

# PAUL GRAHAM CENTRAL WATERS BREWING COMPANY

Bringing the Wisconsin Hop,  
Malting Barley, and Brewing  
Industries Together

# Disclaimer!

I represent only one brewery of almost 70 in Wisconsin. While we will talk about facts, certain discussions may be of my own opinion (example – pricing/ quality/ etc.) and by no means are a representation of the entire Wisconsin brewing community.

# Wisconsin Grown Barley

- ▣ Central Waters Projects
- ▣ Other Brewery's Projects
- ▣ The current state of barley

# Wisconsin Grown Barley

## Stuczynski Farms

- ▣ 200 plus acre organic farm 2 miles outside of Amherst
- ▣ Rotates corn and soybeans – planting barley on fields every third year
- ▣ Made the grade first year, total loss the second

# Wisconsin Grown Barley



2010 Planting



# Wisconsin Grown Barley



2010 heads filling out



# Wisconsin Grown Barley



# Wisconsin Grown Barley

- ▣ 2009 crop – perfect.
- ▣ 2010 crop – total loss. Some head sprout damage and fusarium blight from extended wet weather at harvest time. Whole lot was sold as feed.



# Wisconsin Grown Barley

- ▣ South Shore Brewery
- ▣ Capital Brewery (wheat)
- ▣ Lakefront Brewery

# Wisconsin Grown Barley

- ▣ Barley in the U.S. is now driven by the domestic beer industry
- ▣ The feed market has become more opportunistic and less of a large barley consumer
- ▣ Barley is now a specialty crop often contracted by malsters
- ▣ It would be best to contact a malster if interested in growing barley

# Wisconsin Grown Barley

Questions and comments



# Wisconsin Grown Hops



# Wisconsin Grown Hops

- ▣ What brewers are looking for
- ▣ Can quality hops be grown in Wisconsin?
- ▣ Challenges of the Wisconsin hop projects
- ▣ Questions and comments

# Wisconsin Grown Hops

What brewers are looking for:

- ▣ Very high quality aroma varieties
- ▣ Consistent supply
- ▣ Innovation
- ▣ Fair pricing



# Wisconsin Grown Hops

Can quality hops be  
grown in Wisconsin?

# Wisconsin Grown Hops



# Wisconsin Grown Hops

## Challenges

- ▣ Right now – growing hops is the only easy part of the process
- ▣ Harvesting
- ▣ Drying
- ▣ Pelletizing
- ▣ Packaging
- ▣ Competitive, fair pricing



Wisconsin Grown Hops

Questions and  
comments