

The World is your Market:

How does a farm business
exploit a world market?

Stocks Farm Hops & British Hops

Presented by Alison Capper, Stocks Farm, Worcestershire
Oxford Farming Conference: 5th January 2017

Daughter-in-law...

Marketing & Sales

Unqualified accountant

Wife

Stocks Farm Partner

HR

- Apples: Eating/Cider
- Hops
- Homebrew Hops
- Brewery
- Property

Mum

IT Director

Village PR

Price Negotiator

Ideas/solutions























JESTER

PREPARED HOPS SEEDED
VAR
NO 821
TARE 0.5KG
SUCKLEY & AN CAPPERS
SUCKLEY WORCESTERSHIRE

JESTER

PREPARED HOPS SEEDED
VAR
NO 827
TARE 0.5KG
SUCKLEY & AN CAPPERS
SUCKLEY WORCESTERSHIRE

At the end of 2011

Change:

The farm

The industry

The image

“You’ve got 3 years...”

Summer 2012

NATIONAL HOP ASSOCIATION OF ENGLAND LIMITED



- No brand or website
- No proposition
- Could we create a niche?
- Double or even triple exports?

An Industry Re-Brand



www.britishhops.org.uk

@BritishHops



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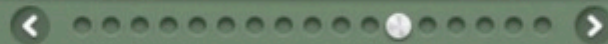
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The home of British Hops



The home of British Hops

The home of British Hops

You are here: Home



If you are proud of brewing with British Hops why not [download this artwork](#) for use on your pump clips and bottle labels and then your customers will know your beer contains British Hops too. Huge thanks to the many brewers already supporting British Hops.

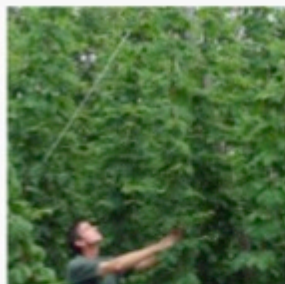
British Hop aromas are delicate, complex and some have a significant intensity. They are interesting, historical and varied and they make the most wonderful, drinkable beer in the world, in our opinion.

The facts about British Hops are:

- There are 20 commercially grown British Aroma Hop varieties in the UK.
- British Hop aromas include notes such as Tangerine, citrus, grass, grapefruit, chocolate, blackcurrant, spice, pepper, apricot, marmalade and mint.
- The UK is the only country to have focused so strongly on disease resistance, making our British Hops both environmentally friendly and inevitably more appealing.
- The hedgerow growing system, which is more cost effective and the future of hop growing, was developed in and is almost unique to the UK.

The National Hop Association was formed by British Hop Growers in 1996 to ensure that the industry had a coordinated approach to its activities and in particular the research and development of new Hop Varieties through it's subsidiary Wye Hops. In 1998 there were 13 commercially-grown British Hop varieties, today there are 20. Given that it can take 10 years to develop a new Hop variety, that's quite an achievement.

The British Hop Association, formerly known as The National Hop Association, is a limited company, with two Directors from each of the 3 Growers Groups



If you wish to grow British Hop varieties and are looking for plant stocks, the British Hop Association maintain virus- and viroid-tested elite stocks of all commercial British Hop Varieties. Foundation stocks propagated from this elite collection are supplied to **A-Plus Hops Ltd.**

Tesco – single hopped beers



M&S British Hop Beer Range



WHO IS THE CRAFT BEER DRINKER?



More likely to buy organic foods

Enjoys biking and jogging alone



42.6%

have a Bachelor's degree

21.1%

have a Master's degree

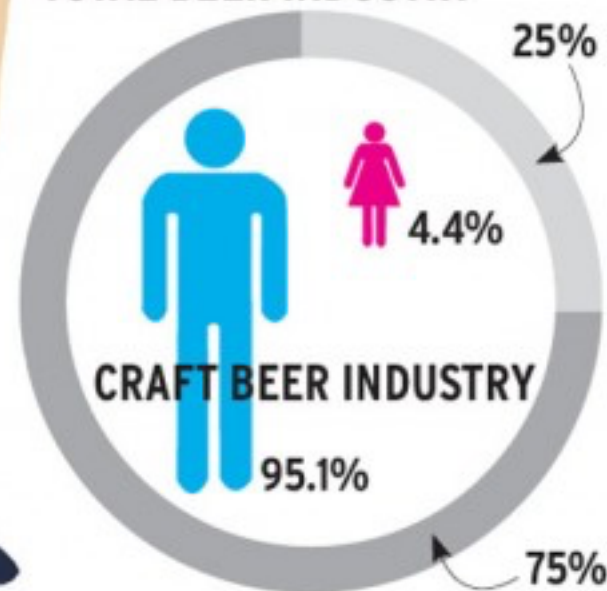
8.5%

have a PhD

AGE

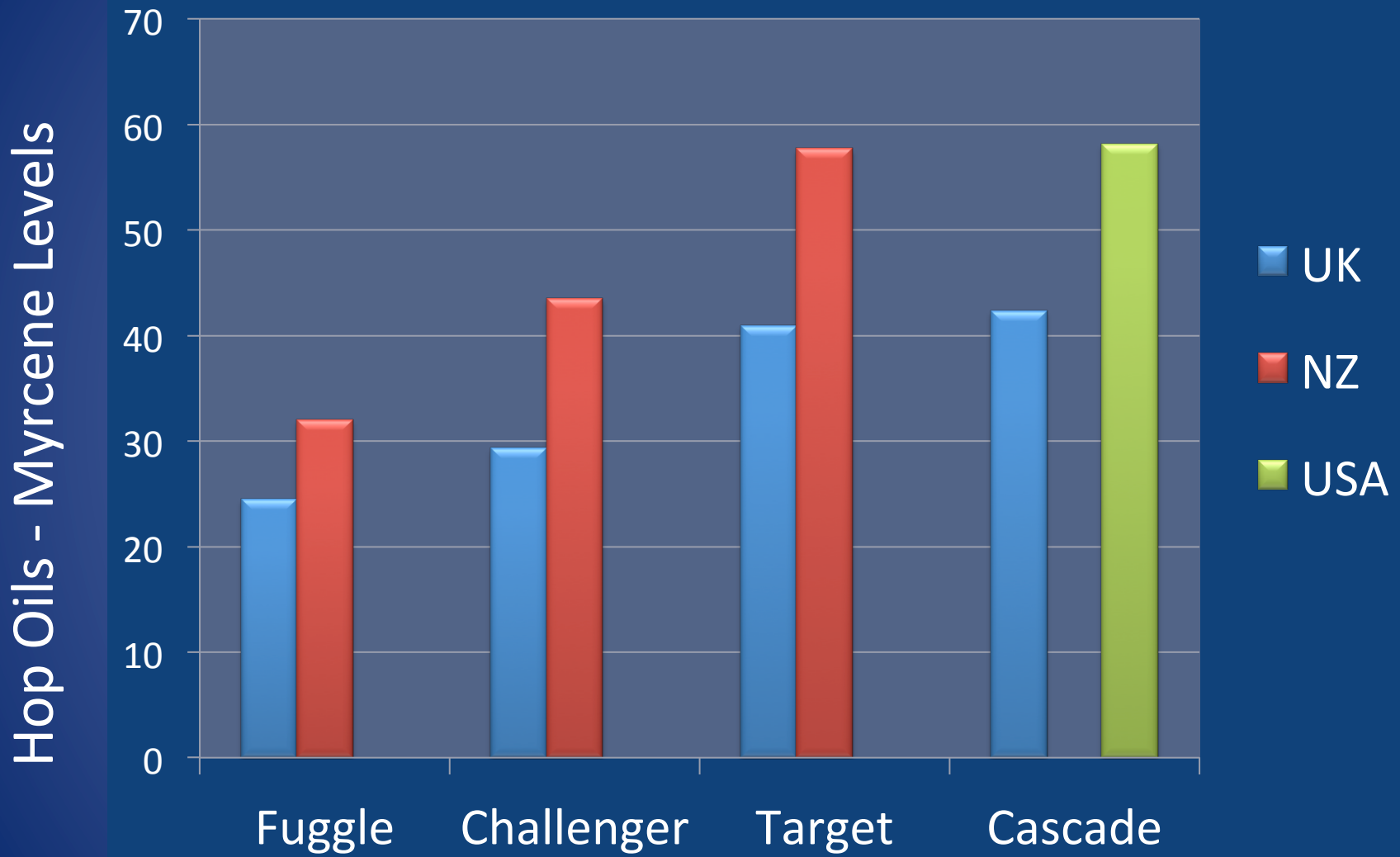
21-25 years old	5.4%
26-34 years old	26.4%
35-49 years old	41.5%
50-65 years old	24.3%
65+ years old	2%

TOTAL BEER INDUSTRY





Hop "terroir" according to growing region



Changes

- Next generation
- Industry benchmarking
- Industry buy in
- Major publicity campaign
- Annual British Hop Growers Conference
- Focus on aroma hop breeding
- Rebrand the farms

STOCKS FARM

proud to supply

British Hops

To Breweries in the UK & Worldwide

www.stocksfarm.net





2016 HomeBrew Hops now available!

Stocks Farm is a 200 year old Hop and Fruit farm on the glorious Herefordshire/Worcestershire border. It has been in the Capper family for more than half a century, and is proud to be growing quality British Hops and Apples in an area of outstanding natural beauty.





STOCKS FARM

HOMEBREW HOPS



FRESH FROM FARM

*Buy online from the only
direct to home brewer
British hop farmer.*



www.stocksfarm.net/shop



Bramling Cross
Endeavour
First Gold
Goldings
Pilgrim
Phoenix
Sovereign
Target

3.5oz & 17.5oz
packs of leaf or
pellet hops.

FRESH FROM FARM

*Buy online from the only
direct to home brewer
British hop farmer.*



www.stocksfarm.net/shop







**BRITISH
APPLE CO**





**BRITISH
APPLE CO**

M E N U

The British counties of Herefordshire and Worcestershire have some of the most beautiful apple orchards in the world. These orchards produce some of the finest apples in the world and the largest quantity of apple production in the UK. For the first time you have the opportunity to connect directly with British apple growers. We give you the opportunity to understand the full

MENU

Welcome to the British Apple Co website. We represent the best of British apples in the UK. In our two counties we grow the highest volume of bittersweet cider apples in the world. We also grow a high proportion of British sweet apples.

NAVIGATION

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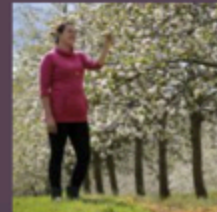
For Media, Website and British Apples Co enquiries, in the first instance please contact:

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E: hello@stocksfarm.net

BE SOCIAL



Follow us



How does one farm business exploit a world market?

- Collaboration & Energy
- Turn problems into solutions
- Identify your USP
- Brand & marketing
- Travel, learn, engage, export, sell

And remember...

“How does somebody know what they want if they haven’t even seen it” –

Steve Jobs

The World is your Market:

Thank you for listening

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