

The Emerging Southeastern **Hops Industry** Challenges and Opportunities

Horticultural Science Departmental Seminar



3:00 PM, September 25, 2017

121 Kilgore Hall

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The rapidly growing craft beer industry triggered interest among farmers throughout the country to produce hops. Growers in North Carolina and Virginia were the first in the Southeast to try it but they quickly learned that commercial varieties commonly grown in the Pacific Northwest are not well-suited to this region. Photoperiod sensitivity is the primary issue, but diseases, pests, lack of infrastructure and specialized equipment, and inexperienced growers have impeded the growth of our industry. But, put together some passionate, tenacious hop growers with several creative university researchers, a determined breeder, and a supportive beer industry, and progress can be made. Dr. Davis will share results from her hops research and extension program and how it is coordinated with other regional efforts and the industry.