

Crafted with Michigan flavor.

WHAT WE DO

The Michigan Craft Beverage Council is a 10-member, governor-appointed board that housed within the Michigan Department of Agriculture and Rural Development.

RESEARCH

Connect researchers with the research needs of Michigan craft beverage producers and growers of Michigan agricultural products.

MICHIGAN CRAFT Beverage Council



DRINK

Connecting consumers, lawmakers and influencers, restaurants and retailers, distributors to craft beverages.

CRAFT

Connect agricultural products, people, equipment, and knowledge with producers, restaurants, retailers, and distributors.

GROW

Connect growers of Michigan agricultural products with Michigan craft beverage producers.

2020 INDUSTRY STATISTICS

By the license...

- Beer 334
- Distiller 142
- Wine 459 (with more than 150 using majority Michigan-grown fruit)

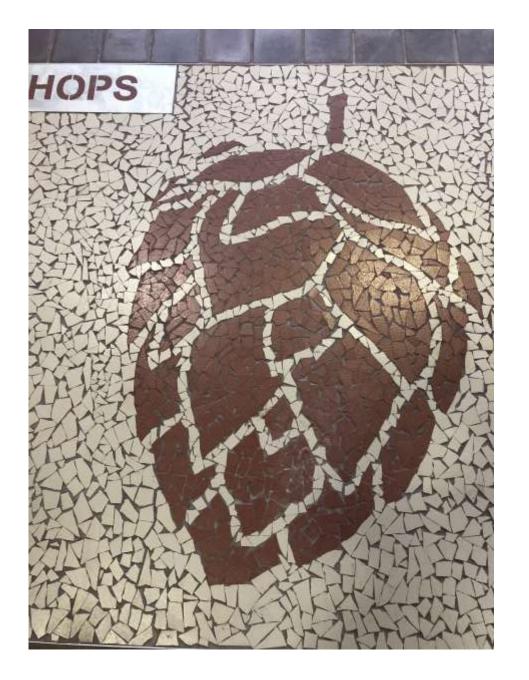


B Acres Wine & Grape Vineyards



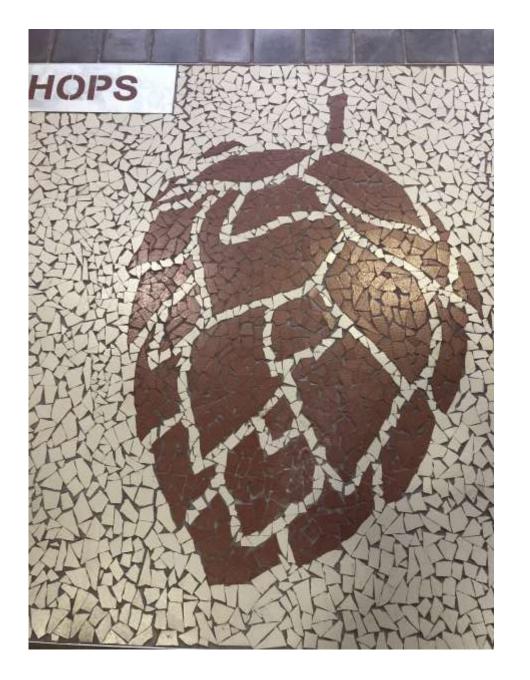
RESEARCH

- 50% of Annual budget Research is important part of our program!
- 2018 8 Projects totaling \$135,393
 2019 10 Projects totaling \$353,189
 2020 14 Projects totaling \$431,052
- All final research final reports are easily searchable on our database: <u>https://michigancraftbeverage.com/research/research</u> <u>-database</u>



2020 Research Projects

- Optimizing Fungicide Inputs for Disease Management on Barley & Hops
- Fermented Beverage Analysis
- Investigating Winter Hardiness to Advance Winter Malting Barley as a Climate Adaptation Strategy in Michigan
- Berries & Brews: Understanding the Market and Technological Processing Opportunities of Michigan Grown Fruit in the Craft Beverage Industry
- Research Education for Michigan's Grape, Wine and Cider Industry
- Finding Solutions to Manage Plant-Parasitic Pests in Hopyards
- Increasing Demand for Michigan's Emerging Hard Cider Industry



2020 Research Projects

- Grapevine Cold Hardiness Research
- Development of Red-Juiced Apple Cultivars for Michigan Hard Cider
- Investigating the Terroir-Influenced Quality Attributes of Hops
- Variety Selection and Agronomy Practices for Soft Winter Wheat Malting
- Evaluation of Cereal Rye Varieties for the Michigan Craft Distilling Industry
- Role of Planting Date and Seeding Rate in Optimizing Winter Survival, Yield and Quality of Malting Barley
- Developing Integrated Pest Management Approaches for Bunch and Sour Rot Control in Michigan Vineyards



2020 Industry Engagement Project Informing the future of our industry

- Facilitated meetings and focus groups with industry groups
 - What are some of the key challenges facing your business and/or industry?
 - How do we increase the supply chain relationship between Michigan growers and craft beverage producers?
 - What are the opportunities to spur quality, innovation and differentiation in Michigan's craft beverage sector?
 - What collaborations, co-investments, and/or partnerships are missing that could improve and expand your industry?
- Supply chain connections
- Increasing the use of Michigan agriculture
- Unintended benefits



RESEARCH, GROW, CRAFT & DRINK

Crafting Connections from the Ground Up

- Michigancraftbeverage.com
 - Marketplace connecting growers, suppliers and producers
 - License and regulation support
 - Consumer resources such as transportation services
- Social media
 - Facebook
 - Twitter
 - Instagram

> CRAFTED WITH MICHIGAN

Keep me in the loop!

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FLAVOR <



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