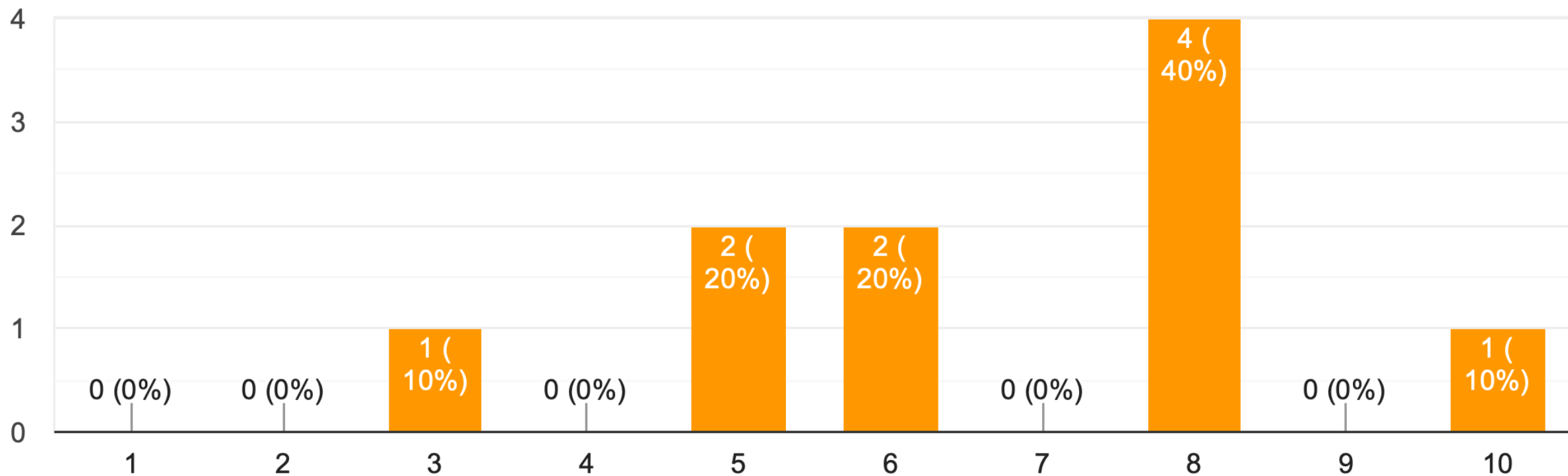
Rank availability in terms on importance to your decision

10 responses



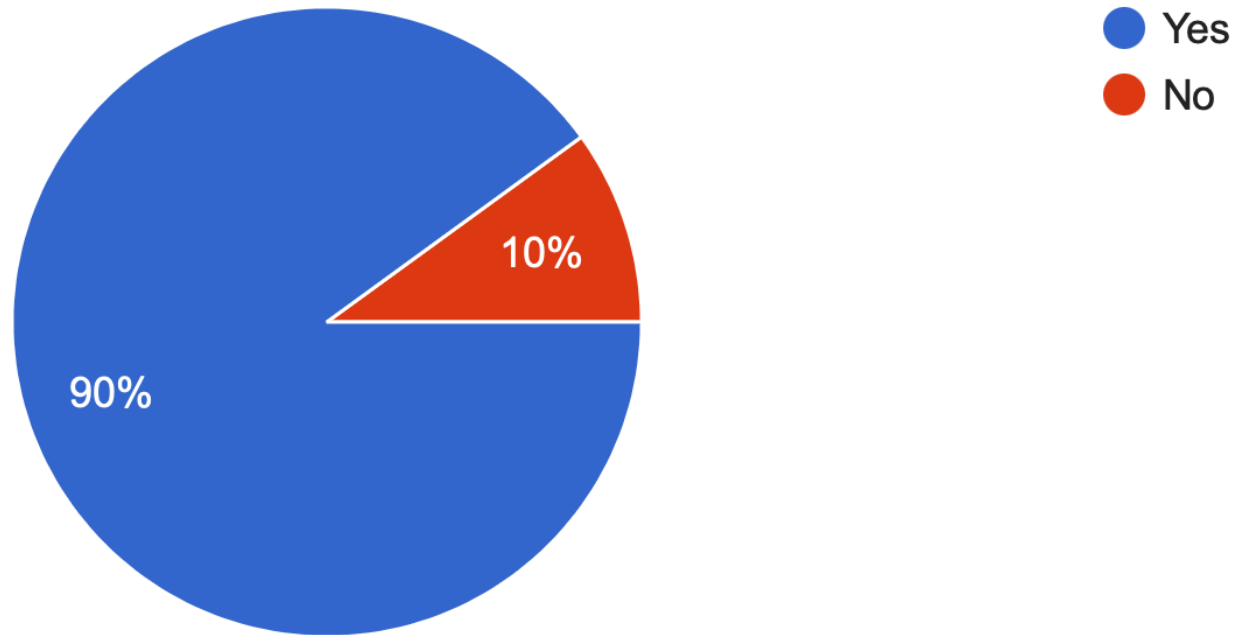
Rank access of information in terms of importance to your decision

10 responses



Do you buy hops from a distributor, such as Hops Connect?

10 responses

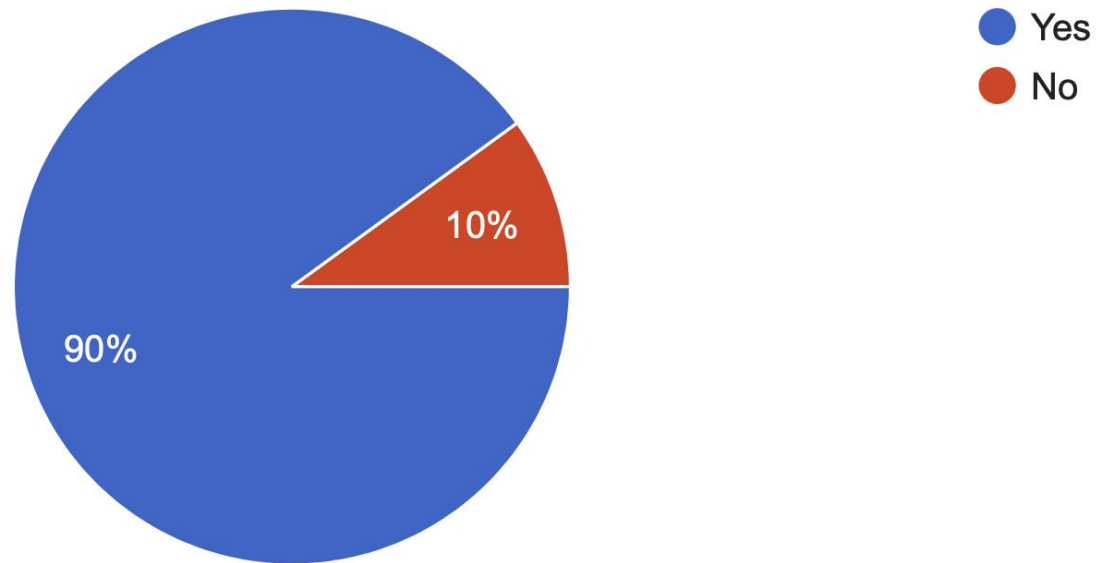


If yes, why do you prefer to source from a distributor?

- We are not big enough to build contract directly with major suppliers
- Quality. Availability
- our inventory is guaranteed
- Availability, and ability to secure hops on contract
- Ease & variety
- Ease
- Wider variety, Consistency of supply
- Proximity and customer service

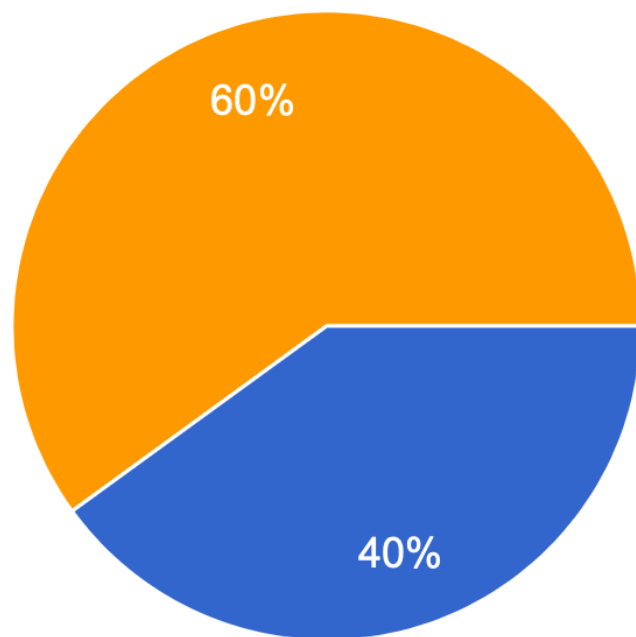
If there was a single source to get local Ontario Hops, would you use it?

10 responses



Do you see your usage of public varieties increasing or decreasing in the future?

10 responses



- Increasing
- Decreasing
- Staying the same

Do you have any other feedback or comments?

- You need more than yes/no to some of the these questions. Black/white will skew your results from reality. For example, I might be interesting in using a single local source of Ontario Hops but I'm not sure without information