

PENNSYLVANIA MALT AND BREWED BEVERAGE INDUSTRY PROMOTION BOARD
Minutes of the November 14, 2018 Board Meeting
PA Department of Agriculture, Room 206
2301 North Cameron Street
Harrisburg, Pennsylvania

Public notice of the November 14, 2018 Pennsylvania Malt and Brewed Beverage Industry Promotion Board Meeting was given on November 8, 2018 as stipulated by the Sunshine Law.

CALL TO ORDER/REVIEW PROCEDURES

William Brock, Chairman, called the meeting to order at 10:08 a.m. Board members in attendance included Frank Pistella, Christian Lampe, Sean Casey, Michele Meloy Burchfield, and Advisory Member Jeffrey Reeder.

Attending was John Howard, Esquire, Acting Chief Counsel; Patrick Andrews, Chief, Agriculture Marketing Development Division, Department of Agriculture; Michael Chapaloney, Executive Director Tourism, DCED; Ashlee Dugan, PA Preferred Coordinator; and Jonathan Hendrickson, Legislative Director, PA Department of Agriculture.

APPROVAL OF MINUTES

RESOLUTION NO. 2018.06-APPROVAL OF MINUTES

Motion by: William Brock

Second by: Jeffrey Reeder

Passed: Unanimously.

Approval of Minutes of September 19, 2018.

WELCOME GUESTS

Chairman Brock noted that guests would be presenting throughout the day. Options for future presentations were discussed.

AG LEGISLATIVE DIRECTOR UPDATE

Michael Chapaloney, Executive Director Tourism, DCED, offered his assistance to the Board members. Chairman Brock requested that Mr. Chapaloney help the Board with steps necessary to obtain grants. There was further discussion with regard to the grant process and proper notification of grant recipients.

Chairman Brock suggested that grant recipients provide quarterly updates to the Board with the last report being a summary of the project.

PRESENTATIONS

Carrie Fischer LePore, Deputy Secretary, PA DCED Office of Marketing, Tourism and Film, presented before the Board. She related the success of Craft Beer Month in Pennsylvania to a collaboration of efforts. She stated the event held at the Governor's home was well-received by the Governor's residence staff and First Lady.

Ms. LePore noted her recent attendance at the Mid-Atlantic Brewers' Conference in State College in order to reach out to industry stakeholders. She commented that the legal team was in the process of trademarking the Pursue Your Hoppiness logo. She referred to a stakeholder meeting to be scheduled around the state to discover the practices of breweries and their anticipated support from the Board and DCED. Information would be gathered for development of a web presence as well.

Mr. Casey suggested four uses of the logo, including the agricultural use, beer product use, glassware use, and clothing use. Ms. LePore will follow up on the matter.

Ms. LePore was happy to report that the tourism industry had a piece of legislation passed known as Act 109, which the Governor will sign into law that would create a Pennsylvania Tourism Promotion Fund. There was further discussion regarding that fund.

The following proposals were presented to the Board for consideration:

#	Proposal	Applicant	Organization	FUNDING
AGRICULTURE				
1)	Establishing and maintaining a research and education hop yard in SW Pennsylvania	Dr. Sarah Meiss	California University	\$160,000
2)	Improving the Ag Value Chain for the Craft Fermented Beverage Industry	Maria Graziani	PSU	\$109,406
3)	Educating Current and Prospective Hop Growers to Enhance & Promote the PA Microbrewing Industry	Tanner Delvalle	PSU	\$38,693

4)	Unique PA Student-Cohort in Malt and Brewed Beverage Associated Raw Ingredients	Dr. Josephine Wee	PSU	\$104,988
5)	Outreach and Education Program	Adriana Murillo-Williams	PSU	\$22,000

#	Proposal	Applicant	Organization	FUNDING
TOURISM				
6)	Cumberland Valley Beer Trail marketing & Visitation Increase	Ashley Kurtz	Cumberland Area Economic Development Corporation	\$60,000
7)	Pennsylvania Craft Brew Fest	Michele Beener	Somerset County Chamber of Commerce	\$105,000
8)	Pop-Up Museum: The Story of Beer in Pennsylvania	Joe McAllister	National Beer Museum Development Group	\$59,700
9)	Beer Tourism Grant for the Craft Beer Trail of Greater Philadelphia	James Zale	Visit Philadelphia	\$150,000
10)	Critical Success Factors for Advancing Beer Tourism in Pennsylvania	Dr. Claudia Schmidt	PSU	\$59,910

#	Proposal	Applicant	Organization	FUNDING
INDUSTRY RESEARCH				
11)	Consumer Categorization of Commercial PA Beers Based on Visual and Sensory Properties	Dr. Helene Hopfer	PSU	\$62,276

#	Proposal	Applicant	Organization	FUNDING
TECHNICAL ASSISTANCE - SUPPORT - R & D				
12)	EU Brewed Beverage Research and Industry Support Program: It's All About the Yeast	Dr. Nathan Armatas	Edinboro University	\$71,060
13)	Educational Outreach for the Brewing Industry	Dr. Alison Feeney	Shippensburg University	\$164,588
14)	Measuring Amylase Activity in Non-Barley Malts to Gluten-Free Beer	Dr. Darrell Cockburn	PSU	\$51,433
15)	Identification of Factors Contributing to Product Stability in Pennsylvania Beer	Dr. Ryan Elias	PSU	\$40,176

Dr. Sarah Meiss, California University of Pennsylvania, presented before the Board for discussion of a proposal to establish and maintain a research and education hop yard in Southwestern Pennsylvania. She provided the history of the university as well as facts concerning the classes of people in that area.

She discussed the purchase of a multi-use farm by the university about ten years ago with home to vegetable gardens, orchards, an aviary, as well as a biological reserve area for use by students. Dr. Meiss discussed a contest whereby local high school and college students would propose sustainable ways to grow crops on the farm. She noted a grant would help fund and implement the project and also provide a small scholarship.

Dr. Meiss outlined the biology programs offered at the university. She noted a collaboration with Dr. Mark Lennon in the Business Department with regard to marketing, the Trinity High School, as well as its strong Ag program and Republic Food Kitchen with regard to packaging.

Dr. Meiss answered questions from Board members with regard to student involvement, problems associated with hops and an underage community, the university's proposed budget, the varieties of hops, and industry support.

Dr. Meiss stated the biggest impact of the project would provide everyone with an opportunity to learn.

Maria Graziani, Extension Educator, Penn State University craft beverage working group. She presented before the Board for discussion of a proposal to improve the AG value chain for the

craft fermented beverage industry. Ms. Graziani noted the project would improve the value chain of agriculture production for the craft beverage industry. She reviewed the mission of the project, including data on the 293 microbreweries in Pennsylvania to educate farmers on the demands of the market, meeting those demands, contractual relationships between brewers, farmers and malting houses, and the expanded use of the processing equipment. Ms. Graziani stated a guild of growers for the craft fermented beverage industry would be established to help farmers with price points and contracts.

In summary, a benchmark survey would be done, as well as focus groups and a guild would be established to make sure farmers can produce for the craft beverage industry.

Ms. Graziani answered questions from Board members with regard to partnerships between brewers and malting houses, types of hops grown in Pennsylvania. She indicated that she, Tanner Delvalle and Claudia Schmidt would be sharing the results of the survey in order to touch all sides of the industry.

Tanner Delvalle, Extension Educator, Penn State University, presented before the Board via telephone for discussion of a proposal with regard to the ongoing hops project at Penn State. He noted the goal of the project was to educate current and perspective hops growers to promote the Pennsylvania micro brewing industry.

Mr. Delvalle discussed the results of a survey completed in 2015 by the craft brewers and current statistics as well. He noted objectives of the project include development and distribution of research-based production practices to current and new growers, pest management and culture practices. Informational meetings would also be held in different parts of the state. Members were able to view his PowerPoint and video presentations for further discussion.

Mr. Delvalle stated the final objective of the project would be to develop an online production information database for hops growers in Pennsylvania. He identified different personnel involved in the project, including Tom Butzler, Tom Ford, Dr. Sanchez and Dr. Elias.

Mr. Delvalle answered questions from Board members with regard to the impact of the past summer's rain amount, the growers of hops for the longest time in Pennsylvania, and the size of the hop yard. He noted the amount requested.

Dr. Josephine Wee, Assistant Professor of Food Science, Penn State University, presented before the Board via telephone for discussion of a proposal with regard to production, quality, and safety of Pennsylvania-produced commodities. She referred members to her PowerPoint presentation for further discussion of undergraduate scholarships being offered for Pennsylvania students who are interested in these sorts of projects. She noted her colleagues carry out research projects related to plant technology and plant sciences. Dr. Wee shared plans for the short-term, mid-term and long-term impacts of the project. She noted the amount requested.

Dr. Wee answered questions from Board members with regard to short-term and long-term plans for the grant.

Adriana Murillo-Williams, Extension Educator, Penn State University, presented before the Board via telephone for discussion of a proposal with regard to the multi barley outreach education program. She referred members to a slide presentation for further discussion of the project. She noted the goal of the project was to raise awareness for farmers of standards to be met in order to be competitive in the malt and brew industry. Ms. Williams noted that information gathered would provide better educational material. She noted the amount requested.

Ms. Murillo-Williams answered questions by Board members with regard to quality standards and demands from brewers.

Ashley Dugan, PA Preferred Coordinator, answered questions from Board members regarding the presentations. Ms. Dugan recommended that the Board look at the way networking opportunities are working with one another and which ones work well with PA Preferred.

[The Board recessed from 11:25 a.m. to 11:35 a.m.]

Ashley Kurtz, Marketing Manager, Cumberland Area Economic Development Corporation, presented before the Board for discussion of a proposal to fund a beer trail program. She referred members to a slide presentation that provided a description of the "passport" program and regions encompassed by the program. Ms. Kurtz noted grant money would be used to enhance the value of advertising and expand the market. She answered questions from Board members.

[The Board recessed from 11:45 a.m. to 11:50 a.m.]

Michele Beener, Seven Springs and Somerset County Chamber of Commerce, presented before the Board for discussion of a proposal for a craft brew marketing concept in conjunction with the Pittsburgh Brewers Guild. Ms. Beener noted a secondary area of focus would be retailer outreach. She noted attendance continues to increase at the Annual Seven Springs Wine Festival and Brewski Fest. Ms. Beener answered questions from Board members and noted any feedback would be welcomed.

Joe McAllister, National Beer Museum Development Group, presented before the Board for discussion of a proposal for a pop-up museum. He highlighted the historical facts and stories related to the beer industry that could be told in an "interesting, interactive, engaging fashion" to promote tourism and capture visitors. Downtown hotels and airports would be places with high tourist traffic for placement of "interactive kiosks" where tourists could view facts related to the legacy of beer and note tours available that would ultimately increase beer sales in Pennsylvania. Mr. McAllister answered questions from Board members.

James Zale, Senior Vice President Digital Strategy, Visit Philadelphia, and a colleague presented before the Board for discussion of a craft beer trail proposal to enhance tourism in Philadelphia. He noted the types of marketing and advertising that would be used to promote the beer trail. Board members were provided with letters of support from regional partners. Mr. Zale answered questions from Board members.

Dr. Claudia Schmidt, Assistant Professor, Agriculture Economics, Penn State University, presented before the Board via telephone for discussion of Critical Success Factors for Advancing Beer Tourism in Pennsylvania. She indicated the focus would be on Pennsylvania and, in particular, cities such as Philadelphia and Pittsburgh would be compared to cities in Oregon and Maine that have a really strong craft beer culture. Dr. Schmidt stated, if the project were funded, results could be presented in a way that would help the Board promote projects with those key characteristics in the future.

Dr. Helene Hopfer, Assistant Professor, Food Science Department, Penn State University, presented before the Board via telephone for discussion of a proposal to use consumer categorization of commercial PA beers based on visual and sensory properties. She referred to two work packages that would be utilized to gather information on linking consumer attitude to product expectation and experience.

Dr. Nathan Armatas, Assistant Professor, Chemistry Department, Edinboro University, presented before the Board via telephone for discussion of Edinboro University's Brewed Beverage Research and Industry Support Program: It's All about the Yeast. Dr. Armatas stated his primary goal moving forward was to reduce the cost and improve the quality of beer in Pennsylvania by providing education for brewers on proper care of yeast and proper growth. He discussed his creation of the Fermentation Science Program at the university that was recently approved which would prepare students for positions in businesses, such as the brewing industry. Mr. Armatas answered questions from Board members.

Dr. Alison Feeney, Professor of Geography and Earth Science, Shippensburg University, presented before the Board for discussion of a proposal to work with brewers and farmers around the state to develop educational courses, identify laboratory needs for small breweries, and provide education training and technical assistance to develop a skilled workforce for those in the brewing beverage industry. Dr. Feeney answered questions from Board members.

Dr. Darrell Cockburn, Assistant Professor of Food Science, Penn State University, presented before the Board via telephone for discussion of a proposal to measure amylase in non-barley malts for gluten-free beer. He noted the purpose of the proposal would be to facilitate the brewing of a greater variety of gluten-free beers. Dr. Cockburn answered questions from Board members.

[The Board recessed from 1:10 p.m. until 1:15 p.m.]

Dr. Ryan Elias, Associate Professor of Food Science, Penn State University, and Ben, a graduate student presented before the Board via telephone for discussion of a proposal with regard to identification of factors contributing to the product stability in Pennsylvania beer. Ben stated a survey would be conducted of Pennsylvania beers to determine which factors are most relevant to beer produced in the state, after which recommendations would be made to increase stability. Board members had questions.

COLLECT SCORES

[The Board recessed at 1:30 p.m. for purposes of deliberation and to score each proposal.]

Chairman Brock noted the following projects would not be funded: Number 4, Unique PA Student-Cohort in Malt and Brewed Beverage Associated Raw Ingredients; Number 11, Consumer Categorization of Commercial PA Beers Based on Visual and Sensory Properties; and Number 15, Identification of Factors Contributing to Product Stability in Pennsylvania Beer.

The following proposals were approved by the Board:

#	Proposal	Applicant	Organization	FUNDING APPROVED
AGRICULTURE				
1)	Establishing and maintaining a research and education hop yard in SW Pennsylvania	Dr. Sarah Meiss	California University	\$72,500
2)	Improving the Ag Value Chain for the Craft Fermented Beverage Industry	Maria Graziani	PSU	\$98,702
3)	Educating Current and Prospective Hop Growers to Enhance & Promote the PA Microbrewing Industry	Tanner Delvalle	PSU	\$35,175
4)	Unique PA Student-Cohort in Malt and Brewed Beverage Associated Raw Ingredients	Dr. Josephine Wee	PSU	
5)	Outreach and Education Program	Adriana Murillo-Williams	PSU	\$33,532

#	Proposal	Applicant	Organization	FUNDING
TOURISM				
6)	Cumberland Valley Beer Trail marketing & Visitation Increase	Ashley Kurtz	Cumberland Area Economic Development Corporation	\$50,000
7)	Pennsylvania Craft Brew Fest	Michele Beener	Somerset County Chamber of Commerce	\$80,000
8)	Pop-Up Museum: The Story of Beer in Pennsylvania	Joe McAllister	National Beer Museum Development Group	\$59,700
9)	Beer Tourism Grant for the Craft Beer Trail of Greater Philadelphia	James Zale	Visit Philadelphia	\$125,000
10)	Critical Success Factors for Advancing Beer Tourism in Pennsylvania	Dr. Claudia Schmidt	PSU	\$49,901
#	Proposal	Applicant	Organization	FUNDING
INDUSTRY RESEARCH				
11)	Consumer Categorization of Commercial PA Beers Based on Visual and Sensory Properties	Dr. Helene Hopfer	PSU	

#	Proposal	Applicant	Organization	FUNDING
TECHNICAL ASSISTANCE - SUPPORT - R & D				
12)	EU Brewed Beverage Research and Industry Support Program: It's All About the Yeast	Dr. Nathan Armatas	Edinboro University	\$71,060
13)	Educational Outreach for the Brewing Industry	Dr. Alison Feeney	Shippensburg University	\$71,701
14)	Measuring Amylase Activity in Non-Barley Malts to	Dr. Darrell Cockburn	PSU	\$46,766

	Gluten-Free Beer			
15)	Identification of Factors Contributing to Product Stability in Pennsylvania Beer	Dr. Ryan Elias	PSU	

RESOLUTION NO. 2018.07 APPROVAL OF FUNDING

Motion by: Michelle Burchfield

Second by: Christian Lampe

Passed: Unanimously.

A motion to approve funding of the above proposals.

BOARD DISCUSSION

Mr. Casey noted for the record that the Beer Board appreciates the effort by all applicants.

Mr. Andrews stated if the Board decides it wants to do another round of funding, that \$200,000 would be available to do so. There was discussion with regard to reopening the process closer to the next fiscal year. The Board would have further discussion regarding the matter.

ADJOURNMENT

There being no further business, the meeting was adjourned at 2:52 p.m.


RESOLUTION NO. 2018.08-ADJOURNMENT

Motion by: Christian Lampe

Second by: Sean Casey

Passed: Unanimously.

Respectfully Submitted:



Lindsey D. Richardson November 14, 2018