



MICHIGAN
CRAFT
Beverage Council



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.



2020 INDUSTRY STATISTICS

By the license...

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





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:
<https://michigancraftbeverage.com/research/research-database>



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](https://michigancraftbeverage.com)
 - Marketplace – connecting growers, suppliers and producers
 - License and regulation support
 - Consumer resources such as transportation services
- Social media
 - [Facebook](https://www.facebook.com/michigancraftbeverage)
 - [Twitter](https://twitter.com/michigancraftbeverage)
 - [Instagram](https://www.instagram.com/michigancraftbeverage)



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Keep me in the loop!

Jenelle Jagmin

jagminj@Michigan.gov

517-930-0696



PO Box 30017, Lansing, MI 48909 // 517-284-5742 // michigancraftbeverage.com