BarthHaas®

REPORT

2023/2024



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FOREWORD

Our company is one of many for whom the unstable geopolitical situation is increasingly becoming a part of daily business. In addition, our industry – from the hop producers to the brewers – finds itself exposed to growing pressure due to unfavorable political and economic circumstances and, not least, climate change. Everyone involved is plagued by at-risk supply chains, labor shortages, high energy costs, and increasingly complicated bureaucracy, with a growing flood of regulations. Climate change, with weather extremes in the form of heat and drought on the one hand and torrential rain with unprecedented water volume on the other, is presenting the hop industry with historic challenges.

As hop marketers and service providers, we at BarthHaas are in the midst of these difficulties – and have reached a point at which the risks can no longer be compensated for by means of price increases. Our entire industry is faced with structural problems that can only be solved through joint action. In these difficult times, we see ourselves more than ever as a link between hop growers and brewers. Only by cultivating and building on stable contacts with both sides, we can know the concerns and hardships of our suppliers and customers and respond to them at all times.

To make it possible for our hop growers to have stable yields and incomes, it is necessary to conduct further research on farming methods and optimize them. Thanks to the intensive collaboration of all the market participants, groundbreaking solutions have been developed for hops. As a result, there are already new varieties available today that can gradually replace the well-known, but climate-sensitive ones.

In recent years we have also worked successfully on the development of new hop products, so that brewers can produce their high-quality beers and other hop-based beverages more efficiently and profitably. And in the future, too, we aim to go on proving our creativity and innovativeness again and again to support our customers as a partner they can rely on.



Photo: Peter Hintermeier (left), Thomas Raiser (middle), Oliver Bergner (right)

CHANGES IN THE MANAGEMENT TEAM

Thomas Raiser, who has been head of sales and marketing since 2000, was appointed as the third managing director of BarthHaas alongside **Peter Hintermeier** and **Oliver Bergner** in August 2023. Peter Hintermeier is officially retiring on July 31, 2024. From then on, his responsibility for the purchasing, supply chain management, and sales/marketing functions will pass to Thomas Raiser. Together, Thomas Raiser and Oliver Bergner, who is responsible for human resources and finance, will lead the company in the tried-and-tested tandem management structure.

Stefanie Kaiser and **Hannes Schneeberger** took charge of sales management with effect from August 1, 2023. Stefanie Kaiser has belonged to the BarthHaas team since 2014 and, as head of sales administration, now leads the sales administrators and coordinators as well as the specialist sales teams. As head of sales management, Hannes Schneeberger, who joined the company in 2017, oversees the sales and key account managers.

WORLD POLITICS

Reporting period: June 2023 to May 2024

The global political situation remains highly unstable. While the war in Eastern Europe continues, another trouble spot has flared up in the Middle East. The increasingly violent conflicts are having a highly negative impact on the global democracy index. Democracies in developing and emerging countries are under threat, while autocracies are increasingly gaining ground.

War in Eastern Europe

Russia's war on Ukraine, which began in February 2022, continues unabated. There is no prospect of an end to the fighting. On June 15 and 16, 2024, Switzerland is hosting a Ukraine peace conference to which the Swiss have invited 160 delegations.

War in the Middle East

On October 7, 2023, the Palestinian radical Islamist Hamas carried out a surprise attack on settlements in Israel close to the border. In the attack, many people were killed or taken hostage. In response, Israel declared war for the first time since the Yom Kippur War (1973) and went on to destroy large swathes of the Gaza Strip.

In view of the catastrophic conditions for the civilian population in the Gaza Strip, there have been international calls for Israel to do everything possible to prevent genocide.

In Rafah, a border town to Egypt in the south of the Gaza Strip, more than one million Palestinians have sought refuge from the fighting. Israel's leadership suspects that the last battalions of Hamas and the surviving Israeli hostages are there. Out of concern for the high number of civilian casualties, the international community appealed to Israel not to begin a ground offensive. Israeli troops began their advance in early May. On May 24, 2024, the International Court of Justice (ICJ) ordered Israel to halt its military offensive in Rafah immediately. Israel emphasizes its right to self-defense.

During the Gaza offensive, Israel has also attacked targets in the West Bank and in Lebanon.

Other wars/conflicts

In **Niger**, the army overthrew the democratically elected president Mohamed Bazoum on July 26, 2023, and seized power. The country's military cooperation with the USA was terminated. The new rulers are banking on Russia as their new partner. Prior to the military coup, the country had been seen as the last democratic partner of Europe and the USA in the Sahel region.

In **Sudan**, heavy fighting has gone on between the troops of military leader Abdel Fattah al-Burhan and the RSF militia led by his former deputy Mohamed Hamdan Dagalo since April 2023. Tens of thousands of people have been killed to date and, according to UN figures, some 8.5 million have been made refugees.

Elections/government coalitions

In **Argentina** the right-wing populist **Javier Milei** won the presidential election on November 19, 2023.

In the election in the **Netherlands** on November 22, 2023, **Geert Wilders** and his radical right-wing Freedom Party PVV won the most votes. In order to be able to form a government, Wilders renounced his claim to become prime minister. He formed a coalition alliance with four other right-wing parties. The new prime minister is to be **Dick Schoof** who has no party affiliation.

In **Poland**, parliament confirmed the new pro-European government of the former president of the European Council and new Polish prime minister **Donald Tusk** on December 11, 2023.

In the presidential elections in **Taiwan** on January 13, 2024, the pro-independence candidate **Lai Ching-te** of the Democratic Progress Party (DPP) won the most votes.

In **Russia**, the presidential election in March 2024, which was accompanied by allegations of manipulation, was won by **Vladimir Putin** with a large majority according to a statement from the electoral commission. Many states have refused to recognize this election, however.

The parliamentary election in **South Korea** was won by the liberal opposition alliance on April 10, 2024. There is now a risk that the conservative head of state **Yoon Suk Yeol** will spend his last three years in office more or less as a lame duck as far as domestic policy is concerned.

The African National Congress (ANC) ruled **South Africa** alone from 1994. Following the result of the parliamentary election of May 29, 2024, it can only remain in government in a coalition.

In the **USA**, the presidential election will take place on November 5, 2024. The primaries were won by the incumbent president **Joe Biden** for the Democrats and former president **Donald Trump** for the Republicans.

NATO accession

In February 2024, after a lengthy blockade, Hungary became the last member of the military alliance to approve Sweden's accession to NATO. Sweden officially joined NATO as its 32nd member on March 7, 2024.

Admission of African Union to G20

The African Union (AU) is made up of 55 states. In September 2023, the AU was admitted to the G20, a forum of industrialized and emerging countries and the European Union (EU). The AU has been given the same status as the EU, previously the only regional organization with full membership.

WHY ARE MRLs SO CHALLENGING?

By Matt Lantz, Senior Vice President for Global Access, Bryant Christie Inc.

Pesticide Maximum Residue Levels (MRLs) are the fastest growing trade barrier in agriculture. Growers can follow the label only to have their product rejected in a foreign country because that country has no established MRL or has a MRL more restrictive. A missing or restrictive MRL can cost shippers tens of thousands of Euros and industries hundreds of millions of Euros. The MRL issue is growing more complicated. In the last 25 years, major MRL transitions have occurred in Europe, Great Britain, Japan, Korea, China, Taiwan, Hong Kong, Australia, and Canada. Each country has its own system and its own differing standards.

The hop industry is at the forefront of MRL issues and handles MRLs better than any commodity in the world. Hop growers in Europe and the US have cooperatively managed regulatory changes in key markets and established hundreds of hop MRLs around the world. Still, challenges remain. The three biggest challenges facing the hop industry are the EU pesticide/MRL system, channels of trade, and seeking MRLs in markets where there is no clear system for establishing MRLs.

European growers are already experiencing the effect of the EU's pesticide policies. Products previously approved for use have been revoked making it more difficult to grow the crop. At the same time, the EU is reducing many MRLs, making it difficult to export to the market. The hop industry regularly argues to the European Commission the need to maintain registrations and MRLs, while also seeking the approval of alternative crop protection resources, including biopesticides.

A second challenge is the "channels of trade" issue. This occurs when a grower applies an approved pesticide during one crop year, and in subsequent years the MRL is lowered. What was once a compliant product in storage is now no longer compliant. Hops face this issue regularly as hop products can remain in storage for years. To address this challenge, the hop industry maintains that specific language should be included in regulatory changes that if a pesticide was applied when legal and there is no human health concern, the crop should be considered compliant whenever it is placed on the market.

A final concern is that certain markets with few hop MRLs, although not testing for residues now, may do so in the future. Markets such as India and China do not have clearly established systems for seeking import MRLs. For China, pesticide registrants either must fully register the product for use in China, which is expensive, or seek an international Codex MRL, which China may later adopt. This takes years. India's MRL system is not yet well understood, and a US hop delegation will be traveling to India in September to see what options might exist to seek MRLs. Additional hop MRLs are needed in these markets.

Hop merchants, such as the BarthHass company, must navigate this complex system of regulations. Brewers demand that their inputs be compliant with domestic laws, and merchants must provide hop products that meet established national standards. For this reason, merchants must ask growers not to apply certain products, even if they are approved for domestic use. They also dedicate tremendous resources to residue testing and segregating lots for differing markets depending on MRLs. Such actions, while arduous and expensive, ensure that hops are compliant when they get to the buyer and issues do not arise.

The hop industry works collaboratively across the world to minimize the impact of pesticide MRLs on the industry. Progress has been made by establishing numerous hop MRLs, elevating problematic MRL issues to senior trade authorities, and seeking channels of trade language. This effort will continue in the years ahead.

To ensure success, the hop industry appeals to brewers to support the hop industry's efforts in addressing these critical issues with politicians and authorities. Only through close cooperation between the brewers and the hop industry on MRL issues will this challenging situation be successfully addressed.



WORLD ECONOMY

Reporting period: June 2023 to May 2024

Growth of the global **gross domestic product (GDP)** declined once again. After growing by 3.5 % in 2022, it grew by only 3.2 % in 2023. While economic output in the **USA** rose to 2.5 % (2022: 1.9 %), **China** achieved growth of 5.2 % (2022: 3.0 %). Japan had to cede third place in the rankings of the world's biggest economies to Germany, despite the fact that GDP in **Japan** was 1.9 % (2022: 0.9 %), while in **Germany** it fell to -0.1 % (2022: 1.9 %).

Interest rates

The **European Central Bank (ECB)** raised its key interest rate three times within the reporting period, finally lifting it to 4.5 % in September 2023. In its efforts to combat inflation, the ECB has now raised its base rate ten times in succession since July 2022.

The **US Federal Reserve Central Bank (Fed)** has countered inflation with a tight monetary policy since the spring of 2022. Its last interest rate increase was in July 2023, bringing the prime rate to 5.25 to 5.50 %, its highest level in 22 years.

Currencies

The exchange rate movements of the **euro** relative to the **US dollar** in the reporting period fluctuated in a range between 1.12 USD, its highest value, in July 2023 and 1.05 USD, its lowest, in October 2023.

Stock market

The **Dow Jones index (DJIA)** and the **German share index (DAX)** both recorded their lowest levels within the reporting period of 32,327 and 14,667 points, respectively, on October 27, 2023. Both indices recovered and went on to reach all-time highs. The DJIA reached its peak on May 20, 2024, at 40,077 points, as did the DAX on May 15, 2024, at 18,893 points.

Oil price

The **oil price** began to rise from late June 2023 as the major oil-producing countries curbed supply. The price peaked on September 27. A barrel (159 liters) of North Sea Brent crude oil cost 94.38 USD. Weak demand as a result of the fragile economic situation brought the price down again. On December 12, the oil price stood at 73.33 USD, its lowest level during the reporting period. Upward price pressure returned, however, due to tightening of supply and growing geopolitical risks in the Middle East.

CURRENCY EXCHANGE RATES

1 EUR EQUALS (REFERENCE BY ECB):

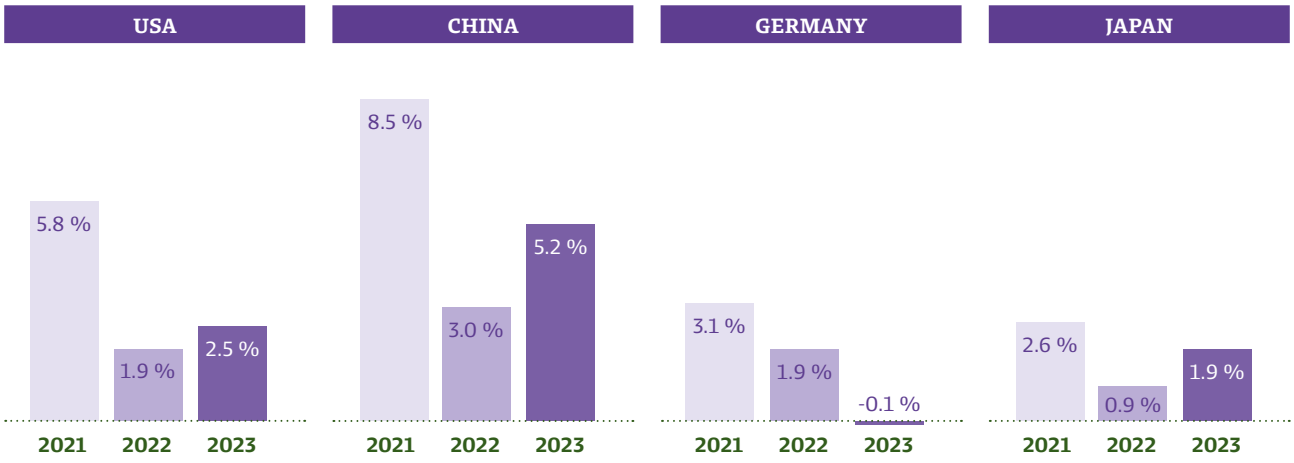
	on May 31, 2023	on May 31, 2024		on May 31, 2023	on May 31, 2024
Australia	1.6497 AUD	1.6315 AUD	**Poland**	4.5368 PLN	4.2645 PLN
China	7.5926 CNY	7.8577 CNY	**Switzerland**	0.9724 CHF	0.9818 CHF
United Kingdom	0.86405 GBP	0.85365 GBP	**South Africa**	21.1353 ZAR	20.2927 ZAR
Japan	149.13 JPY	170.52 JPY	**Czech Republic**	23.741 CZK	24.709 CZK
Canada	1.4582 CAD	1.4804 CAD	**USA**	1.0683 USD	1.0852 USD

These exchange rates can only serve as an indication. They vary from bank to bank and are not binding.



KEY DATA

GDP growth (real)



		Balance of payments in USD bn	Balance of trade in USD bn	Inflation rate Ø*	Interest rate Ø*	Unemployment (as of 31.12.)
USA	2021	-831.4	-1,083.5	4.7 %	1.44 %	5.4 %
	2022	-971.6	-1,183.0	8.0 %	2.95 %	3.6 %
	2023	-822.9	-1,059.6	4.1 %	3.96 %	3.6 %
China	2021	324.1	562.7	0.9 %	3.01 %	4.3 %
	2022	372.9	668.6	2.0 %	2.76 %	4.6 %
	2023	242.2	608.1	0.2 %	2.71 %	4.1 %
Germany	2021	312.1	233.1	3.2 %	-0.34 %	5.7 %
	2022	174.8	133.3	8.7 %	1.17 %	5.3 %
	2023	262.7	245.3	6.0 %	2.48 %	5.7 %
Japan	2021	196.6	16.7	-0.3 %	0.07 %	2.8 %
	2022	84.9	-117.5	2.5 %	0.23 %	2.6 %
	2023	145.4	-48.8	3.3 %	0.56 %	2.6 %

The figures for 2021 and 2022 have been revised according to the latest statistics and subsequent recalculation.
** Interest rate for 10-year bonds.*



EUROPEAN UNION

Reporting period: June 2023 to May 2024

Accession to the European Union

At the EU summit in Brussels in December 2023, the heads of state and government resolved to open accession negotiations with **Ukraine** and the neighboring **Republic of Moldova**. In March 2024 it was decided to begin accession negotiations with the West Balkan state of **Bosnia-Herzegovina**.

EU Supply Chain Act

The strict supply chain law adopted by the European Union in May 2024 makes companies more accountable in the event of any human rights violations in their supply chains.

Free Trade Agreement (FTA)

A bilateral free trade agreement between the EU and New Zealand came into effect on May 1, 2024. It is intended to strengthen economic ties between the two and facilitate more trade through tariff reductions.

Asylum and Migration Policy

On April 10, 2024, the European Parliament adopted a comprehensive reform of asylum and migration policy which had been agreed upon by the EU parliament and the EU member states in December 2023 following months of contentious debate. Essentially, the reform provides for stricter asylum rules, asylum procedures at the EU's external borders and a mandatory solidarity mechanism among the member states. One central element is that arriving asylum seekers with little chance of being granted the right to stay can be deported more quickly and directly from the external border.

Common Agricultural Policy (CAP)

January 1, 2023 marked the beginning of the Common Agricultural Policy for the years 2023 to 2027 and the associated implementation of the 28 approved CAP Strategy Plans in the 27 EU countries. The new CAP will be a key element in implementing the "Farm to Fork" Strategy and the Biodiversity Strategy. At the end of 2023, the European Commission presented a report assessing the CAP Strategic Plans and focusing on common goals within the context of the "Green Deal". The measures involved are focused on ten specific goals which are connected with the social, environmental and economic sustainability of agriculture and rural areas. The political reforms of the new CAP are intended to contribute to providing more environmentally friendly and fairer support for agriculture and fostering the competitiveness of the agricultural and food sectors at the same time. The financing package that has been made available for these measures amounts to 307bn euros made up of 264bn euros from the EU budget and additional support of 43bn euros in the form of national funding. According to the expenditure distribution plans, 62 % will go into direct payments, 35 % into rural development and 3 % into sector support.

Farmers in the European Union see themselves in great difficulties and are suffering from a sense of insecurity which found expression in the farmers' protests throughout Europe at the beginning of 2024. On top of the negative impact of a great number of extreme weather events and subsequent fluctuations in crop yields, they are feeling the effects of rising energy and materials costs, high inflation, and rapidly changing international trade flows as a result of the support for Ukraine. All this has led to further insecurity and tensions in the agricultural markets.

Since January 2024 the European Commission has proposed targeted reviews of certain conditionalities in the regulation governing the CAP Strategy Plans in order to provide support and relief for agriculture and the food supply chain. For example, certain CAP measures now being quickly revised were intended to maintain environmental and climate protection standards, known as "good agricultural and environmental condition" (GAEC), but were proving to be extremely challenging to implement. In addition, monitoring centers are to be set up to monitor production costs, profit margins, and trading practices in the agricultural and food supply chain. A further proposal suggests that specific improvements be made to the existing legal framework defined in the regulation governing a common market organization (CMO) for agricultural produce.

On April 24, 2024, the European Parliament voted in favor of the simplification measures for farmers proposed by the European Commission and also in favor of strengthening the position of the farmers in food supply. The member states are now called upon to implement these measures.

Implications for hops as a specialty crop

As part of the process of simplifying CAP 2023–2027, the hop certification regulations were reformed. This involved asking the individual member states what adjustments they wished and discussing them. Additionally, the member states were asked to assess the adjustments proposed by the EU Commission.

EUROPEAN UNION

As of December 28, 2023, the applicable regulations for the import of hops and hop products from third countries are

- Implementing Regulation (EU) 2023/2834 of October 10, 2023
- Implementing Regulation (EU) 2023/2835 of October 10, 2023

The adjustments facilitated the digitalization and simplification of the clearance procedure, including the issuance of attestations of equivalence for the institutions in third countries.

The two regulations for certification of hops and hop products of European Union origin applicable since March 8 are

- Implementing Regulation (EU) 2024/601 of December 14, 2023
- Implementing Regulation (EU) 2024/602 of December 14, 2023

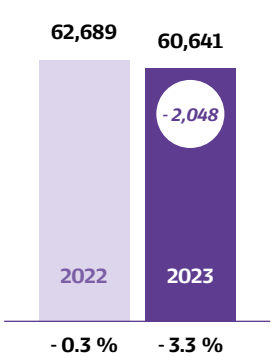
The hop-producing member states now have to determine whether the European Commission's reforms of the hop certification regulations require adjustments to be made at national level. Efforts are already being made to digitalize and thus simplify the path of the accompanying certificate from the first certification of the cone hops to the second certification of hop products.

Commission Regulation (EC) No. 1299–2007 on the recognition of producer groups for hops defines the requirements that must be met in order to be recognized as a producer organization. The system of granting EU hop subsidies to the two German producers' organizations is implemented at national level by the Federal Agency for Agriculture and Food, and the necessary preconditions continue to be met. Considerable efforts have been made within the framework of the entire German hop industry to secure the subsidies. According to the guidelines of the CAP Strategy Plan, the use of hop subsidies must be aligned with defined programs. This adjustment will restrict the future use of the subsidies and lead to changes in the German hop industry.

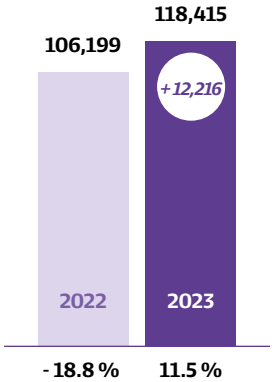


WORLD MARKET DATA

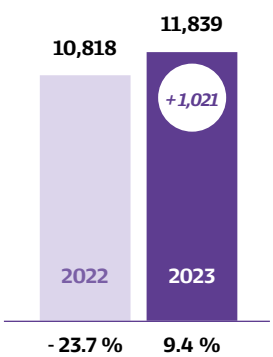
Hop cultivation area in ha



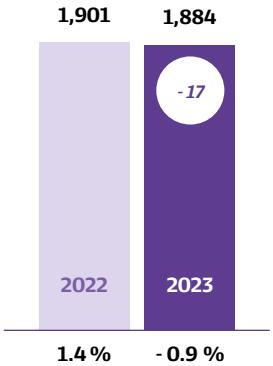
Hop production in mt



Hop alpha production in mt



Beer production in m hl



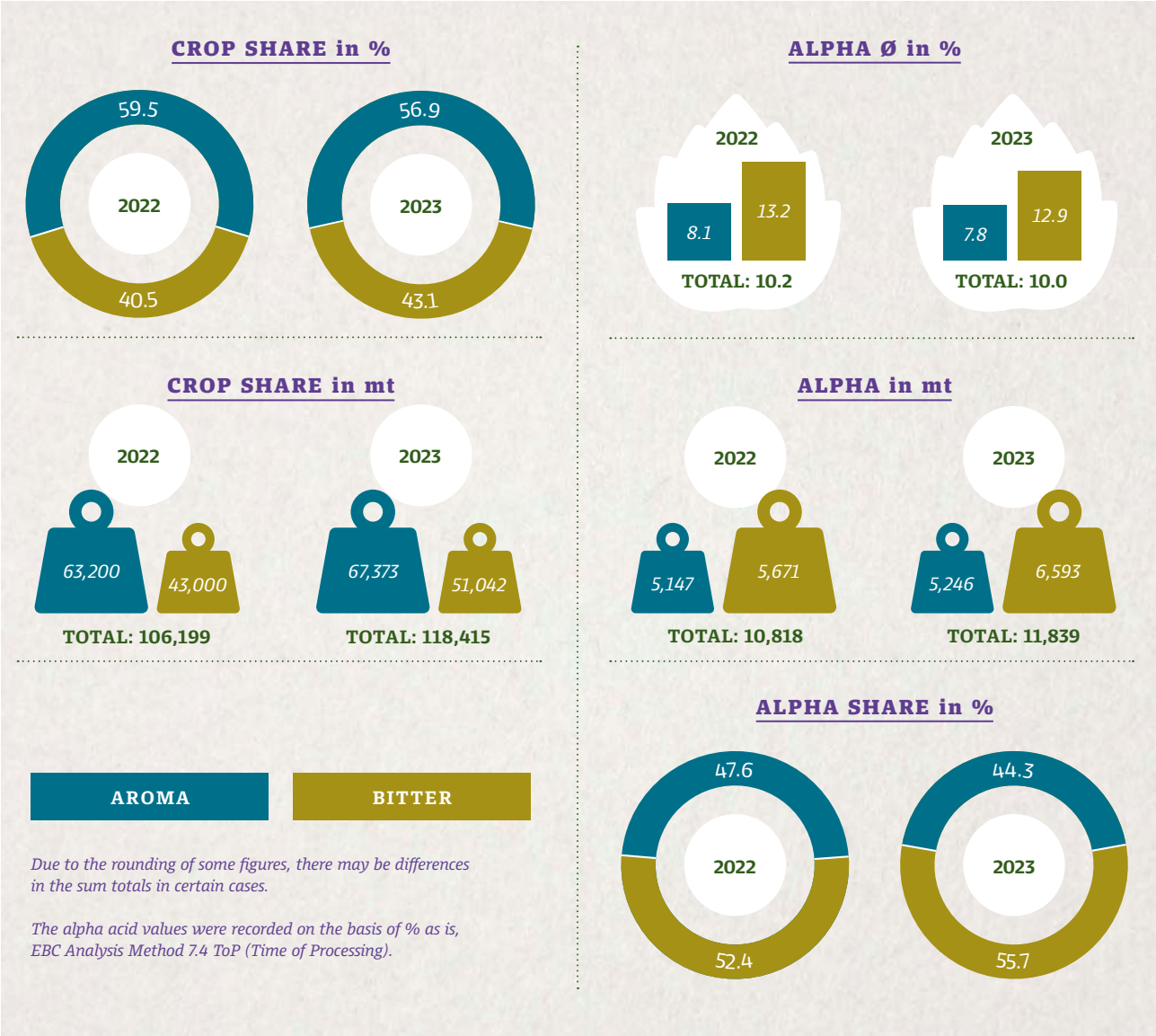
WORLD ACREAGE AND CROP 2022/2023

		2022				2023			
		Acreage ha	Production mt	Ø-Alpha %	Alpha mt	Acreage ha	Production mt	Ø-Alpha %	Alpha mt
Germany	Hallertau	17,111	29,152	10.3 %	3,011	17,129	34,949	9.7 %	3,374
	Elbe-Saale	1,576	2,529	10.0 %	253	1,563	3,056	10.7 %	326
	Tettnang	1,497	2,302	7.5 %	173	1,517	2,533	7.4 %	187
	Spalt	409	411	5.0 %	21	403	672	6.3 %	42
	Other	12	12	7.2 %	1	18	23	9.1 %	2
	Total	**20,605**	**34,406**	**10.1 %**	**3,459**	**20,629**	**41,234**	**9.5 %**	**3,932**
Czech Republic	Saaz	3,801	3,176	3.7 %	119	3,744	5,268	3.6 %	188
	Tirschitz	622	733	3.5 %	26	616	845	3.1 %	27
	Auscha	521	543	4.6 %	25	500	885	4.0 %	35
	Total	**4,943**	**4,452**	**3.8 %**	**169**	**4,860**	**6,997**	**3.6 %**	**249**
Slovenia		1,626	2,283	5.0 %	114	1,676	2,735	6.9 %	189
Poland		1,728	3,425	9.1 %	312	1,652	3,505	9.2 %	321
France		673	769	3.8 %	29	726	940	4.9 %	46
Spain (incl. Galicia)		597	1,059	11.1 %	118	580	851	10.8 %	92
Romania		270	185	9.2 %	17	275	255	9.3 %	24
Austria		266	450	7.0 %	31	269	381	7.0 %	27
Belgium		185	242	6.7 %	16	185	309	9.0 %	28
Slovakia		36	22	3.1 %	1	38	20	3.1 %	1
Bulgaria		39	58	10.0 %	6	33	60	10.1 %	6
Italy**		-	-	-	-	20	20	5.8 %	1
Portugal		12	8	10.0 %	1	12	10	10.0 %	1
Netherlands		5	2	9.2 %	0	5	2	12.2 %	0
European Union		**30,984**	**47,360**	**9.0 %**	**4,273**	**30,960**	**57,319**	**8.6 %**	**4,917**
England		655	641	6.8 %	44	561	780	7.7 %	60
Russia*		*287*	*215*	4.5 %	*10*	300	360	4.7 %	17
Ukraine*		150	158	4.9 %	8	130	160	4.9 %	8
Turkey		138	114	10.3 %	12	128	102	9.7 %	10
Belarus		62	92	8.7 %	8	62	83	8.5 %	7
Switzerland		18	20	8.1 %	2	17	28	8.5 %	2
Serbia		11	12	9.2 %	1	10	11	9.4 %	1
Rest of Europe		***1,321***	***1,252***	**6.7 %**	***84***	**1,208**	**1,525**	**6.9 %**	**105**
EUROPE		***32,305***	***48,612***	**9.0 %**	***4,357***	**32,168**	**58,843**	**8.5 %**	**5,022**
USA	Washington	17,306	32,573	12.1 %	3,953	15,723	34,727	12.1 %	4,218
	Idaho	3,750	7,290	10.8 %	789	3,499	7,644	11.4 %	874
	Oregon	3,139	6,079	10.6 %	643	2,761	4,822	10.3 %	496
	PNW-States	**24,195**	**45,943**	**11.7 %**	**5,385**	**21,982**	**47,193**	**11.8 %**	**5,588**
	Other States	563	420	8.6 %	36	563	408	8.6 %	35
	Total	**24,758**	**46,363**	**11.7 %**	**5,421**	**22,545**	**47,601**	**11.8 %**	**5,623**
Canada*		204	160	9.1 %	15	206	160	9.1 %	15
Argentina		194	314	9.1 %	29	205	303	10.1 %	31
AMERICA		**25,156**	**46,837**	**11.7 %**	**5,464**	**22,956**	**48,064**	**11.8 %**	**5,669**
China	Xinjiang	1,350	3,399	7.2 %	245	1,548	3,991	7.1 %	285
	Gansu	1,075	2,615	7.1 %	185	1,053	2,589	7.3 %	190
	Total	**2,424**	**6,014**	**7.2 %**	**430**	**2,601**	**6,580**	**7.2 %**	**475**
Japan		80	166	5.2 %	9	78	123	5.2 %	6
ASIA		**2,504**	**6,180**	**7.1 %**	**439**	**2,679**	**6,703**	**7.2 %**	**481**
South Africa		405	715	12.8 %	92	408	740	13.6 %	101
AFRICA		**405**	**715**	**12.8 %**	**92**	**408**	**740**	**13.6 %**	**101**
New Zealand*		1,400	2,030	10.0 %	204	1,480	2,100	10.1 %	211
Australia		919	1,824	14.4 %	262	951	1,965	18.1 %	356
AUSTRALIA/OCEANIA		**2,319**	**3,854**	**12.1 %**	**466**	**2,431**	**4,065**	**13.9 %**	**567**
WORLD		***62,689***	***106,199***	**10.2 %**	***10,818***	**60,641**	**118,415**	**10.0 %**	**11,839**

** Estimate ** For the first time, statistical data on hop growing in Italy is available through membership in the International Hop Growers' Convention (IHGC). Italics: Corrections for 2022 as stated in last year's report.*

ALPHA ACID PRODUCTION

The world hop crop, divided according to variety groups, produced the following alpha acid volume:



Due to the rounding of some figures, there may be differences in the sum totals in certain cases.

The alpha acid values were recorded on the basis of % as is, EBC Analysis Method 7.4 ToP (Time of Processing).

The crop volume in 2023 was up 12 % year on year (12,200 mt) despite acreage being 3 % lower (2,050 ha). The average yield in mt/ha was within the long-term average. The alpha yield rose by 9 % (1,000 mt).

The proportion of aroma hops in crop yield and alpha production fell by 3 %, while that of bitter hops increased accordingly.

The combined share of the two principal hop-growing countries, the USA and Germany, in world alpha production volume amounted to 81 % (2022: 82 %). The USA accounted for 48 % (2022: 50 %) and Germany for 33 % (2022: 32 %). In the aroma category, the USA saw its share fall to 60 % (2022: 70 %) while Germany's rose to 33 % (2022: 12 %). Germany's share of alpha volume from bitter varieties was 46 % (2022: 50 %); the USA accounted for 38 % (2022: 32 %).

The working group "Arbeitsgruppe Hopfenanalyse" (AHA) publishes the average alpha acid values measured in freshly harvested hops. The members of AHA are the in-house laboratories of the German processing plants Hallertauer Hopfenveredelungsgesellschaft Mainburg and Hopfenveredelung St. Johann, HVG Mainburg, LfL Hüll, BLQ Weihenstephan, VLB Berlin, Labor Veritas (Zurich), TU Berlin and IHPS Žalec. These values form the basis for any adjustments of supply contracts between the brewing industry and the hop industry containing an "alpha clause". The average values serve as the basis for parties concluding new supply contracts containing an "alpha clause". The table includes the designation of varieties as aroma hops (A) or bitter hops (B) in accordance with IHGC (International Hop Growers' Convention) classification.

ALPHA ACID PRODUCTION

Alpha acid values of the AHA as is, as per EBC 7.4, in freshly harvested hops

All other alpha acid values mentioned in the Barth Report were recorded on the basis of % as is, EBC 7.4 ToP (Time of Processing).

Area	Variety	Type	2022	2023	Ø 5 Years	Ø 10 Years
Hallertau	Hallertau Mittelfrueh	*A*	3.1	2.9	4.0	3.8
	Hersbruck Spaet	*A*	1.9	3.0	3.1	2.7
	Saphir	*A*	2.6	3.1	3.5	3.4
	Opal	*A*	6.1	6.7	7.5	7.2
	Smaragd	*A*	4.0	5.4	5.6	5.2
	Perle	*A*	4.9	6.0	6.8	6.7
	Spalt Select	*A*	3.3	4.7	4.8	4.5
	Hallertau Tradition	*A*	5.2	4.9	5.6	5.6
	Mandarina Bavaria	*A*	8.2	7.9	8.6	8.1
	Hallertau Blanc	*A*	8.1	8.7	9.3	9.1
	Huell Melon	*A*	6.3	6.9	7.1	6.5
	Northern Brewer	*A*	6.4	7.5	8.3	8.2
	Polaris	*B*	18.5	18.0	19.6	19.5
	Hallertau Magnum	*B*	12.2	11.8	13.3	13.1
	Nugget	*B*	9.9	11.9	11.1	10.8
	Hallertau Taurus	*B*	14.6	13.8	15.6	15.5
	Herkules	*B*	15.4	13.9	16.1	16.1
Elbe-Saale	Hallertau Magnum	*B*	12.0	14.2	12.8	12.1
Tettnang	Tettnang	*A*	2.6	2.6	3.6	3.5
	Hallertau Mittelfrueh	*A*	3.2	3.3	4.1	4.1
Spalt	Spalt	*A*	2.8	3.0	3.9	3.6
	Spalt Select	*A*	2.8	5.4	4.7	4.4
Czech Rep.	Saaz	*A*	2.8	2.6	3.3	3.1
	Sládek	*A*	6.0	6.1	6.4	6.1
	Premiant	*A*	7.8	7.0	7.6	7.4
Poland	Lubelski	*A*	3.9	3.2	4.0	3.4
	Marynka	*A*	8.2	7.8	8.0	8.1
	Sybilla	*A*	6.3	5.7	6.1	5.6
Slovenia	Aurora	*A*	7.0	9.7	8.5	8.6
	Savinjski Golding	*A*	2.4	3.1	3.1	3.0
	Bobek	*A*	3.4	5.9	4.8	4.8
	Celeia	*A*	2.6	4.1	3.5	3.4

Alpha acid values as is, as per EBC 7.4, ToP (Time of Processing)

USA	Nugget	*B*	13.8	12.9	13.6	13.4
	CTZ	*B*	15.1	14.5	15.3	15.1
	HBC 682	*B*	18.0	17.1	17.9	17.5
	Eureka!™	*B*	17.0	16.7	17.6	-

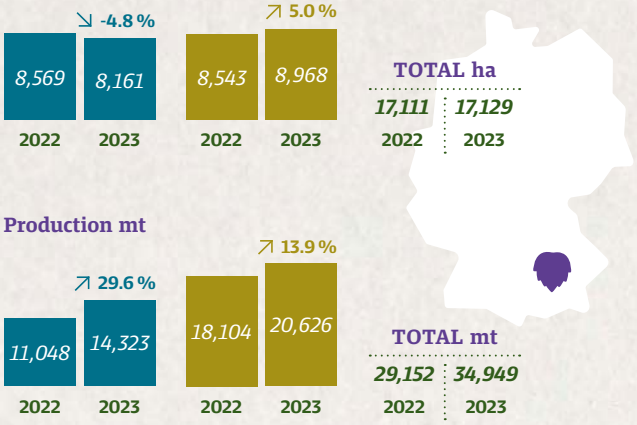
***Typ A** = Aroma* ***Typ B** = Bitter*



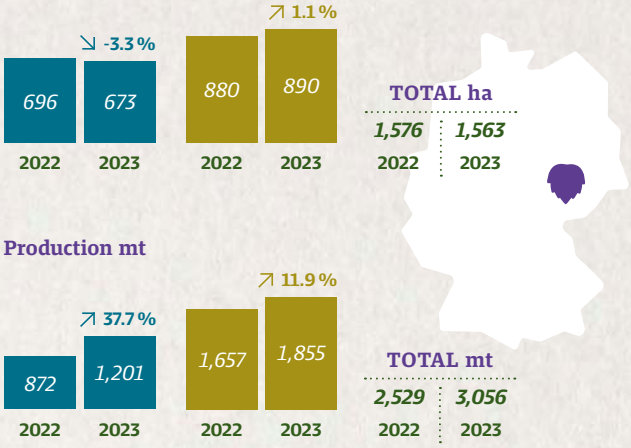
COUNTRY REPORT: GERMANY

Results for 2022 and 2023 by growing area and variety group

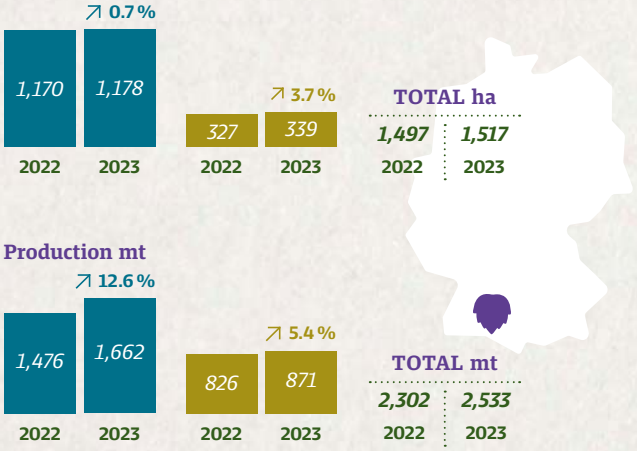
HALLERTAU



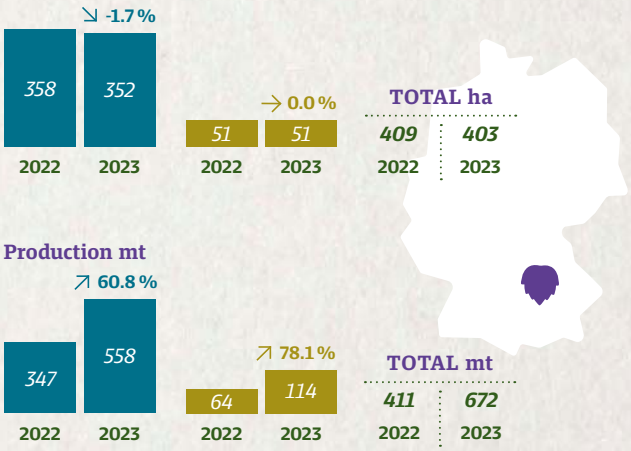
ELBE-SAALE



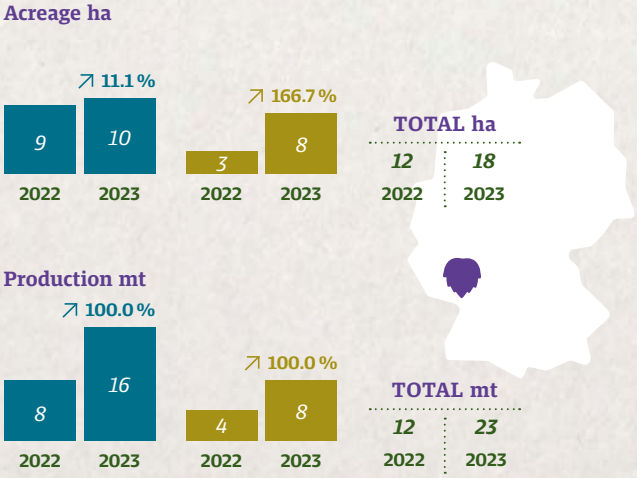
TETTNANG



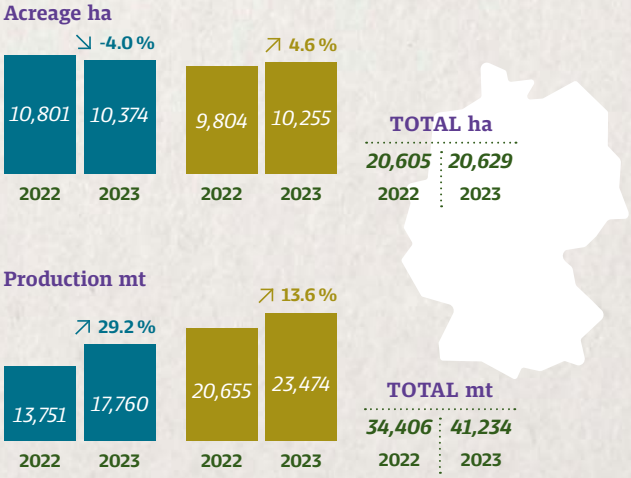
SPALT



OTHER



GERMANY TOTAL



AROMA | BITTER

The rounding of acreage and production figures may sometimes lead to differences in sum totals.

COUNTRY REPORT: GERMANY

Farm structure

The number of hop growers in Germany continues to decline. Another 13 farms have stopped growing hops. The average planted area of the remaining 1,040 farms rose to 19.8 ha (+0.2 ha) per farm in crop year 2023. There are 841 farms with an average hop acreage of 20.4 ha in the Hallertau area, 30 farms (52.1 ha) in the Elbe-Saale area, 124 farms (12.2 ha) in Tettnang, 44 farms (9.2 ha) in Spalt and one farm with 18 ha in the rest of Germany.

Acreage development over the past five years

Variety	2019 ha	2020 ha	2021 ha	2022 ha	2023 ha	Difference to previous year	Change in %	Percentage of acreage 2023
Perle	3,148	3,297	3,331	3,354	3,235	-119	-3.5 %	15.7 %
Hallertau Tradition	2,770	2,870	2,844	2,786	2,702	-84	-3.0 %	13.1 %
Hersbruck Spaet	918	904	821	810	785	-25	-3.1 %	3.8 %
Tettnang	732	718	682	654	646	-8	-1.2 %	3.1 %
Hallertau Mittelfrueh	678	671	650	636	615	-21	-3.3 %	3.0 %
Spalt Select	611	608	558	538	528	-10	-1.9 %	2.6 %
Saphir	492	449	395	374	330	-44	-11.8 %	1.6 %
Northern Brewer	279	266	255	230	192	-38	-16.5 %	0.9 %
Mandarina Bavaria	298	278	230	195	187	-8	-4.1 %	0.9 %
Saaz	156	157	162	160	156	-4	-2.5 %	0.8 %
Opal	146	144	138	135	137	2	1.5 %	0.7 %
Akoya	-	26	104	122	131	9	7.4 %	0.6 %
Hallertau Blanc	167	167	149	127	112	-15	-11.8 %	0.5 %
Spalt	118	113	107	106	106	0	0.0 %	0.5 %
Other Aroma	707	667	573	571	512	-59	-10.3 %	2.5 %
Total Aroma	**11,221**	**11,335**	**10,999**	**10,801**	**10,374**	**-427**	**-4.0 %**	**50.3 %**
Herkules	6,554	6,717	6,974	7,142	7,498	356	5.0 %	36.3 %
Hallertau Magnum	1,954	1,918	1,861	1,813	1,770	-43	-2.4 %	8.6 %
Polaris	275	340	437	494	561	67	13.6 %	2.7 %
Hallertau Taurus	228	211	169	161	147	-14	-8.7 %	0.7 %
Nugget	123	123	111	110	101	-9	-8.2 %	0.5 %
Other Bitter	61	61	70	85	178	93	109.4 %	0.9 %
Total Bitter	**9,195**	**9,371**	**9,622**	**9,804**	**10,255**	**451**	**4.6 %**	**49.7 %**
GERMANY TOTAL	**20,417**	**20,706**	**20,620**	**20,605**	**20,629**	**24**	**0.1 %**	**100.0 %**

The addition of rounded acreage figures may lead to differences in sum totals.



COUNTRY REPORT: GERMANY

Acreage and variety development

Acreage increased by only 24 ha year on year, thus remaining virtually unchanged for the third year in succession. However, the process of change in the varietal mix from aroma to bitter hops continued. The planted area of **aroma varieties** was reduced by 427 ha (-4 %), while that of **bitter varieties** expanded by 451 ha (+5 %). Total acreage in Germany in crop year 2023 was 20,629 ha. The ratio of aroma to bitter varieties shifted from 52 : 48 in crop year 2022 to 50 : 50 in 2023.

In the **Hallertau** growing area, aroma variety acreage declined by 5 %. At the same time, bitter varieties saw their acreage increase by 5 %, as a result of which total hop acreage remained virtually unchanged year on year. In the **Elbe-Saale** area, aroma acreage fell by 3 %, while bitter varieties saw an increase of 1 %. Total hop acreage declined by less than 1 %. In the **Tettnang** growing area, total hop acreage increased by 1 % as a result of new planting of both aroma and bitter varieties. There was a decline of 1 % in total acreage in the **Spalt** area due to clearing of aroma hops. Bitter variety acreage remained unchanged. The acreage shares of the growing areas remained unchanged year on year: Hallertau 17,129 ha (83 %), Elbe-Saale 1,563 ha (8 %), Tettnang 1,517 ha (7 %), Spalt 403 ha (2 %) and others 18 ha.

TOP 5 VARIETIES BY ACREAGE SHARE 2023

36 %	16 %	13 %	9 %	4 %
HERKULES	PERLE	HALLERTAU TRADITION	HALLERTAU MAGNUM	HERSBRUCK SPAET

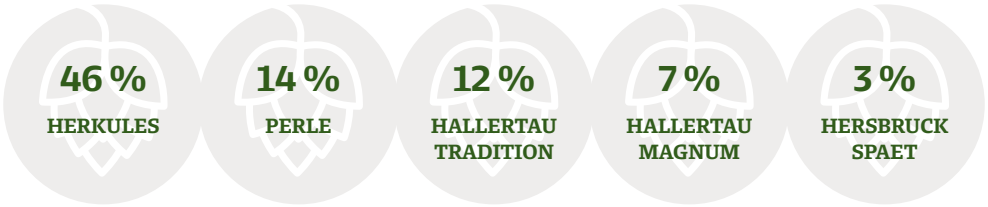
The five leading hop varieties in Germany slightly increased their share of total acreage in crop year 2023 to 78 %. This is all the more surprising because only the number-one variety saw any acreage expansion, while numbers two to five saw their acreage decline.

Herkules, which has been Germany's most widely grown variety since 2013, consolidated its dominant position with an acreage increase of 356 ha (+5 %), bringing its share of total acreage to 36 %. Although its acreage fell by 119 ha (-4 %), **Perle** remained the number-two variety with an acreage share of 16 %. The acreage planted with **Hallertau Tradition** decreased by 84 ha (-3 %). It remained in third place with 13 % of total acreage. Even though **Hallertau Magnum** is a bitter variety, it also saw a decline in acreage – in this case by 43 ha (-2 %) – but still remains in fourth place. There is also no change in fifth place which is occupied by **Hersbruck**. Its acreage declined by 25 ha (-3 %). Apart from **Herkules**, another variety to see significant acreage expansion was **Polaris** with an increase of 67 ha (+14 %). The new bitter variety **Titan** already has an acreage of just under 100 ha, and planting of the new aroma variety **Tango** (62 ha) is also being accelerated.



COUNTRY REPORT: GERMANY

TOP 5 VARIETIES BY SHARE OF CROP VOLUME IN 2023



2022 and 2023 crop volumes and average yields

Variety	2022 mt	2023 mt	Percentage change	Share of crop volume in 2023	Ø Yield mt/ha 2022	Ø Yield mt/ha 2023	Ø Yield mt/ha Ø 5 years
Perle	4,002	5,936	48.3 %	14.4 %	1.19	1.83	1.81
Hallertau Tradition	3,588	4,747	32.3 %	11.5 %	1.29	1.76	1.78
Hersbruck Spaet	1,167	1,251	7.2 %	3.0 %	1.44	1.59	1.72
Spalt Select	727	924	27.1 %	2.2 %	1.35	1.75	1.82
Hallertau Mittelfrueh	628	787	25.3 %	1.9 %	0.99	1.28	1.41
Tettnang	704	717	1.8 %	1.7 %	1.08	1.11	1.34
Saphir	566	641	13.3 %	1.6 %	1.51	1.94	2.00
Mandarina Bavaria	388	407	4.9 %	1.0 %	1.99	2.18	2.41
Northern Brewer	248	308	24.2 %	0.7 %	1.08	1.60	1.67
Saaz	157	237	51.0 %	0.6 %	0.98	1.52	1.41
Hallertau Blanc	241	236	-2.1 %	0.6 %	1.89	2.11	2.30
Amarillo	294	223	-24.1 %	0.5 %	2.13	2.47	2.52
Opal	156	220	41.0 %	0.5 %	1.16	1.61	1.76
Akoya	162	209	29.0 %	0.5 %	1.33	1.60	0.98
Cascade	109	139	27.5 %	0.3 %	1.77	2.14	2.22
Callista	111	132	18.9 %	0.3 %	1.86	2.36	2.34
Smaragd	99	103	4.0 %	0.2 %	1.48	1.80	1.88
Ariana	99	100	1.0 %	0.2 %	1.37	1.84	1.97
Other Aroma	304	443	45.7 %	1.1 %	-	0.87	-
Total Aroma	**13,750**	**17,760**	**29.2 %**	**43.1 %**	**1.27**	**1.71**	**1.77**
Herkules	16,511	18,923	14.6 %	45.9 %	2.31	2.52	2.76
Hallertau Magnum	2,792	3,079	10.3 %	7.5 %	1.54	1.74	1.99
Polaris	807	885	9.7 %	2.1 %	1.63	1.58	1.75
Hallertau Taurus	221	244	10.4 %	0.6 %	1.37	1.66	1.85
Nugget	221	242	9.5 %	0.6 %	2.01	2.40	2.45
Other Bitter	104	101	-2.9 %	0.2 %	1.22	0.57	1.09
Total Bitter	**20,656**	**23,474**	**13.6 %**	**56.9 %**	**2.11**	**2.29**	**2.53**
GERMANY TOTAL	**34,406**	**41,234**	**19.8 %**	**100.0 %**	**1.67**	**2.00**	**2.12**

The addition of rounded production figures may lead to differences in sum totals.

Crop volume

The 2022/2023 winter season was very mild, with the exception of a brief cold spell in mid-December. Precipitation levels in January and February were also significantly below the long-term average. When spring work began, conditions in the hop yards were good. However, the onset of a period of changeable weather caused this work to be interrupted repeatedly. In addition, cool temperatures held back shoot growth. Many of the growers therefore started bine training a good week later than usual, and their work was interrupted again and again by almost daily rainfall. The weather conditions changed in late May/early June, with warm weather providing favorable conditions for plant growth. As a result, the plants largely made up for the slow start, and by mid-June they were only a few days behind the long-term average. The midsummer weather continued into July, culminating in daytime temperatures of up to 36 degrees by the middle of the month. Because there was also little rain, the soil dried out down to the deeper layers, severely limiting

COUNTRY REPORT: GERMANY

the ability of the roots to absorb nutrients. The water stress was reflected in the appearance of the hop plants. Lateral formation was seriously retarded and the bines were thin and narrowed towards the top.

It was not until late July that growing conditions improved in all the German growing areas thanks to plentiful rainfall and lower temperatures. This promoted cone development and helped to make up for the plants' frail appearance at least to some extent. In the last week of August, plants were damaged by strong winds. One gale in the south of the Hallertau area caused some trellis systems to collapse completely. Hop picking began on most of the farms in early September, which was in line with normal crop years.

The total volume of hops harvested in Germany in 2023 was 41,234 mt, a year-on-year increase of 6,828 mt (20 %). The Hallertau region accounted for 85 % of crop volume, followed by the Elbe-Saale area with 7 %, Tettnang with 6 % and Spalt with 2 %.

The average yield of 2.0 mt/ha (+20 %) is 6 % lower than that of the last five crop years (2019 to 2023). Although the average yield (mt/ha) from the **aroma varieties** in 2023 was 35 % higher year on year, it was still 4 % below the average of the last five crop years. The yield from the **bitter varieties** was 9 % higher year on year, but 10 % lower than the last five years' average.



Alpha content

The alpha acid content levels in the 2023 hop crop were higher in some varieties and lower in others year on year. With only a few exceptions, they were significantly below the five-year averages, and in most cases they were also below the levels in the 10-year average. An alpha acid content overview for individual varieties can be found in the ALPHA ACID PRODUCTION section (page 12). Despite the predominantly below-average crop and alpha yields, alpha acid production nevertheless increased by 14 % year on year.

Market situation

Contract market

The last contract market activities worth mentioning took place at the turn of the year 2022/2023. In January 2024 some trading companies approached hop producers with whom they had forward contracts for **Perle** and **Hallertau Tradition** with alternative offers. The companies concerned offered the producers the option of swapping their existing contracts for bitter variety contracts. The offers varied very individually according to contract period and variety. In the spring, there were occasional offers of contracts for **Hallertau Mittelfrueh** and **Hersbruck** hops at 14.00 EUR/kg and 11.20 to 12.00 EUR/kg, respectively. There were reports of more than occasional offers of contracts for **bitter varieties** ranging from 35.00 to 40.00 EUR/kg alpha. The price offered for **Hallertau Magnum** hops was 45.00 EUR/kg alpha. In view of the dramatic increases in hop production costs and the decline in yields in recent years, these prices are not sufficient for many producers to break even.

By spring, on the basis of average yields, 90 % of crop 2024 had been forward-contracted. The forward contracting figures for the key hop-producing countries for crop years 2024 to 2027 can be found in the FORWARD CONTRACT RATES section (page 28).

Crop 2023 spot market

In view of the modest crop outlook after the summer drought of 2023, growers were approached during the harvest with offers of minimum prices of 13.00 EUR/kg for **Hallertau Mittelfrueh** and occasionally fixed prices of up to 8.00 EUR/kg for **Spalt Select**. No other purchase offers were received from hop marketers until October, which was unusually late. The advance payment price offered for **bitter hops** was 40.00 EUR/kg (alpha), while 10.00 EUR/kg (hops) was offered for **Hersbruck Spaet**, **Tettnang** and **Saaz** and 14.00 EUR/kg for **Hallertau Mittelfrueh**. The price offered for various flavor varieties such as **Ariana**, **Mandarina Bavaria**, **Huell Melon** and **Hallertau Blanc** was 4.00 EUR/kg, while varieties such as **Spalt Select**, **Smaragd**, **Opal**, **Saphir**, **Brewers Gold** and **Northern Brewer** were priced at 5.00 EUR/kg. There was widespread consternation among the hop growers over the advance payment price of 4.50 EUR/kg offered for **Hallertau Tradition** and **Perle**. After all, the contract prices for these two varieties, which account for a significant share of hop acreage, had been more than twice as high only eight months previously and the yields and alpha content in crop years 2022 and 2023 well below average. During the course of the spot market there were only occasional offers of slightly higher prices for **Spalt Select**, **Hersbruck** und **Hallertau Mittelfrueh** hops. One exception was a fixed-price offer from one market participant of 45.00 EUR/kg alpha for bitter hops. In November there were still some sporadic purchases of **Perle** and **Hallertau Tradition** hops at 6.00 EUR/kg. On the whole, the 2023 spot market was extremely sluggish and devoid of any major price movements.

COUNTRY REPORT: CZECH REPUBLIC

Variety	Development of acreage Acreage ha			Development of production Ø Yield mt/ha		Development of production Production mt	
	2022	+/–	2023	2022	2023	2022	2023
Saaz	4,136	-88	4,047	0.76	1.32	3,127	5,331
Sládek	397	13	410	1.82	2.02	724	830
Premiant	213	-16	197	1.44	2.29	307	452
Other Aroma	109	1	110	1.56	1.95	170	215
Total Aroma	**4,855**	**-91**	**4,765**	**0.89**	**1.43**	**4,328**	**6,827**
Agnus	70	8	78	1.44	1.86	101	145
Other Bitter	17	0	17	1.33	1.44	22	25
Total Bitter	**87**	**8**	**95**	**1.42**	**1.79**	**124**	**170**
CZECH REPUBLIC TOTAL	**4,943**	**-83**	**4,860**	**0.90**	**1.44**	**4,452**	**6,997**

Farm structure

The number of hop growers in the Czech Republic rose by four to 122. This increase is primarily due to a change in ownership. The planted area decreased year on year from an average of 42 ha to 40 ha per grower.

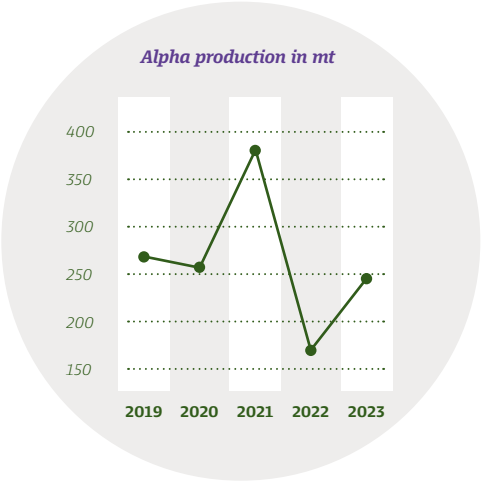
Acreage/crop volume/alpha content

In all three hop-growing regions there was a decline in hop acreage. The acreage planted with **Saaz** and **Premiant** hops decreased by 88 ha and 16 ha, respectively, while **Sládek** and **Agnus** acreage increased by 13 ha and 8 ha, respectively.

While the vegetation phase began in cold and rainy conditions, from May there was a lack of precipitation. Bine training had been completed by the end of May. Any further rain that did come fell locally and sparsely, on top of which July brought very high temperatures. By mid-July the drought was having a noticeable effect on the plants. Nevertheless, the hops reached trellis height, although narrowing toward the top. It was not until July 25 that cooler conditions returned, accompanied by urgently awaited rainfall. At the end of July, gales and hail in the Saaz and Auscha production regions caused local crop failure. Midsummer temperatures returned from August 10. Picking began between August 20 and 25.

The rain came just in time for the hops. As a result, the average yield of 1.44 mt/ha was above the long-term average and 60 % up year on year.

As in the previous year, the alpha values for the main variety **Saaz** were far below the long-term average. However, the excellent crop yield resulted in a year-on-year increase in alpha yield of 47 %. An alpha acid content overview for individual varieties can be found in the ALPHA ACID PRODUCTION section (page 12).



Market situation

Had yield been average, the 2023 Czech hop crop would have been largely sold out. Due to the above-average yields, however, spot hops were also available. The prices paid to producers for forward-contracted hops of the **Saaz** variety, which alone accounted for 76 % of crop volume, lay between 250 and 320 CZK/kg (10.00 and 12.80 EUR/kg). The market for spot hops was quiet, with prices for **Saaz** hops ranging between 300 and 320 CZK/kg (12.00 and 12.80 EUR/kg). The forward-contracting ratio for the other varieties had been so high that there were hardly any non-contracted hops available and therefore too few for a spot market to develop.

On the assumption of an average yield, approx. 92 % of the coming crop has been forward-contracted. An overview of the development of forward contracting up to crop year 2027 can be found in the FORWARD CONTRACT RATES section (page 28).

Acreage is being reduced by 10 hectares in crop year 2024. The trend observed in recent years continues, with **Saaz** hop acreage declining (-60 ha) and **Sládek** expanding (+39 ha).

COUNTRY REPORT: SLOVENIA

Variety	Development of acreage Acreage ha			Development of production Ø Yield mt/ha		Development of production Production mt	
	2022	+/–	2023	2022	2023	2022	2023
Aurora	720	28	747	1.33	1.72	956	1,282
Celeia	445	28	473	1.61	1.69	714	799
Bobek	153	4	157	1.55	1.60	237	251
Savinjski Golding	144	-2	142	0.90	1.17	130	166
Other Aroma	140	-3	137	1.48	1.48	208	203
Total Aroma	**1,602**	**54**	**1,656**	**1.40**	**1.63**	**2,246**	**2,701**
Total Bitter	**24**	**-4**	**19**	**1.56**	**1.73**	**37**	**34**
SLOVENIA TOTAL	**1,626**	**50**	**1,676**	**1.40**	**1.63**	**2,283**	**2,735**

Farm structure

In crop year 2023 there were 118 hop farms. The number of hop growers thus remained unchanged year on year. Although there was a slight increase in total acreage, the average area cultivated with hops remained constant at 14 ha per farm. In addition to the officially registered hop growers, there are still eight craft brewers who grow hops on a very small scale for their own use.

Acreage/crop volume/alpha content

The total planted area increased by 3 %. This was due to growth in the acreage of the three main varieties: **Aurora** by 4 %, **Celeia** by 6 % and **Bobek** by 3 %. Most of the other varieties saw their acreage decline. **Aurora** is the country's most important hop variety, with a share of 45 % of Slovenian hop acreage.

In the first quarter of 2023, the weather was much warmer than usual, with plentiful rain in January. In April, the weather conditions turned cool, with persistent rainfall. Despite these difficult conditions, all the hop plants had been trained by the end of May. It was not until June 20 that conditions became significantly warmer, with temperatures of up to 36 °C. August began with extensive rainfall and a protracted heatwave, with temperatures mostly above 30 °C. By late August, plant development could be described as average. Late-maturing varieties lagged somewhat behind the long-term average in terms of development.

During the development phase, several severe weather events occurred in various parts of the production region: May 6, hailstorm – May 23, gale with heavy rain – June 23, hailstorm – July 13 and 18 to 20, several storms with heavy rain and hail – August 3/4, extreme rain. The extent of the damage varied, with some of it considerable.

In spite of the numerous damaging events, the overall yield of 1.63 mt/ha was 16 % higher year on year and at the same time within the long-term average.

The alpha acid levels greatly exceeded those of the previous year. While the alpha content of **Savinjski Golding** hops remained within the long-term average, most of the other varieties produced significantly above-average results. The good harvest volume and an alpha content that was generally well above average produced a year-on-year increase in alpha yield of 66 %. An alpha acid content overview for individual varieties can be found in the ALPHA ACID PRODUCTION section (page 12).



Market situation

At the time of picking, approx. 70 % of the 2023 crop volume had already been forward-contracted. Non-contracted quantities of **Celeia**, **Savinjski Golding** and **Styrian Gold** hops were bought for 7.00 to 8.00 EUR/kg. There was no demand for **Aurora**, the variety with the largest volume of non-contracted hops, or for most of the other varieties. In the spring of 2024 growers still had approx. 200 mt of unsold hops on their hands. To preserve the quality of the hops, this volume was processed to pellets in cooperation with the Hop Growers Association of Slovenia.

Due to the problems with the citrus viroid CBCVd, many farms have only just replanted much of the acreage they had cleared and set aside for a mandatory break. Although market conditions require non-contracted hop acreage to be cleared, there is only going to be a reduction of about 2 %. Assuming an average yield, only 65 % of the coming crop is estimated to have been sold by forward contract. An overview of the development of forward contracting up to crop year 2027 can be found in the FORWARD CONTRACT RATES section (page 28).

COUNTRY REPORT: POLAND

Variety	Development of acreage Acreage ha			Development of production Ø Yield mt/ha		Development of production Production mt	
	2022	+/–	2023	2022	2023	2022	2023
Marynka	306	-35	271	1.75	1.87	534	508
Lubelski	300	-34	266	1.53	1.88	459	499
Sybilla	93	-4	89	1.74	1.79	161	160
Other Aroma	155	-9	146	2.12	1.93	328	283
Total Aroma	**853**	**-82**	**772**	**1.74**	**1.88**	**1,484**	**1,449**
Hallertau Magnum	631	8	639	2.20	2.29	1,386	1,461
Magnat	228	-5	223	2.30	2.54	523	565
Other Bitter	16	2	18	2.03	1.61	33	30
Total Bitter	**875**	**6**	**881**	**2.22**	**2.33**	**1,941**	**2,056**
POLAND TOTAL	**1,728**	**-76**	**1,652**	**1.98**	**2.12**	**3,425**	**3,505**

Farm structure

The decline in the number of hop growers continues. In crop year 2023 the number of producers in Poland was down to 599, i.e. 44 fewer than in 2022. The average planted area remained virtually unchanged at 2.8 ha per producer, however, because of the decline in total acreage.

Acreage/crop volume/alpha content

Total acreage declined by 4 %, with aroma variety acreage contracting by 82 ha (-10 %) and bitter variety acreage expanding by around 6 ha (+1 %). The largest decline in acreage of -11 % was seen once again by the two principal aroma varieties **Marynka** and **Lubelski**.

A long very cold spell in spring delayed the start of vegetation. Precipitation in May and June remained below the long-term average. By the end of July, the hops had developed to the stage of early flowering, full burr, or cone development, depending on the variety. There was sufficient rainfall, albeit with wide regional differences. Harvesting began in early September. The production volume of the principal aroma and bitter varieties was above average. The average yield for all varieties was 2.12 mt/ha, an increase of 7 % year on year.

While the alpha content of the aroma varieties remained below average and the alpha yield from **Lubelski** hops in particular was disappointing, the bitter varieties produced an above-average yield. Total alpha yield was 3 % higher year on year. An alpha acid content overview for individual varieties can be found in the ALPHA ACID PRODUCTION section (page 12).



Market situation

Some 75 % of production volume was sold by forward contract. Growers were paid 23 – 25 PLN/kg (5.30 – 5.75 EUR/kg) for aroma varieties and 21 – 22 PLN/kg (4.85 – 5.10 EUR/kg) for bitter varieties.

The growers had also hoped for good prices for spot hops, but there was no interest. The first purchase offers did not arrive until November. Interest here focused on **Lubelski** hops at a price of 27 PLN/kg (6.25 EUR/kg). There were occasional purchases of aroma varieties for 20 PLN/kg (4.60 EUR/kg). Prices offered for bitter varieties were in the range of 5 – 10 PLN/kg (1.15 – 2.30 EUR/kg). Growers were left with approx. 300 mt of the crop unsold.

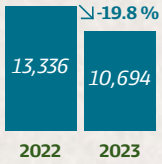
Crop 2024 acreage is being reduced by about 7 % to 1,530 ha. The varieties principally being cut back are **Marynka** and **Sybilla**, but bitter varieties are also affected. Some **Marynka** acreage is being replanted with **Lubelski**. Steps are also being taken to reduce yield in some cases. Some 70 % of the coming crop on the basis of average yields is estimated to have been forward-contracted. An overview of the development of forward contracting up to crop year 2027 can be found in the FORWARD CONTRACT RATES section (page 28).

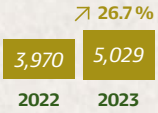
COUNTRY REPORT: USA

Results for 2022 and 2023 by growing area and variety group

WASHINGTON

Acreage ha

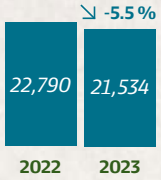


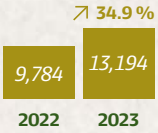


TOTAL ha

2022	2023
17,306	15,723

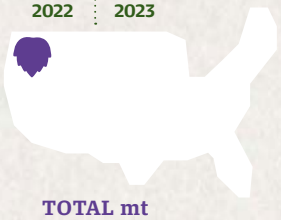
Production mt





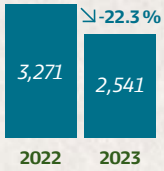
TOTAL mt

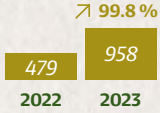
2022	2023
32,573	34,727



IDAHO

Acreage ha

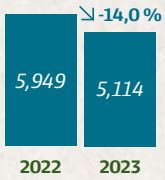


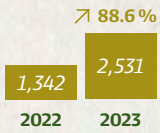


TOTAL ha

2022	2023
3,750	3,499

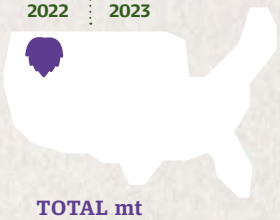
Production mt





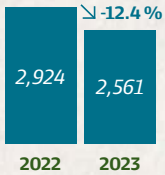
TOTAL mt

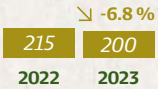
2022	2023
7,290	7,644



OREGON

Acreage ha

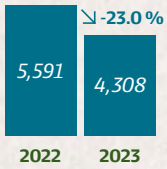




TOTAL ha

2022	2023
3,139	2,761

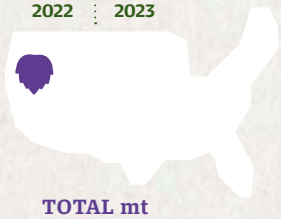
Production mt





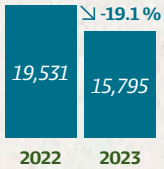
TOTAL mt

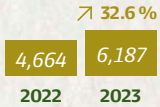
2022	2023
6,079	4,822



USA PACIFIC NORTHWEST

Acreage ha

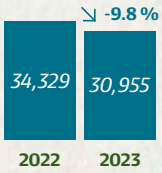


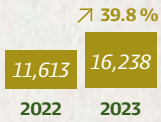


TOTAL ha

2022	2023
24,195	21,982

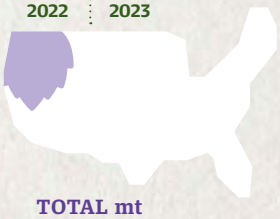
Production mt





TOTAL mt

2022	2023
45,943	47,193



OTHER STAATES

ACREAGE TOTAL ha

2022	2023
563	563

→ 0.0 %

PRODUCTION TOTAL mt

2022	2023
420	408

↘ -2.9 %

USA TOTAL

ACREAGE TOTAL ha

2022	2023
24,758	22,545

↘ -8.9 %

PRODUCTION TOTAL mt

2022	2023
46,363	47,601

↗ 2.7 %

AROMA

BITTER

Due to the conversion of acres (ac) into hectares (ha) and pounds (lbs) into metric tons (mt), there may be minor statistical deviations and differences in the sum totals caused by figures being rounded up or down.

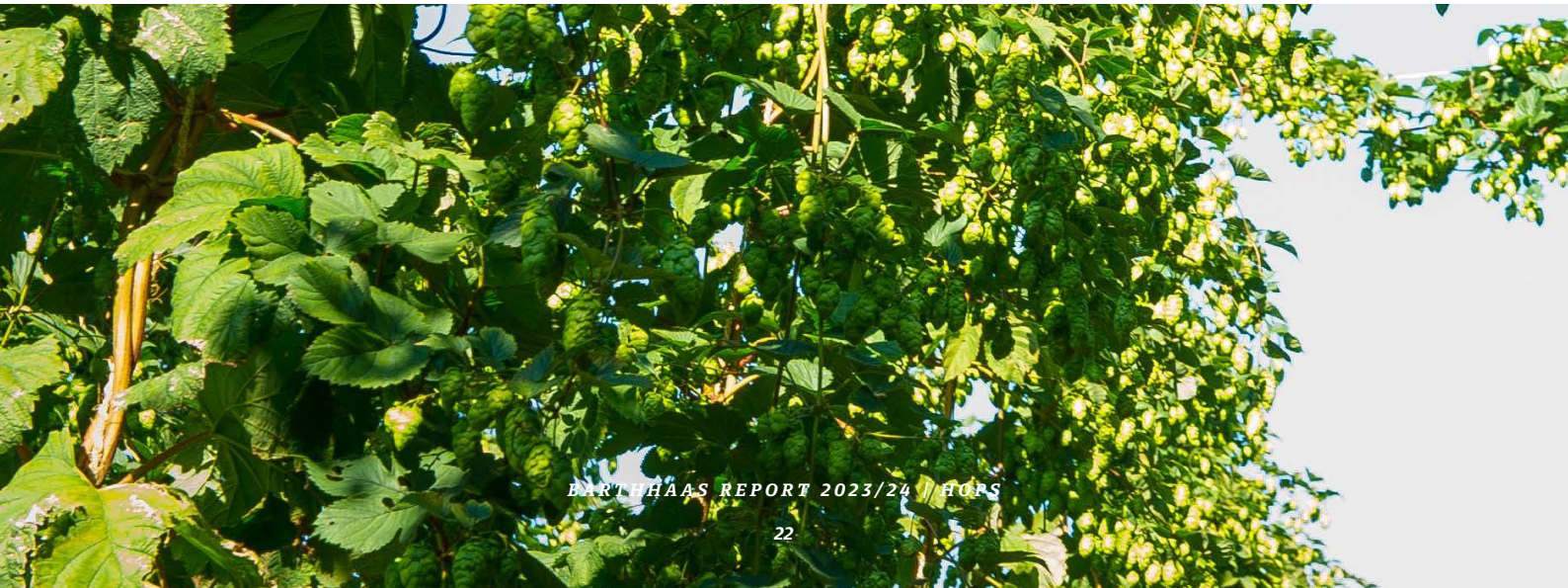
COUNTRY REPORT: USA

The summary below pertains to the traditional growing areas of Washington, Oregon, and Idaho, which are also referred to as the Pacific Northwest (PNW) states. Developments outside the PNW states are reported in a separate section.

Acreage development in the PNW region over the past five years

Variety	2019 ha	2020 ha	2021 ha	2022 ha	2023 ha	Difference to previous year	Percentage change	Percentage of acreage 2023
Citra®	3,517	4,450	4,849	4,874	3,584	-1,290	-26.5 %	16.3 %
Mosaic®	1,662	2,224	2,597	2,631	2,135	-496	-18.9 %	9.7 %
Cascade	2,212	1,634	1,752	2,067	1,815	-252	-12.2 %	8.3 %
Simcoe®	1,730	1,665	1,643	1,806	1,702	-104	-5.8 %	7.7 %
Centennial	1,545	1,222	968	1,001	1,028	27	2.6 %	4.7 %
Amarillo®	959	870	772	774	881	107	13.8 %	4.0 %
Chinook	946	766	718	840	688	-152	-18.0 %	3.1 %
Willamette	429	380	391	427	444	17	4.0 %	2.0 %
Strata®	-	216	491	635	400	-235	-37.0 %	1.8 %
El Dorado®	402	641	702	471	349	-122	-25.8 %	1.6 %
Tahoma	93	72	193	195	198	3	1.5 %	0.9 %
Idaho7®	-	366	397	219	177	-42	-19.2 %	0.8 %
Azacca®	238	292	295	352	162	-190	-54.0 %	0.7 %
Ekuanot®	270	274	168	163	161	-2	-1.2 %	0.7 %
Mt. Rainer	153	146	170	173	157	-16	-9.2 %	0.7 %
Cashmere	125	232	338	355	149	-206	-58.0 %	0.7 %
Mt. Hood	161	104	77	94	142	48	51.5 %	0.6 %
Crystal	180	121	123	144	127	-17	-12.0 %	0.6 %
Palisade®	196	103	138	156	108	-48	-30.8 %	0.5 %
Comet	130	171	215	191	115	-76	-40.0 %	0.5 %
Sabro®	299	498	575	279	82	-197	-70.6 %	0.4 %
Other Aroma	1,759	1,655	1,764	1,685	1,190	-495	-29.4 %	5.4 %
Total Aroma	**17,008**	**18,102**	**19,334**	**19,531**	**15,795**	**-3,736**	**-19.1 %**	**71.9 %**
CTZ	2,645	2,544	2,254	1,828	2,571	743	40.7 %	11.7 %
HBC 682	885	917	863	692	901	209	30.2 %	4.1 %
Helios™	-	-	-	-	611	611	100.0 %	2.8 %
Eureka!™	247	263	323	400	464	64	15.9 %	2.1 %
Pekko®	126	324	433	439	423	-16	-3.6 %	1.9 %
Apollo™	429	388	374	397	409	12	3.0 %	1.9 %
Nugget	471	356	253	200	168	-32	-16.0 %	0.8 %
Super Galena™	223	227	229	159	159	0	0.0 %	0.7 %
Other Bitter	851	610	571	548	481	-67	-12.2 %	2.2 %
Total Bitter	**5,875**	**5,629**	**5,300**	**4,664**	**6,187**	**1,523**	**32.7 %**	**28.1 %**
PNW TOTAL	**22,883**	**23,732**	**24,635**	**24,195**	**21,982**	**-2,213**	**-9.1 %**	**100.0 %**

The addition of rounded acreage figures may lead to differences in some cases.

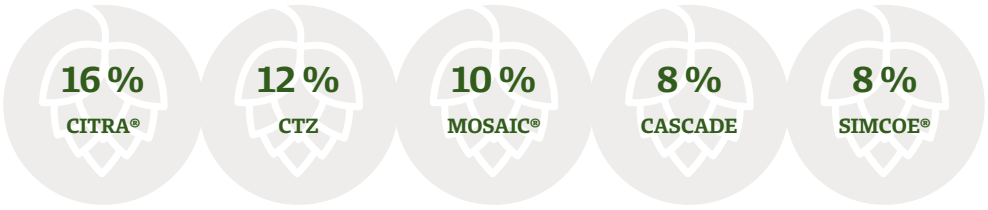


COUNTRY REPORT: USA

Farm structure

The total number of hop farms in the Pacific Northwest (PNW) remained unchanged from the prior year at 69. However, total planted acreage declined by 9 %, bringing the average farm size down from 351 to 319 ha. All three producing states in the PNW region saw average farm sizes drop, with acreage falling to 425 ha in Washington, followed by Idaho with 350 ha per farm. In Oregon, the average farm size fell to 125 ha, as no offsetting increase of bitter variety acreage was seen there, unlike in the other two PNW states.

TOP 5 VARIETIES BY ACREAGE SHARE 2023



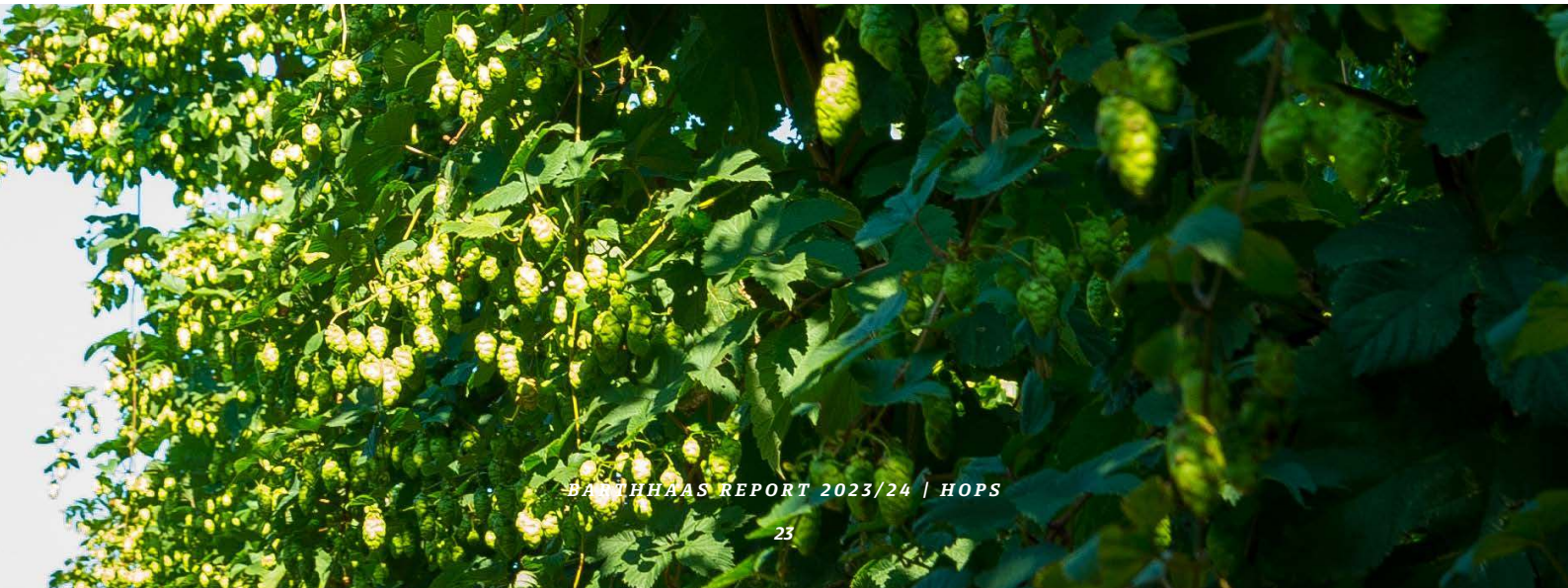
Acreage and variety development

The downward trend in US hop acreage gained momentum in crop year 2023, with a net decline of 2,213 ha (-9 %), which marks a second consecutive decrease following the 2 % reduction in the previous year. However, unlike crop year 2022, which saw the bitter category account for most of the reduction, the 2023 reduction can be attributed mainly to aroma varieties, with partial offsetting by expansion of bitter acreage strung for harvest.

The **aroma varieties** shed 3,736 ha (-19 %) in crop year 2023, while the **bitter varieties** added 1,523 ha (33 %), more than erasing the reduction of bitter acreage in the previous year. Total acreage in the PNW strung for crop 2023 stood at 21,982 ha, with the aroma category share of US acreage dropping to 72 % compared with 81 % the year before. Acreage cuts were heavily concentrated on proprietary aroma varieties developed by private breeding programs, a category whose share of US acreage slipped from 65 % in crop year 2022 to about 60 % in 2023.

Aroma acreage in **Washington** dropped by about 20 %. However, a 27 % increase in bitter acreage brought the net reduction to 9 % for the leading state. **Idaho** likewise shed 22 % of its aroma acreage, but doubled its acreage of bitter varieties, which resulted in a net decrease of 7 %. Acreage in **Oregon** dropped by 12 % as a result of reductions among both aroma and bitter varieties. Bitter varieties such as CTZ are generally not grown in Oregon due to lower yields. The acreage shares of the PNW states remained unchanged from the previous year, with Washington at 15,723 ha (71 %), followed by Idaho at 3,499 ha (16 %), and Oregon at 2,761 (13 %).

The acreage of the top 5 varieties in the US remained the same for crop 2023 and accounted for a share of 54 % of total US acreage compared with 55 % the previous year. **Citra®** remained the most widely grown variety in the USA for the sixth consecutive year despite a substantial reduction



COUNTRY REPORT: USA

of 1,290 ha (-26 %) in crop year 2023, bringing its share of total US acreage down from 20 % to 16 %. Likewise, **Mosaic®** – still number two in crop year 2022 – experienced a sizeable cut of 496 ha (-19 %). Its share of total US acreage thus dropped to only 10 %, allowing it to be overtaken by high alpha frontrunner **CTZ** which grew by 743 ha (41 %) to move into second place. In the previous year, **CTZ** had experienced the largest acreage reduction of all varieties. Conversely, in crop year 2023 it saw the largest acreage increase. **Cascade**, the variety with the largest acreage expansion of all in the previous year, forfeited nearly all its gains again in 2023 as its acreage contracted by 252 ha (-12 %). **Simcoe®** is once again in fifth place, with an acreage share of 8 % after shedding 104 ha (-6 %).

Outside the top five, **Centennial** remained flat, while other aroma varieties saw major declines, among them **Chinook** (-152 ha), **Azacca®** (-190 ha), **Sabro®** (-197 ha), **Cashmere** (-206 ha), and **Strata®** (-235 ha). Nearly all the other aroma varieties saw only minor decreases or remained unchanged, although **Amarillo®** was an outlier with an increase of +107 ha.

Within the bitter category, in addition to **CTZ**, other notable increases included a sizeable expansion of newcomer **Helios™** (+611 ha) and a small uptick in acreage for **HBC 682** (+209 ha) which had seen a decline in recent years.

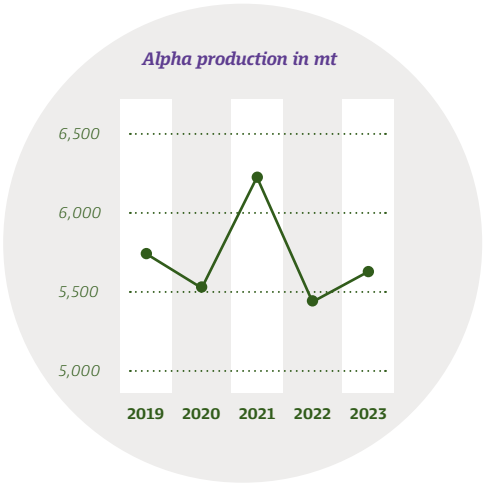
Crop volume

A strong snowpack and heavy precipitation sufficiently refilled the water reservoirs, providing sufficient water supply in the PNW region for the crop 2023 growing season. Due to cold and wet early-spring weather conditions in the growing areas, plant emergence was delayed by two weeks. Temperatures fluctuated widely throughout the early stages of the growing season, causing early and split bloom to occur in several aroma varieties, particularly in **Centennial**, and to a lesser extent in **Cluster** and **Simcoe®**. By late spring, weather conditions quickly shifted into a strong El Niño pattern which brought above-average temperatures and low precipitation. The warm, dry conditions continued throughout the remainder of the growing season, elevating the risk of wildfires in the PNW region. Fortunately, major fires did not occur for a second consecutive year, allowing air quality to remain clear in the PNW region throughout the entire growing season.

In the weeks leading up to harvest, crop development was average to above average for most varieties apart from those affected by the early bloom. Pest pressure remained low and manageable throughout the summer months. Despite the slow start to the growing season, harvesting generally commenced earlier than usual, as the warm summer accelerated crop maturity in the later stages of growth.

Overall, yields for the aroma category were consistent with long-term averages and about 12 % above the previous year's below-average aroma crop. **Centennial** yield was down nearly 25 % from normal due to the early bloom, while a few other varieties, including **Simcoe®**, **Willamette**, and **Cluster**, were 5 to 10 % lower. Yields of other varieties, including **Cascade**, **Mosaic®**, **El Dorado®**, **Idaho 7®**, **Chinook** and **Cashmere**, strengthened as harvesting progressed and ranged from 5 to 15 % above average. Average yields were realized for almost all the other aroma varieties, including **Citra®**, **Amarillo®**, and **Chinook**. **CTZ** and most of the other bitter varieties saw yields and alpha content that were in line with long-term averages but about 5 % higher year on year.

The U.S. Department of Agriculture reported a total PNW crop of 47,193 mt, representing an increase of 1,250 mt (+3 %) year on year despite total acreage decreasing by 9 %. Washington produced 74 % of the crop, followed by Idaho and Oregon with 16 % and 10 %, respectively. **Aroma production** was reported at 30,955 mt, representing a drop of 3,374 mt (-10 %) from the previous year's underperforming crop. As a result of the significant increase in the acreage of **bitter varieties**, production of that category was reported at 4,625 mt, marking an increase of 40 % year on year. The production ratio of aroma to bitter varieties dropped from 75 : 25 to 66 : 34 with the current crop.

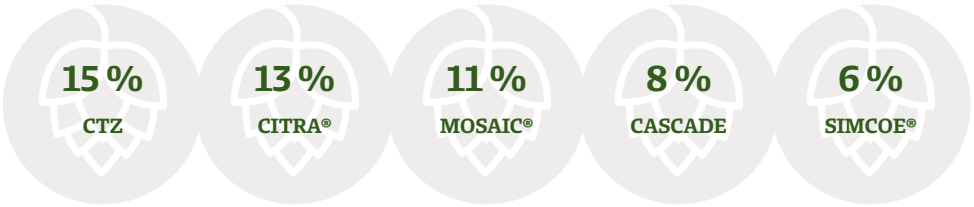


Alpha content

While the alpha content levels were within the long-term average, the average for the aroma varieties was lower year on year, while that of the bitter varieties was higher. Alpha yields were such that total alpha acid production increased by 4 %.

COUNTRY REPORT: USA

TOP 5 VARIETIES BY SHARE OF CROP VOLUME 2023



2022 and 2023 crop volumes and average yields

Variety	2022 mt	2023 mt	Percentage change	Share of crop volume in 2023	Ø Yield mt/ha 2022	Ø Yield mt/ha 2023	Ø Yield mt/ha Ø 5 years
Citra®	7,729	6,161	-20.3 %	13.1 %	1.59	1.72	1.67
Mosaic®	5,919	5,286	-10.7 %	11.2 %	2.25	2.48	2.36
Cascade	3,458	3,888	12.4 %	8.2 %	1.67	2.14	1.88
Simcoe®	2,859	2,843	-0.5 %	6.0 %	1.58	1.67	1.77
Amarillo®	1,321	1,656	25.3 %	3.5 %	1.71	1.88	1.91
Chinook	1,298	1,429	10.2 %	3.0 %	1.54	2.08	1.97
Centennial	1,661	1,348	-18.8 %	2.9 %	1.66	1.31	1.71
El Dorado®	902	837	-7.1 %	1.8 %	1.91	2.40	2.03
Strata®	1,389	752	-45.9 %	1.6 %	2.19	1.88	2.17
Willamette	664	691	4.1 %	1.5 %	1.55	1.56	1.65
Idaho7®	646	544	-15.8 %	1.2 %	2.95	3.07	2.86
Ekuanot®	393	420	7.0 %	0.9 %	2.41	2.61	2.63
Tahoma	305	366	20.2 %	0.8 %	1.56	1.85	1.77
Azacca®	616	360	-41.5 %	0.8 %	1.75	2.22	2.11
Mt. Rainer	290	316	9.1 %	0.7 %	1.68	2.02	1.93
Cashmere	609	295	-51.5 %	0.6 %	1.71	1.98	1.77
Sabro®	638	279	-56.2 %	0.6 %	2.29	3.41	2.42
Palisade®	323	275	-14.7 %	0.6 %	2.07	2.55	2.38
Comet	314	239	-23.9 %	0.5 %	1.65	2.09	1.72
Crystal	274	225	-17.9 %	0.5 %	1.90	1.77	2.01
Mt. Hood	117	205	75.4 %	0.4 %	1.25	1.44	1.33
Cluster	214	170	-20.7 %	0.4 %	1.74	1.95	2.10
BRU-1™	188	156	-17.3 %	0.3 %	1.57	2.68	1.94
Calypso™	175	150	-14.3 %	0.3 %	2.51	2.84	3.18
Loral®	166	145	-12.7 %	0.3 %	2.05	2.24	2.31
Warrior®	107	139	29.4 %	0.3 %	1.82	2.32	2.13
Ahtaunum®	155	136	-12.1 %	0.3 %	2.28	2.67	2.58
Talus®	322	134	-58.5 %	0.3 %	1.88	2.16	2.05
Other Aroma	1,281	1,508	17.8 %	3.2 %	1.29	1.99	2.15
Total Aroma	**34,329**	**30,955**	**-9.8 %**	**65.6 %**	**1.76**	**1.96**	**1.91**
CTZ	4,805	7,188	49.6 %	15.2 %	2.63	2.80	2.80
HBC 682	1,653	2,052	24.1 %	4.3 %	2.39	2.28	2.48
Eureka!™	988	1,403	41.9 %	3.0 %	2.47	3.02	2.85
Apollo™	1,103	1,347	22.2 %	2.9 %	2.78	3.29	2.91
Helios™	-	1,187	100.0 %	2.5 %	-	1.94	1.88
Pekko®	925	1,099	18.8 %	2.3 %	2.11	2.60	2.11
Super Galena™	499	522	4.6 %	1.1 %	3.14	3.28	3.16
Nugget	464	417	-10.1 %	0.9 %	2.32	2.48	2.37
Bravo™	269	311	15.6 %	0.7 %	2.69	3.05	2.83
Other Bitter	907	713	-21.4 %	1.5 %	2.02	1.88	2.22
Total Bitter	**11,613**	**16,238**	**39.8 %**	**34.4 %**	**2.49**	**2.62**	**2.61**
PNW TOTAL	**45,943**	**47,193**	**2.7 %**	**100.0 %**	**1.90**	**2.15**	**2.07**

The addition of rounded production figures may lead to differences in sum totals.

COUNTRY REPORT: USA

Market situation
Contract market

As harvesting of crop 2022 drew to a close, market conditions continued to deteriorate, particularly within the aroma category which had become significantly oversupplied of late as a result of crop volume and acreage increases. This was due to the continued expansion of aroma acreage in recent years despite the slowdown in the craft sector. Towards the end of the 2022 harvest, the industry turned its attention to the contract market. Almost all the ensuing market activity over the winter months was focused on renegotiating existing contracts and reducing aroma variety acreage for the coming season. This led to cutbacks in acreage of almost all the leading aroma varieties, including the frontrunners **Citra®** and **Mosaic®**, as well as several mid-ranking varieties such as **Azacca®**, **Strata®**, **Sabro®**, and **Cashmere**. Market activity remained quiet for most of the other aroma varieties for the remainder of the normal contracting period. Some of the contract restructuring incorporated renewals on aroma acreages coming open in 2023, including **Cascade**, **Centennial**, **Willamette** and a few others, with most renewed contracts being limited only to crop 2023. Other existing contracts on aroma acreage were simply cancelled, with compensation being paid to the growers. A portion of the contracts was converted from aroma to bitter varieties including **CTZ** and **HBC 682**. Over the winter months, activity was also seen for new plantings of **Helios™**. Collectively, crop 2023 contract activity led to an increase in acreage of bitter varieties, while aroma varieties saw a significant downward adjustment – the first acreage reduction for the aroma category in 10 years.

An overview of the development of forward contracting up to crop year 2027 can be found in the FORWARD CONTRACT RATES section on page 28.

Crop 2023 spot market

Proprietary aroma and bitter varieties accounted for nearly 60 % of crop 2023 production. Because the entire production volume of proprietary varieties generally goes only to the respective variety owners holding the contracts, 60 % of the US crop is consequently not available for sale on the spot market. Additionally, production from large corporate farms owned by hop dealers and brewers is not generally sold on the spot market either, further limiting the volume of spot hops available annually on the US market.

With crop yields for both aroma and bitter varieties near their long-term averages, there was only limited availability of spot hops from public varieties. With **Centennial** production falling short due to early bloom, this variety saw the most spot market interest during the harvest period. Despite the shortage of this variety, spot prices remained similar to those in previous years. Within the aroma category, the variety with the highest spot availability was **Cascade** due to above-average yields and speculative growing of some acreage for the spot market. However, market interest was subdued, with most being sold after harvest at low prices or for the generic alpha market. Other varieties with limited spot availability included **Willamette**, **Chinook**, and **Nugget**, with each of them seeing a minor amount of market interest and modest pricing. Within the bitter category, only a moderate volume of **CTZ** spots was available due to yields being average and the acreage grown for the spot market being small. Most of the spot hops were eventually purchased, but interest was lackluster for this category even though the alpha crop in Germany was disappointing for the second consecutive year.

Outside the Pacific Northwest

As reported by Hop Growers of America (HGA), an additional 26 states grew hops for crop 2023 beyond the traditional PNW growing area. While acreage in the PNW dropped significantly in crop year 2023, the acreage estimates for the other states remained unchanged year on year at 563 ha, or about 2.5 % of total US acreage. The hop farms outside the PNW area are generally much smaller in size relative to the large commercial farms in Washington, Idaho, and Oregon. Acreage in the non-PNW regions consists predominantly of public varieties grown for local breweries.

Michigan remains the leading non-PNW area at 154 ha, making it the fourth largest producing state in the USA, followed by **New York** (121 ha) and **Montana** (80 ha). These three states together accounted for 63 % of the non-PNW acreage in crop year 2023. It is difficult to obtain accurate production figures for the non-PNW areas, as these smaller growing areas do not report into the annual acreage survey conducted by the U.S. Department of Agriculture (USDA).

According to informal HGA surveys, the estimated crop 2023 production volume was virtually unchanged year on year at 408 mt, accounting for less than 1 % of the total US crop. Yields are generally below levels typically seen in the PNW area due to differences in the varietal mix and the climatic conditions. Growing conditions in crop year 2023 were generally normal in the top three non-PNW states. Michigan received normal precipitation and temperature levels, while early-season conditions in New York were variable, but returned to normal by mid-summer without harming crop performance.

COUNTRY REPORT: AUSTRALIA – CROP YEAR 2024

Variety	Development of acreage Acreage ha			Development of production Ø Yield mt/ha		Development of production Production mt	
	2023	+/–	2024	2023	2024	2023	2024
Galaxy®	497	-77	420	2.21	2.10	1,096	879
Vic Secret™	123	-27	96	2.61	2.61	320	251
Pride of Ringwood	60	0	60	1.48	1.42	89	85
Super Pride	49	0	49	1.09	1.63	54	80
Ella™	57	-16	41	1.53	1.33	87	55
Enigma®	58	-27	30	1.36	1.35	78	41
Eclipse®	66	-37	29	2.45	2.41	161	69
Cascade	16	0	16	1.11	1.12	18	18
Topaz™	23	-9	14	2.65	2.66	60	28
Cluster	3	0	3	0.67	0.67	2	2
AUSTRALIA TOTAL	**951**	**-193**	**758**	**2.07**	**1.99**	**1,965**	**1,508**

Farm structure

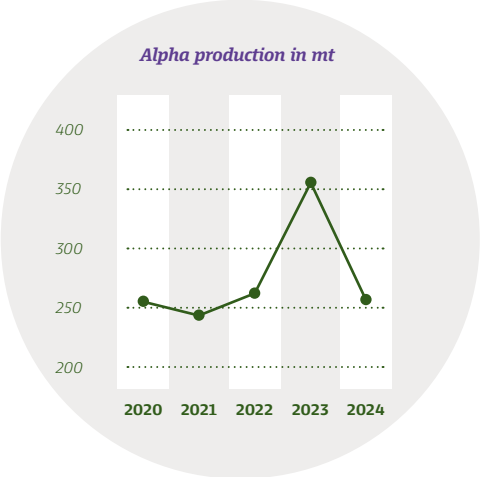
Hop Products Australia (HPA) farmed a total planted area of 670 ha (2023: 847 ha) in crop year 2024. The remaining 104 ha is divided among four other hop producers whose average planted area was 26 ha per farm, as it was in crop year 2023.

Acreage/crop volume/alpha content

After nine years of acreage expansion, planted area in 2024 fell by 193 ha, or 20 %, year on year. The variety most affected by this reduction was **Galaxy®** with -77 ha, followed by **Eclipse®** with -37 ha. **Enigma®** and **Vic Secret™** both saw acreage fall by -27 ha, while **Ella™** and **Topaz™** declined by -16 ha and -9 ha, respectively.

Australia's hop farmers felt the effects of the El Niño weather phenomenon. The Tasmania hop region experienced above-average temperatures and below-average rainfall at the beginning of the growing season. The hop plants on farms in the Victoria region, on the other hand, had to contend with above-average rainfall which initially delayed plant growth and led to local flooding for the second year in succession. The average summer temperatures in Australia were favorable for cone ripening, however.

Galaxy®, the most widely grown variety, and **Enigma®** stood out, with oil content and alpha acid levels above the five-year average. The overall year-on-year decline in crop volume and alpha acid content resulted in a 28 % reduction in alpha yield.

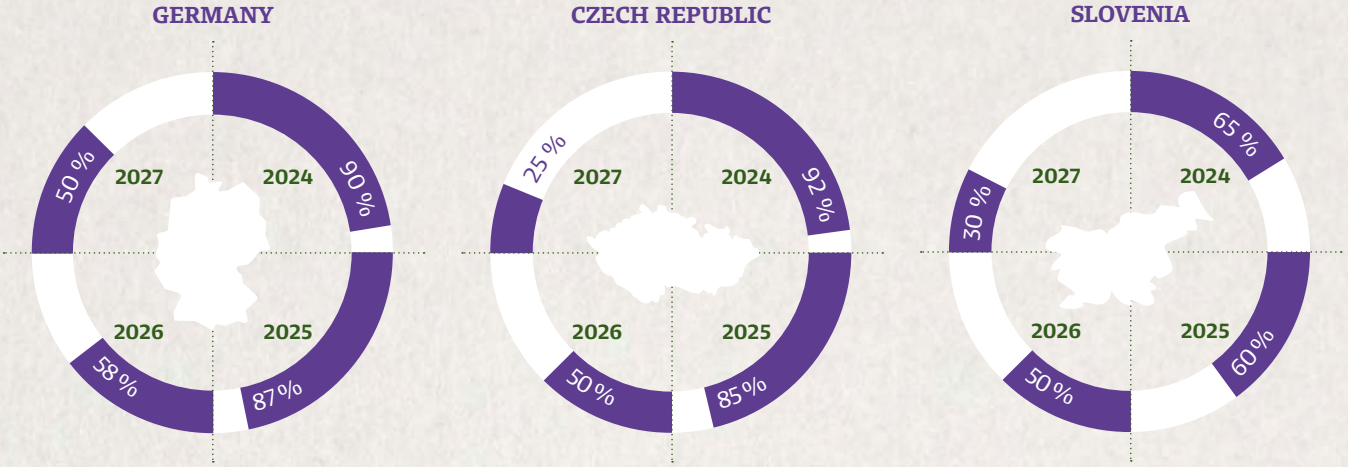


Market situation

In response to changes in global demand, Hop Products Australia (HPA), Australia's biggest hop producer by far, took some 20 % of its hop yards out of production. This led to a reduction in the production volume of all proprietary varieties, which was seen as a necessary step toward restoring the balance between supply and demand. Only very limited quantities of the 2024 crop are available for sale on the open market.

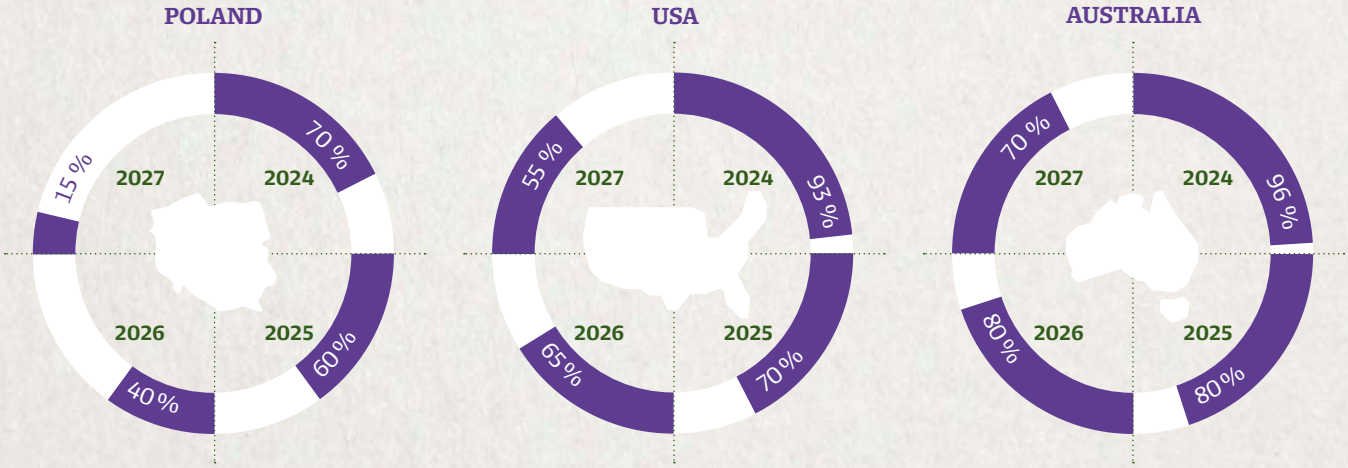
80 % of the 2025 crop has already been forward-contracted. The forward-contracted ratios in the key hop-producing countries for crop years 2024 to 2027 can be found in the FORWARD CONTRACT RATES section (page 28).

HOP FORWARD CONTRACT RATES



FORWARD CONTRACT RATES (AS PER SPRING 2024)

Due to insufficient availability of official data, the forward contracting rates are based on estimates and have been calculated on the long-term average yield.



CONVERSION TABLE WEIGHTS AND MEASURES

Area:

1 hectare (ha) = 10,000 m^2	= 2,471 acres
1 acre	= 0.4047 ha

Volume:

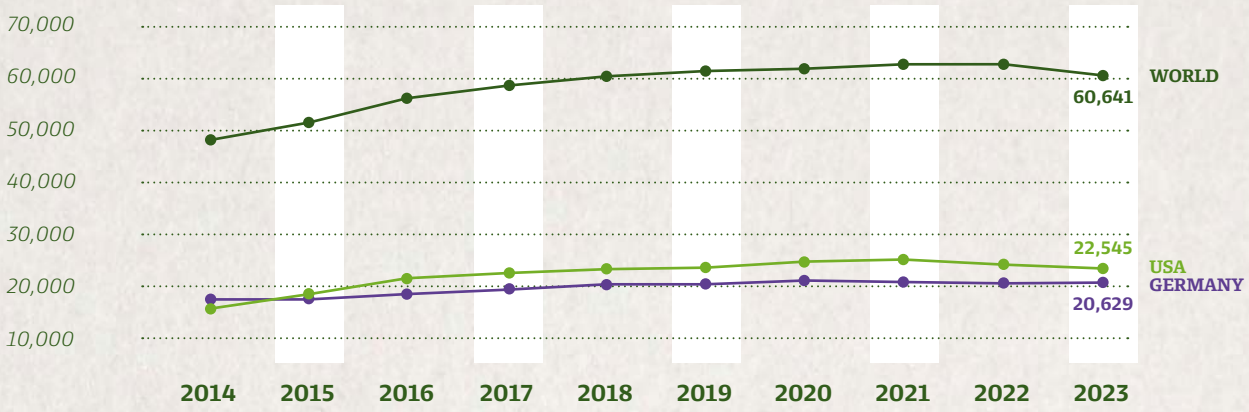
1 hl = 100 l	= 26.42 gal = 0.8523 bbl (US)
1 hl = 100 l	= 22.01 gal = 0.6114 bbl (GB)
1 barrel (bbl/USA)	= 31 gal = 1.1734 hl
1 barrel (bbl/GB)	= 36 gal = 1.6365 hl

Weight:

1 metric ton (mt) = 1,000 kg	= 20 Ztr. (DE) = 2,204.6 lbs
1 Zentner (Ztr./DE) = 50 kg	= 110.23 lbs = 1.102 cwt (US)
	= 110.23 lbs = 0.984 cwt (GB)
1 hundredweight (cwt/US)	= 100 lbs = 45.36 kg
	= 0.9072 Ztr.
1 hundredweight (cwt/GB)	= 112 lbs = 50.800 kg
	= 1.0160 Ztr.
1 centner (GB)	= 100 lbs = 45.36 kg
	= 0.9072 Ztr.
1 kg	= 2.20462 lbs
1 lb	= 0.45359 kg

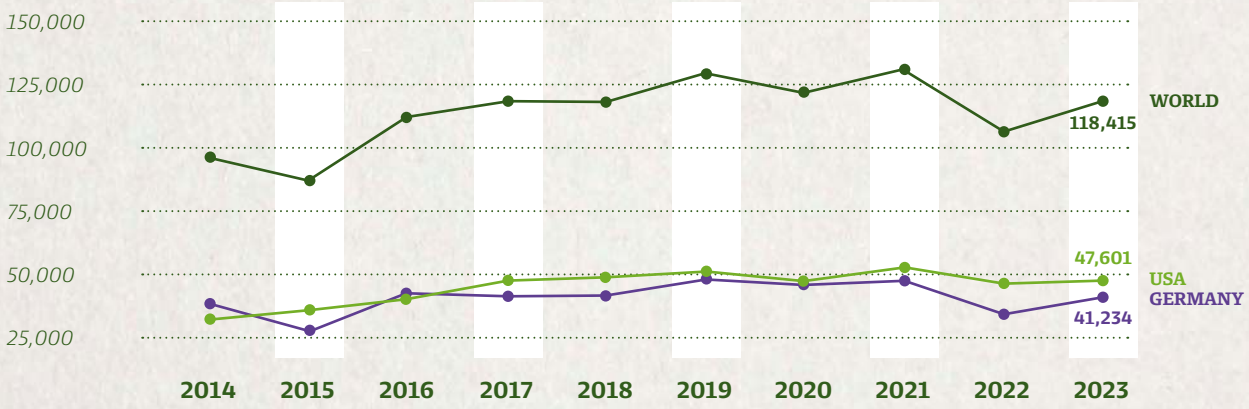
DEVELOPMENT OF ACREAGE

HOP AREA UNDER CULTIVATION IN HA



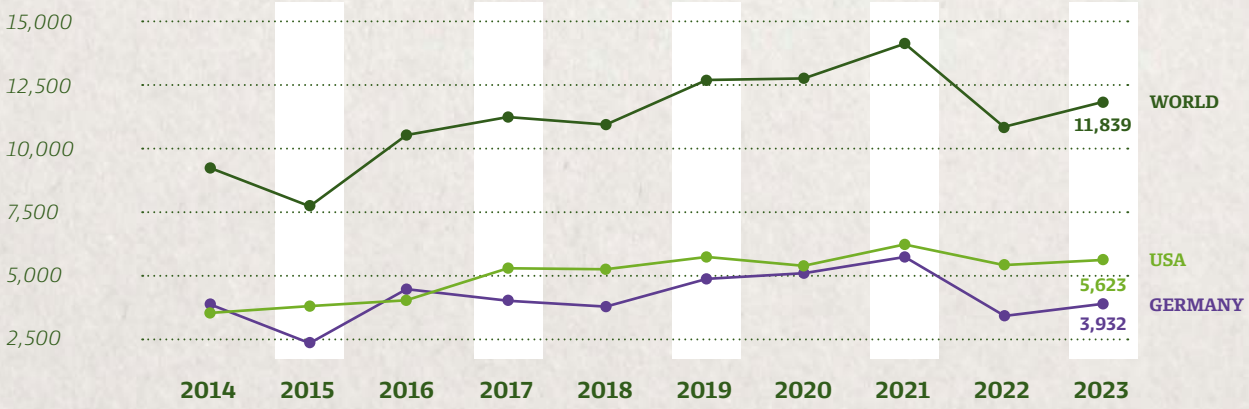
DEVELOPMENT OF CROP

HOP PRODUCTION IN MT



DEVELOPMENT OF ALPHA VOLUME

HOP ALPHA PRODUCTION IN MT





OUTLOOK 2024

Reporting period: Early June 2024

Germany

According to figures reported by the Association of German Hop Growers for the 2024 harvest season, hop acreage amounts to 20,289 ha. This represents a year-on-year decline of 340 ha (-2 %). While there has been a significant contraction in aroma hop acreage of 814 ha (-8 %), bitter varieties have seen acreage expand by 474 ha (+5 %).

The ratio of aroma to bitter varieties has changed from 50 : 50 in crop year 2023 to 47 : 53 in 2024. This is the first time in German hop-growing history that bitter varieties have overtaken aroma varieties in terms of acreage.

The acreage cuts apply to nearly all the aroma varieties, above all the main aroma varieties **Perle** (-375 ha / 12 %) and **Hallertau Tradition** (-241 ha / 9 %), as well as the bitter varieties **Hallertau Magnum** (-150 ha / 8 %), **Hallertau Taurus** (-31 ha / 21 %) and **Nugget** (-10 ha/ 9 %). The beneficiaries of acreage expansion are the bitter varieties **Herkules** (+419 ha / 6 %), **Titan** (+228 ha / 240 %) and **Polaris** (+27 ha / 5 %), and the aroma varieties **Tango** (+26 ha / 42 %) and **Amira** (+11 ha).

Herkules is the undisputed leader in the variety rankings. At 7,917 ha, its share of total acreage comes to 39 %, up from 36 % in crop year 2023. **Perle** remains the most widely grown aroma variety with 2,861 ha and retains second place (14 %). It is followed by **Hallertau Tradition** with 12 % (2,461 ha), **Hallertau Magnum** with 8 % (1,620 ha) and **Hersbruck Spaet** with 4 % (775 ha).

In the winter of 2023/2024 temperatures were consistently higher and precipitation volumes significantly greater than the long-term average. Due to the warm spring weather, plant development was roughly one week ahead of the long-term average. Most of the hop bines had been trained by May 10. Rainfall of 100 to 150 mm in the production regions of Hallertau and Tettnang between May 31 and June 2 led to widespread flooding. Some hop yards were under up to half a meter of water for several days, but no major damage or crop failure is expected to result from this. Thanks to the favorable weather conditions, the plants have developed well. At the beginning of June 2024 plant growth was still roughly one week ahead of normal. Towards the end of the reporting period, powdery mildew infestation, some of it severe, was observed in the Hallertau region, particularly among the varieties prone to it, such as Herkules.

USA (PNW)

According to figures published by the US Department of Agriculture for crop year 2024, hop acreage decreased by 3,956 ha to 18,026 ha, which corresponds to a year-on-year decline of 18 %. Hop acreage in the USA thus decreased for the third year in succession. Aroma variety acreage was cut back substantially by 3,461 ha (-22 %), bringing its decline in total since 2022 to nearly 40 %. Cutbacks in bitter variety acreage amounted to 495 ha (-8 %). The ratio of aroma to bitter varieties has changed from 72 : 28 in crop year 2023 to 68 : 32 in 2024.

The varieties cut back most significantly were **Citra®** and **Mosaic®**, with -864 ha (24 %) and -674 ha (31 %), respectively, closely followed by **Cascade** which contracted by a remarkable -607 ha (33 %). **Citra®** remains the most widely grown variety in the USA, but its share of total acreage has fallen from a peak of 20 % three years ago to a current share of 15 %. **Mosaic®** has also seen its share of total acreage fall to 8 %, leaving it ranked behind **CTZ** which is now in second place with 12 % of total acreage. The other aroma varieties that have experienced significant declines are a mixture of proprietary and public varieties, including **Simcoe®** (-363 ha), **Willamette** (-236 ha), **Chinook** (-200 ha), **Strata®** (-124 ha) and **El Dorado®** (-110 ha). The aroma varieties whose share of total acreage has remained unchanged or fallen only slightly include **Amarillo®**, **Azacca®**, **Ekuanot®** and **Idaho 7®**.

After having increased again in crop year 2023, bitter variety acreage fell back by 8 % in 2024, with cutbacks focusing on **CTZ** (-350 ha / 14 %) and **Eureka!™** (-117 ha / 25 %), while **Helios™** continued its upward trend of the past two years, adding another 190 ha (3 %) to its acreage. Other bitter varieties, including **HBC 682**, remained virtually unchanged.

Due to the El Niño weather phenomenon, the winter of 2023/2024 in the Pacific Northwest left the snowpack in Washington State significantly below normal, while snow levels in Idaho and Oregon were generally within the long-term average. As a result, water supplies will have to be allocated carefully for irrigation of the 2024 crop in Yakima Valley. This already required water cuts to be imposed in the early summer. The warm and dry conditions forecast for the summer will also bring an increased risk of forest fires and accompanying smoke formation. Growing conditions at the beginning of the season in the Pacific Northwest region were somewhat cooler than normal and windy, while powdery mildew infestation was unusually widespread. Plant development in the early growth stages was consequently somewhat behind the average.

World

Hop acreage has decreased for the third year in succession and now totals approx. 56,100 ha. This represents a year-on-year decline of 4,500 ha (-7 %). Although this decline in acreage will reduce the structural hop surplus, it will not eliminate it.

BEER PRODUCTION 2022/2023

It is becoming increasingly difficult to obtain figures for beer output volume for individual countries. Also, there are often significant discrepancies in the production figures based on data provided by different sources. The output volumes here, which in some cases are estimates, are based on close scrutiny of all available data and on our own judgement.

Europe

Ranking	Country	2022	2023
5	Germany	*87,811*	84,885
6	Russia	81,700	83,400
8	Spain	*41,136*	41,300
9	Poland	*37,797*	35,800
11	United Kingdom	*37,520*	34,196
15	Belgium	*23,350*	23,000
16	Netherlands	*23,271*	22,358
17	France	*22,000*	21,600
21	Czech Republic	20,550	19,995
22	Italy	*18,358*	18,400
27	Romania	15,800	15,000
30	Ukraine	12,280	13,340
34	Turkey	*10,300*	11,330
35	Austria	*10,289*	9,980
37	Ireland	*8,083*	8,100
38	Portugal	7,787	7,700
41	Denmark	*6,159*	6,000
43	Hungary	*5,671*	5,650
53	Bulgaria	4,500	4,365
54	Sweden	*4,103*	4,100
56	Greece	*4,220*	3,998
57	Belarus	4,127	3,970
59	Switzerland	3,678	3,597
62	Lithuania	*3,297*	3,480
66	Croatia	3,343	3,375
67	Serbia	*3,500*	3,348
69	Finland	*3,340*	3,251
70	Slovakia	*3,175*	3,000
72	Norway	*3,051*	2,788
78	Slovenia	2,200	2,200
95	Georgia	1,125	1,330
105	Estonia	1,196	977
108	Bosnia-Herzegovina	900	860
109	Latvia	*853*	860
111	Albania	*750*	765
113	Moldova	780	702
117	North Macedonia	*520*	505
121	Cyprus	415	421
129	Montenegro	300	295
130	Armenia	303	283
133	Luxembourg	279	253
138	Iceland	*189*	196
141	Malta	181	186
	TOTAL	***520,187***	**511,139**

America

Ranking	Country	2022	2023
2	USA	*204,515*	193,033
3	Brazil	147,433	148,907
4	Mexico	141,000	142,410
14	Colombia	27,671	27,948
19	Canada	20,613	20,819
20	Argentina	20,435	20,639
26	Peru	14,996	15,146
33	Chile	11,822	11,940
39	Ecuador	6,791	6,859
45	Guatemala	5,150	5,202
48	Venezuela	4,656	4,703
52	Dominican Republic	4,380	4,424
60	Bolivia	3,555	3,591
68	Panama	3,295	3,328
73	Paraguay	2,740	2,767
77	Cuba	2,300	2,323
86	Uruguay	1,670	1,687
88	Costa Rica	1,560	1,576
89	Honduras	1,554	1,570
97	El Salvador	1,286	1,299
99	Nicaragua	1,190	1,202
102	Puerto Rico	1,082	1,093
114	Trinidad	600	606
119	Guyana	480	485
123	Jamaica	405	409
137	Haiti	195	197
143	St. Lucia	175	177
146	Bahamas	148	149
149	Dutch Antilles	140	141
150	Suriname	100	101
153	Barbados	80	81
157	Martinique	60	61
158	Aruba	55	56
159	St. Vincent	46	46
161	Belize	40	40
163	Grenada	32	32
164	St. Kitts	26	26
165	Antigua	20	20
166	Cayman Islands	20	20
168	Dominica	11	11
	TOTAL	***632,327***	**625,124**

Italic: Corrections of figures for 2022 stated in last year's report. These figures only became known after going to press, or were subsequently corrected

all figures in 1,000 hl *ordered according to output volume in 2023*

Africa

Ranking	Country	2022	2023
10	South Africa	33,750	35,100
23	Nigeria	18,184	17,729
31	Ethiopia	*11,570*	12,670
32	Angola	12,000	12,000
36	Cameroon	8,000	9,100
46	Dem. Rep. of the Congo (Zaire)	4,900	5,200
49	Tanzania	*4,559*	4,691
50	Ivory Coast	*4,380*	4,600
51	Kenya	4,350	4,500
55	Mozambique	3,948	4,095
58	Uganda	3,650	3,741
61	Congo (Brazzaville)	3,500	3,500
63	Ghana	3,300	3,465
64	Burkina Faso	3,450	3,450
74	Botswana	*2,765*	2,746
76	Burundi	2,500	2,500
79	Simbabwe	2,180	2,200
80	Sambia	*2,072*	2,153
82	Tunisia	2,045	1,933
84	Gabun	1,800	1,800
85	Namibia	*1,691*	1,735
87	Lesotho	*1,648*	1,667
90	Algeria	*1,508*	1,550
92	Rwanda	1,500	1,500
93	Madagascar	*1,361*	1,408
96	Benin	1,310	1,310
100	Togo	1,200	1,200
101	Malawi	1,100	1,100
104	Chad	981	980
107	Egypt	900	900
110	Morocco	*811*	835
120	Mauritius	*462*	485
125	Guinea Conakry	370	370
127	Equatorial Guinea	320	350
131	Eritrea	280	280
132	Central African Republic	260	280
135	Réunion	225	225
136	Kingdom Eswatini	225	225
139	Mali	190	190
140	Sierra Leone	*191*	190
144	Senegal	160	170
148	Liberia	155	145
151	Seychelles	100	100
152	Niger	35	100
160	Guinea Bissau	45	45
167	Cape Verde	9	12
169	São Tomé and Príncipe	0	10
	TOTAL	***149,940***	**154,535**

Australia/Oceania

Ranking	Country	2022	2023
29	Australia	*13,666*	14,368
71	New Zealand	2,940	2,810
112	Papua New Guinea	*672*	705
142	Tahiti	180	180
145	New Caledonia	150	150
147	Fiji Islands	145	146
155	Solomon Islands	65	65
156	Samoa	62	62
170	Vanuatu	9	9
	TOTAL	***17,889***	**18,495**

Asia

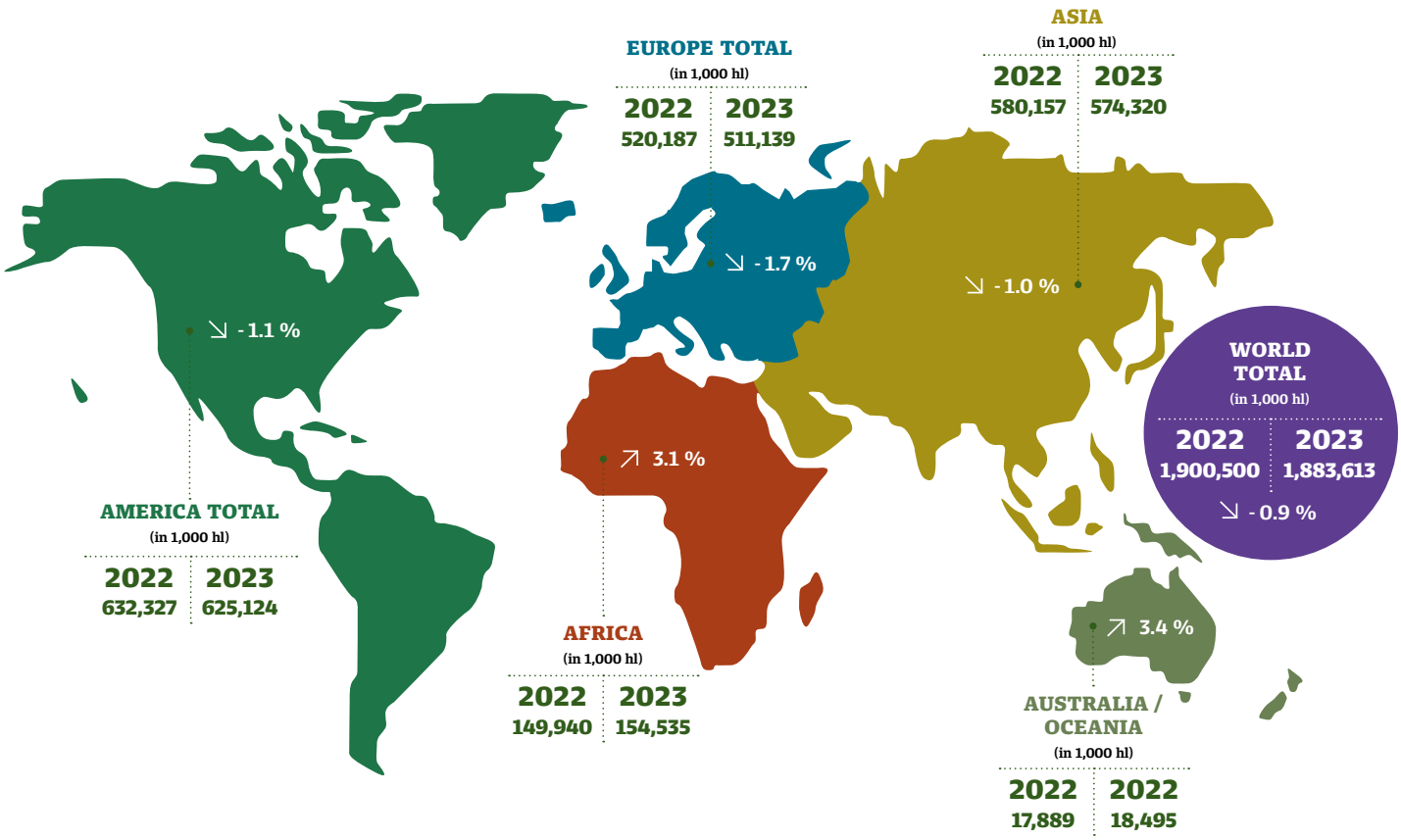
Ranking	Country	2022	2023
1	China	360,405	359,080
7	Japan	45,882	45,317
12	Vietnam	39,000	31,000
13	India	25,517	29,335
18	Thailand	22,434	21,050
24	Philippines	16,245	16,600
25	South Korea	*16,980*	15,582
28	Cambodia	13,000	15,000
40	Kazakhstan	7,177	6,112
42	Laos	5,500	5,800
44	Republic China - Taiwan	5,370	5,351
47	Myanmar	4,260	4,750
65	Indonesia	3,310	3,400
75	Uzbekistan	2,330	2,679
81	Israel	*1,844*	1,972
83	Nepal	1,900	1,800
91	Malaysia	*1,436*	1,532
94	Sri Lanka	*1,300*	1,380
98	Singapore	*1,207*	1,218
103	Mongolia	950	1,000
106	Iran	900	900
115	Bhutan	289	528
116	Azerbaijan	*452*	526
118	China - Hong Kong	525	500
122	Turkmenistan	480	420
124	Kyrgyzstan	380	405
126	Tajikistan	350	365
128	Lebanon	354	348
134	Jordan	240	247
154	Pakistan	80	80
162	Bangladesh	55	39
171	Palestine	5	4
	TOTAL	***580,157***	**574,320**

WORLD

	2022	2023
TOTAL	***1,900,500***	**1,883,613**

BEER PRODUCTION 2022/2023

DEVELOPMENT BY CONTINENT



	2022 1,000 hl	2023 1,000 hl	2022 +/– % rel.	2023 +/– % rel.
European Union	355,821	346,859	3.5 %	-2.5 %
Rest of Europe	164,366	164,280	-3.2 %	-0.1 %
EUROPE TOTAL	**520,187**	**511,139**	**1.3 %**	**-1.7 %**
North America	366,128	356,262	1.7 %	-2.7 %
Central America/Caribbean	23,850	24,089	-6.9 %	1.0 %
South America	242,349	244,773	5.3 %	1.0 %
AMERICA TOTAL	**632,327**	**625,124**	**2.7 %**	**-1.1 %**

Following corrections to beer output volumes in various countries, the revised volume of beer brewed worldwide in 2022 was 1.90m hl, which is 0.5 %, or 10m hl, more than originally reported.

In 2023, world beer production fell to 1.88bn hl, representing a decline of 0.9 %, or -17m hl .

In Europe, the main contributors to the drop in output volume of 9m hl were the **United Kingdom** (-3.3m hl), **Germany** (-2.9m hl) and **Poland** (-2m hl).

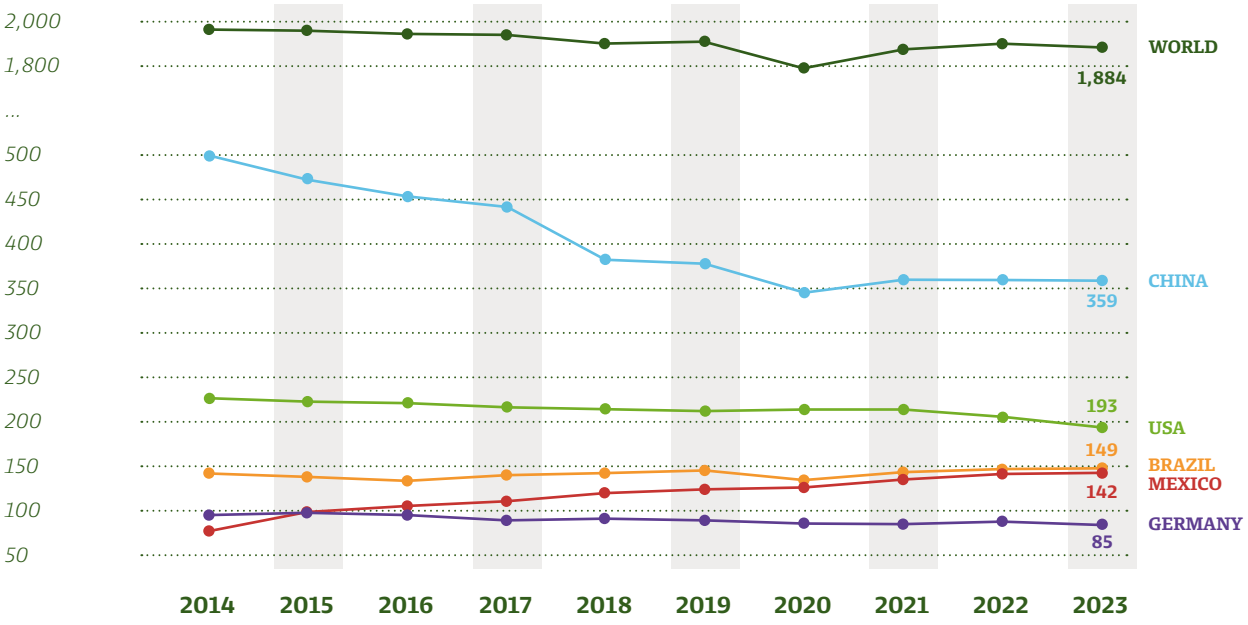
Output in the Americas declined by 7.2m hl, with production in North America falling by 9.9m hl, while output in South America rose by 2.4m hl. The **USA** is the only beer-producing country in the Americas to have seen its output fall (-11.5m hl). In **Brazil** and **Mexico**, production rose by 1.5m hl and 1.4m hl, respectively.

The Asian continent saw production increasing significantly both in **India** (+3.8m hl) and **Cambodia** (+2m hl). However, falling output in **Vietnam** (-8m hl), as well as declines of more than 1m hl in **South Korea**, **Thailand**, **China** and **Kazakhstan**, ultimately led to a fall in total beer production in Asia of 5.8m hl.

Beer production in Africa increased by 4.6m hl. The most significant growth was seen in **South Africa** (+1.4m hl) and in **Ethiopia** and **Cameroon**, both with +1.1m hl. Australia/Oceania also chalked up an increase of 0.6m hl.

DEVELOPMENT IN THE YEARS 2014 – 2023

Beer production in million hl



TOP 10 BEER NATIONS

Ranking	Country	Beer production 2023 in 1,000 hl	World share in %
1	China	359,080	19.1 %
2	USA	193,033	10.2 %
3	Brazil	148,907	7.9 %
4	Mexico	142,410	7.6 %
5	Germany	84,885	4.5 %
6	Russia	83,400	4.4 %
7	Japan	45,317	2.4 %
8	Spain	41,300	2.2 %
9	Poland	35,800	1.9 %
10	South Africa	35,100	1.9 %
1 to 10		1,169,232	62.1 %
WORLD		1,883,613	100.0 %

Asia America Europe Africa

TOP 40 BREWERS

The French group **Financière ACP** joined the ranks of the top 40 brewing groups in 2023 at number 38. This group, which includes the brands **Brasserie de Saint-Omer** und **Goudale**, replaces the Vietnamese group **HABECO**, Hanoi, whose output declined sharply in a difficult market environment.

Mergers and acquisitions of companies in the brewing industry in 2023 tended to be of a regional nature. The Danish brewing group **Royal Unibrew** acquired a brewery in San Giorgio di Nogaro, Italy, from Birra Castelo and the microbrewery Nørrebro Bryghus in Denmark. **Carlsberg** purchased the Waterloo Brewing Company in Canada, while **Heineken's** takeover of the Distell Group was approved by the antitrust authorities in South Africa and Namibia.

The major brewing groups have exited the Russian market more or less under duress. **AB Inbev** sold its stake in its joint venture in Russia to its Turkish partner Efes. **Heineken** sold its breweries for a token price and Baltika, part of the Carlsberg Group, was forcibly nationalized.

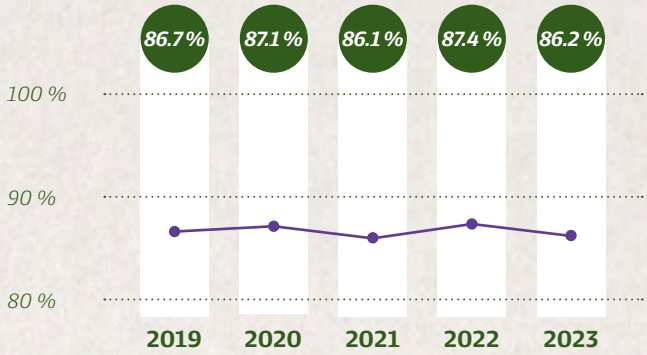
The major brewers' interest in the craft segment abated noticeably, with several of them disposing of or closing recently acquired breweries. Instead, they turned their attention to premium and mass-market brands. In the USA, for example, AB Inbev sold eight (craft beer) breweries along with all the respective brand rights to Tilray, a company that had previously focused on marketing cannabis and is now expanding its business in the beverage segment.

TOP 40 BREWERS

THE WORLD'S TOP 40 BREWING GROUPS

(as at December 31, 2023)

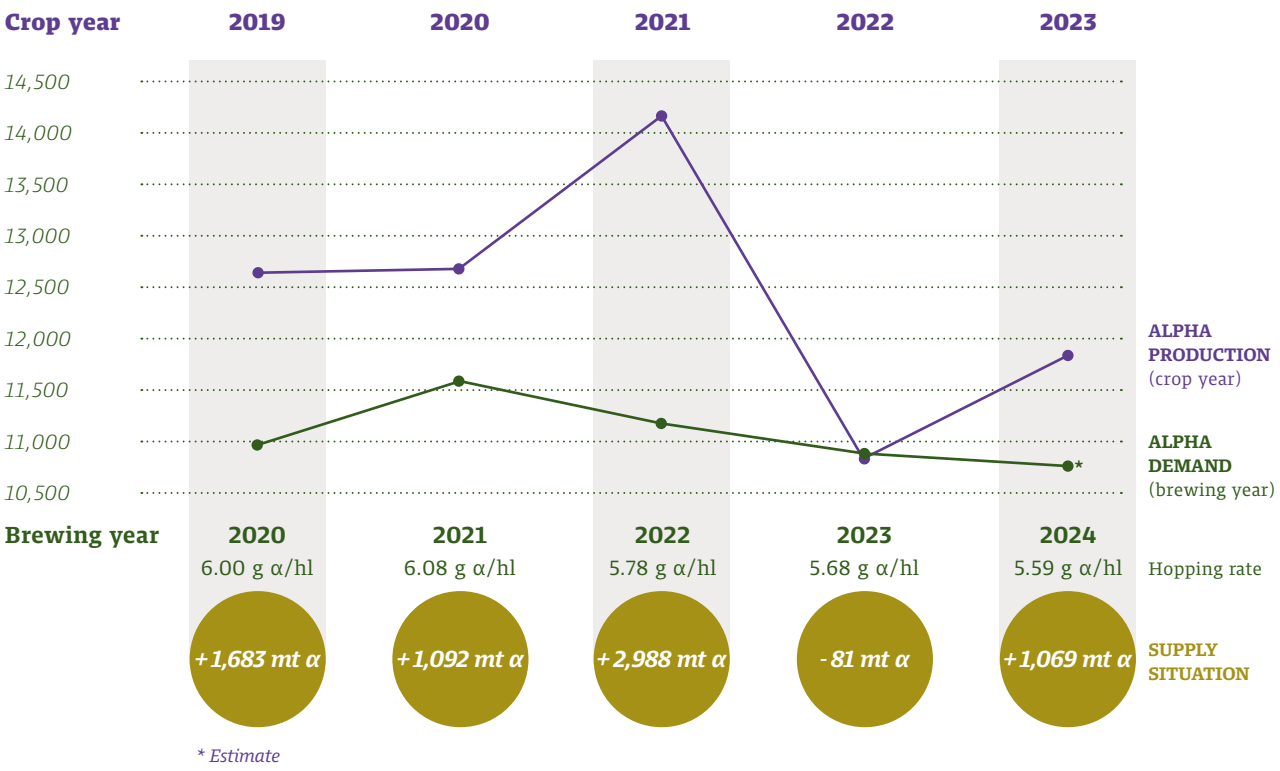
America
Europe
Asia



Ranking	Brewery	Country	Beer output 2023 in mill. hl	Share of world beer production
1	AB InBev	Belgium	505.90	26.9 %
2	Heineken	Netherlands	242.60	12.9 %
3	China Res. Snow Breweries	China	111.51	5.9 %
4	Carlsberg	Denmark	101.00	5.4 %
5	Molson Coors	USA/Canada	83.77	4.4 %
6	Tsingtao Brewery Group	China	74.10	3.9 %
7	Asahi Group	Japan	65.00	3.5 %
8	BGI / Groupe Castel	France	42.70	2.3 %
9	Yanjing	China	39.42	2.1 %
10	Efes Group	Turkey	35.70	1.9 %
11	Constellation Brands	USA	34.40	1.8 %
12	Diageo (Guinness)	Ireland	24.66	1.3 %
13	Kirin	Japan	23.51	1.2 %
14	Grupo Petrópolis	Brazil	21.00	1.1 %
15	San Miguel Corporation	Philippines	17.83	0.9 %
16	Grupo Mahou - San Miguel	Spain	16.20	0.9 %
17	CCU	Chile	16.06	0.9 %
18	Pearl River	China	14.03	0.7 %
19	Singha Corporation	Thailand	13.99	0.7 %
20	Saigon Beverage Corp. (SABECO)	Vietnam	13.00	0.7 %
21	Damm	Spain	12.70	0.7 %
22	Radeberger Gruppe	Germany	10.80	0.6 %
23	Suntory	Japan	8.65	0.5 %
24	Sapporo	Japan	8.06	0.4 %
25	Oettinger Gruppe	Germany	7.50	0.4 %
26	Swinkels Family Brewers	Netherlands	7.49	0.4 %
27	Beer Thai (Chang)	Thailand	6.94	0.4 %
28	Paulaner Gruppe	Germany	6.34	0.3 %
29	HiteJinro	South Korea	5.98	0.3 %
30	TCB Beteiligungsgesellschaft mbH	Germany	5.80	0.3 %
31	Krombacher Gruppe	Germany	5.74	0.3 %
32	Bitburger Braugruppe	Germany	5.69	0.3 %
33	Olvi Group	Finland	5.30	0.3 %
34	Estrella de Galicia	Spain	5.03	0.3 %
35	Royal Unibrew	Denmark	4.90	0.3 %
36	Polar	Venezuela	4.30	0.2 %
37	Financière ACP	France	4.11	0.2 %
38	Moscow Brewing Company	Russia	4.10	0.2 %
39	Martens	Belgium	4.01	0.2 %
40	Obolon	Ukraine	3.96	0.2 %
TOTAL			**1,623.77**	**86.2 %**
WORLD BEER PRODUCTION 2023			**1,883.61**	**100.0 %**

The data were taken from the brewers' own annual reports. In other cases, after different sources had reported differing figures, or where no figures were available, the production volume had to be estimated.

ALPHA ACID BALANCE



Following retrospective correction of beer output volume in 2022, primarily on the basis of corrected figures from the USA, beer production proved to have been 10m hl higher than stated in our 2022/2023 report.

The parameters upon which alpha demand is calculated are also subject to constant review. The use of hops and alpha dosage are fundamental to this calculation. As a consequence, retrospective adjustments were necessary here, too.

Unfortunately, expectations of a slight rise in output volume in the 2023 brewing year were not met. The figures compiled show a decline in beer production of 17m hl. The hop requirement was roughly equivalent to the hop volume available from the previous year, although the crop and alpha yields in 2022 were far below the levels in the years before.

In the 2024 brewing year, we expect beer output to remain stable, while alpha demand falls. We can observe a trend toward lighter beers and in some cases reduced hop addition in brewing recipes. The volume of hops harvested in crop year 2023 increases the amount of overproduction.

The volume required for uses beyond brewing has been taken into consideration in our calculation of the alpha supply situation.



MARKET SITUATION

Hop acreage declined in 2023 for the second year in succession. The decline in acreage of 2,048 ha, representing a year-on-year reduction of 3.3 %, was significantly sharper than in the previous year. The total planted hop acreage worldwide of 60,641 ha yielded a crop volume of 118,415 mt. This was an increase of nearly 12 % year on year. The yield in mt/ha across all varieties was within both the five-year and the ten-year averages. The mean alpha acid content of 10.0 % (ToP) was only slightly below that of the previous year. Although both acreage and average overall yields were lower, the alpha volume harvested was 9.4 % higher year on year. The total alpha volume of 11,839 mt was approx. 1,000 mt greater than in 2022.

There were no adjustments in acreage in Germany. Following minimal expansion of 24 ha, hop acreage remained virtually unchanged in 2023 at 20,629 ha. The most radical clearing of acreage was carried out once again by growers in the USA. The reduction of acreage in the US hop-producing regions amounted to 2,213 ha. The total acreage of all hop-growing states was 22,545 ha and thus still a good 1,900 ha greater than Germany's.

Again in 2023, the global economy found itself at the mercy of geopolitical influences resulting from the pandemic and Russia's war of aggression against Ukraine. This had noticeable effects on the brewing industry. While beer output in 2022 had risen slightly by 1.4 %, raising hopes of a sustained market recovery, it fell back again last year by just under 1 % to 1,884m hl. It is impossible to recognize a trend for the future. If anything, world beer output is stagnating. The 2023 brewing year saw production of both mainstream and craft beers decreasing, although the decline among the craft beers was sharper. Consequently, alpha demand fell by 2.5 % to 10,899 mt.



Despite the substantially below-average harvest in 2022, with a crop volume of only 10,818 mt alpha and a balanced supply situation for the 2023 brewing year, the alpha balance accumulated in recent years still shows a significant market oversupply. Inventory levels from previous years are such that the brewing industry is well stocked and even oversupplied with some varieties. Energy, raw materials, packaging, logistics, and labor costs remain at a high level, putting pressure on the brewers' profit margins. The brewers are responding with cost savings.

Further indications that the breweries still hold more than enough inventory are the significant delays in call-offs of contracted hop products still being reported, as well as the increasing number of requests from breweries for contract restructuring. The effects are making themselves felt throughout the entire hop industry supply chain, from production to processing to marketing. In hop-producing countries such as Slovenia and Poland, growers have been unable to sell their spot hops due to weak demand. Due to call-off delays, hop marketers are experiencing serious difficulties in financing their inventory, particularly on account of the significantly higher interest rates

Hop acreage must be reduced significantly to bring production volume into line with lower demand and to return to something approaching market equilibrium.

In Germany's hop-growing regions the trend continues toward replacing aroma and flavor varieties that are surplus to market demand and low-yielding older plantings of widely grown aroma varieties with reliably-yielding and more climate-resistant bitter varieties. With forward contracts covering much of the crop till 2025, there is no likelihood of a noticeable reduction in acreage. Only a slight decline of approx. 500 ha is expected in Germany and the other European hop-producing countries, leaving roughly 31,700 ha in place.

The entire U.S. market is still significantly oversupplied with flavor and aroma varieties despite the massive reductions in the previous year. Hop marketers and growers are doing all they can to rebalance the market. In 2024, the acreage in the U.S. growing areas was reduced by approx. 4,000 ha or 18 %. Unlike in the previous year, the empty trellises are not expected to be strung with bitter varieties this year. The coming harvest will show whether this further reduction in acreage proves to be sufficient to reduce inventories noticeably and adjust supply to changing demand patterns.

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Peter Hintermeier, Managing Director
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Heinrich Meier
Georgensgmuend

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230 YEARS OF INNOVATION

No other company stands for innovation in everything to do with hops as BarthHaas does. For 230 years, this family company, now in its eighth generation, has been shaping the market surrounding this unique commodity. With a passion for hops and the will to change, the company that began as a small Franconian part-time hop merchant has become a global partner for natural flavor experiences.

What has always distinguished the Nuremberg-based hop specialist as a strong partner for brewers and growers alike is its creativity, innovativeness, and pioneering spirit. In 1881, for example, Joh. Barth & Sohn introduced a metal hop container with a double zinc coating for overseas trade, the only one of its kind that could be stacked thanks to its rectangular shape and thus save space. Further milestones in the company's history were its use of the first fully-automatic picking machine (1956) and its early move to build plants where it could produce hop products in the form of extracts and pellets in the 1960s and 1970s.



Georg Barth's birthplace in Betzenstein. This photograph, dating from around 1900, shows Johannes, Richard and Walter Barth.

Leveraging two centuries of experience for a successful future

And still today, BarthHaas is anything but idle, focusing all its efforts on its goal of using its unique expertise to support its partners in these difficult times. This involves not only promoting the breeding of new sustainable hop varieties, but also working constantly to improve the company's own hop products. The aim is to make it possible in the future to produce outstanding beers more efficiently – a factor that will be increasingly important for the brewing industry in view of rising costs.

Already today, for example, liquid hop products are available that can enable brewers to produce bitterness, hop flavor, and even natural hazing with considerably less effort than before. This means that breweries can achieve efficiency savings at nearly every stage of the brewing process and can gain the competitive advantage they need for future growth.

Special emulsification technique for clean-label solutions

One example here is the water-based PHA range, one of the latest developments among the company's liquid hop products. It uses a special emulsification technique that makes it possible to dissolve hop extracts in water, providing the ideal solution for brewers who wish to avoid using other carriers such as ethanol or propylene glycol. This makes the PHAs the cleanest of all clean-label solutions. Another advantage of all the PHA varietals is that their storage and shipping costs are significantly lower than those of conventional hop products.



Armed with its world-leading product innovations, BarthHaas considers itself ideally prepared for the challenges of the future. The company will continue to work together with its customers and partners in the future to stabilize hop supply, brew excellent beers even more efficiently, minimize the risks of fluctuations in harvests, and provide solutions for diversification.

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BarthHaas®

Our thanks go to all those bodies and individuals who provide us with information and thus contribute to the success of the BarthHaas Report.