

*El Dorado*<sup>®</sup> 

THE TROPICAL HOP

**GROWER  
GUIDE**

**2021**



## **LICENSED EL DORADO® GROWERS,**

As the success of El Dorado® continues to grow, we at CLS Farms wanted to reach out to our partner growers and commend each of you on a successful 2020 growing year. Despite a very difficult year with COVID-19, windstorms, fires, and an overall weaker crop across all varieties, major strides were taken this year with El Dorado®.

To put the challenges of the year in perspective, the 2020 U.S. crop finalized at 103.8 million pounds. For reference, CY2019 was 113 million pounds, showing the yield reductions across the board were dramatic. While there were some localized El Dorado® contract shortages, most of El Dorado® contracts were filled, at a higher quality, than of any year in the past.

We continue to see good demand growth of El Dorado®, despite the market dislocations caused by COVID-19. There are currently 23 licensed El Dorado® growers, at this point. Out of an abundance of caution, until we have more forward vision, we are not prepared to say if any additional acreage will be needed for CY2021.

We do have a high degree of confidence that all of the currently planted of El Dorado® is needed for CY2021. We have enough partner growers to meet the ongoing demand. I have talked with most of you, and the willingness and ability to plant additional El Dorado® is there, so we are comfortable with our current grower footprint.

Moving forward, to drive future El Dorado® demand, it's vital that we as a group continue to work diligently in several areas. We firmly believe that El Dorado® can become a top-five variety in the U.S. To achieve that, we need to maintain a very sharp focus on yields, quality, brand management, and working in a proper manner on deliveries with the buyers.

In the following pages, the CLS Farms team has outlined specific strategies and goals for licensed growers that can help achieve these goals. We hope you find the information presented helpful and wish a successful and safe 2021 for all growers!

*- Eric Desmarais*

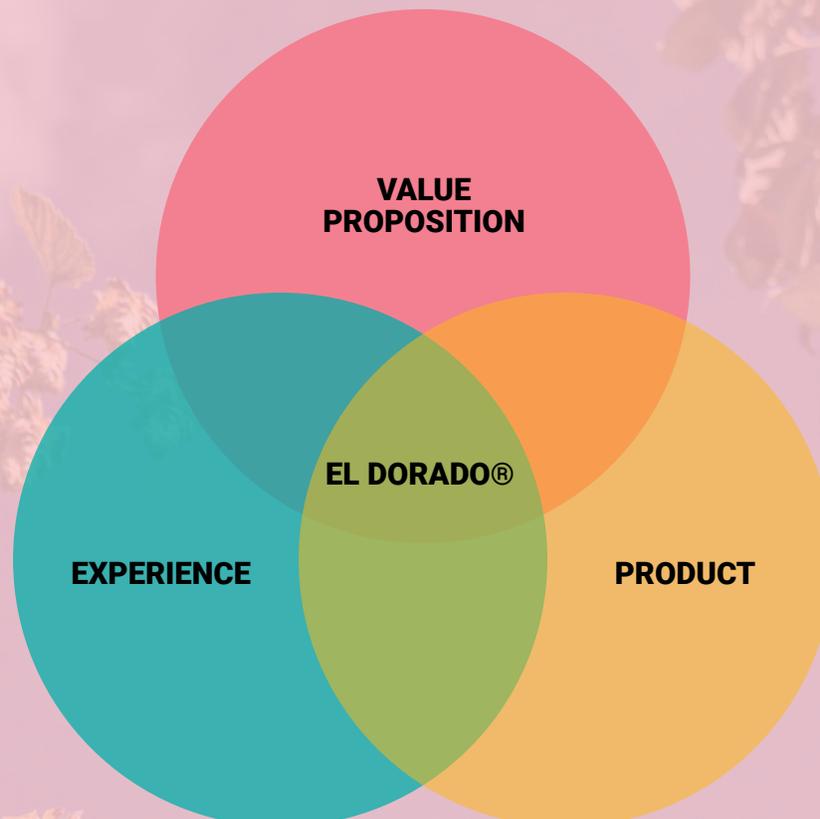
## **EL DORADO® HOP BRAND**

Our very existence came from the passion of brewers. Their determination to pursue flavor and depth drove us to raise hops with character and life force. El Dorado® is deliberately more than a product. El Dorado® is an experience.

### **El Dorado® Growers = Brand Ambassadors**

- Build customer loyalty by demonstrating an alliance to flavor.
- Share in the excitement of dreams realized rather than static benefits.
- Reinforce the value proposition.
- Create an enduring reputation through the supply chain from grower to buyer/brewer and beer consumer as a partner in craft.
- Our purpose as a team is to spark positive emotions with our dealers, brewers, and consumers.
- We keep a promise to the customer and beer consumer by rigorously monitoring production, implementing quality control, and committing to the fostering of enduring satisfaction.

- *Shelley Desmarais*



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# PRODUCTION / HORTICULTURE



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## Stringing

The simple way to increase El Dorado® yields is to string 2.5. This is a guaranteed way to increased yields by 10–15%.

### Stringing – 2.5

- 5 down, 5 back
- Add one top tier, and one person on the bottom
- 7 hill – 6 hills have 3 string – 1 with 2 (Shown to the left)
- 8 hill – Different each row per diamond pole spacing. Square fields are easier.
- Can also not string pole hill to make easier for twiners.
- Math makes too much sense to not string 2.5!

## Training

May 15 to 20

- 6' and under, let it go
  - ◊ Wrap 3-4 bines/strings
- Disc a couple days after twining to cut suckers in row. El Dorado® want to crawl into the drive wall.

### Seed

Be aggressive on males, El Dorado® can be very seedy! Must rogue out males every year.

### Weeds

Terrible competitors so you must be aggressive in mitigating weed presence.

- Spring weed program is vital to helping El Dorado®. They do not produce a big enough hill to choke out competing weeds.

## Fertility and Irrigation

- 275 pounds of nitrogen per year
- 100 pounds in the spring
  - ◊ Type of nitrogen depends on the pH level:
    - Low - calcium nitrate
    - High - ammonium sulfate

### Root Rot

El Dorado® do not like wet feet, very susceptible to root rot. Longer sets less frequently is one way to help mitigate.

## IPM

- Powdery mildew, moderate susceptibility
- Must be European Compliant
- Cone Tip Blight: Common only when the plants reach full maturity.
  - ◊ Can be an indicator of peak ripeness.

## Burn Date

April 24 to May 1  
(17–21 days pre-train)

## CONTACT

Reid Lundgren  
509-969-8849  
[reid@clsfarms.com](mailto:reid@clsfarms.com)

## PLANT MATERIAL

Roots – Contact Reid  
Pots – VW through Reid



# PRODUCTION / HORTICULTURE

## Picking Window - September

Post Citra® – later is better than early.

**GREEN** = **Early Maturity**

*Aroma notes: citrusy, brighter*

**YELLOW** = **Middle Maturity**

*Aroma notes: melon/watermelon, pear*

**ORANGE** = **Peak Maturity**

*Aroma notes: stone fruit, tropical, hard candy, deeper aromas*

**Disclaimer:** These dates are general guidelines created by CLS Farms that we have determined based on our experience growing El Dorado®. These dates may differ for your farm depending on growing regions, field variance, and environmental factors. The aromas with these dates are also observations we have made in our experience, so you may see varying aromas in your own fields during different time frames. Please do not feel you have to pick during these dates if you feel maturity is ahead, behind, or different than what we have provided.

### September

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## Cone Tip Blight

El Dorado® cones will have a slightly brown tip to signify maturity, which is common so no need to spray.





# PRODUCTION / HORTICULTURE

## Drying — FlavorEdge™

### Depth

Must be laid 28" to 30"

### Temperature

Lower heat, 125°F to 130°F is ideal

### Air

Highest air velocity allowable by bed weight

### Cooling

Minimum of 12-hours cooling time

## Yield

### Babies

1,000–1,200 pounds per acre

### Mature

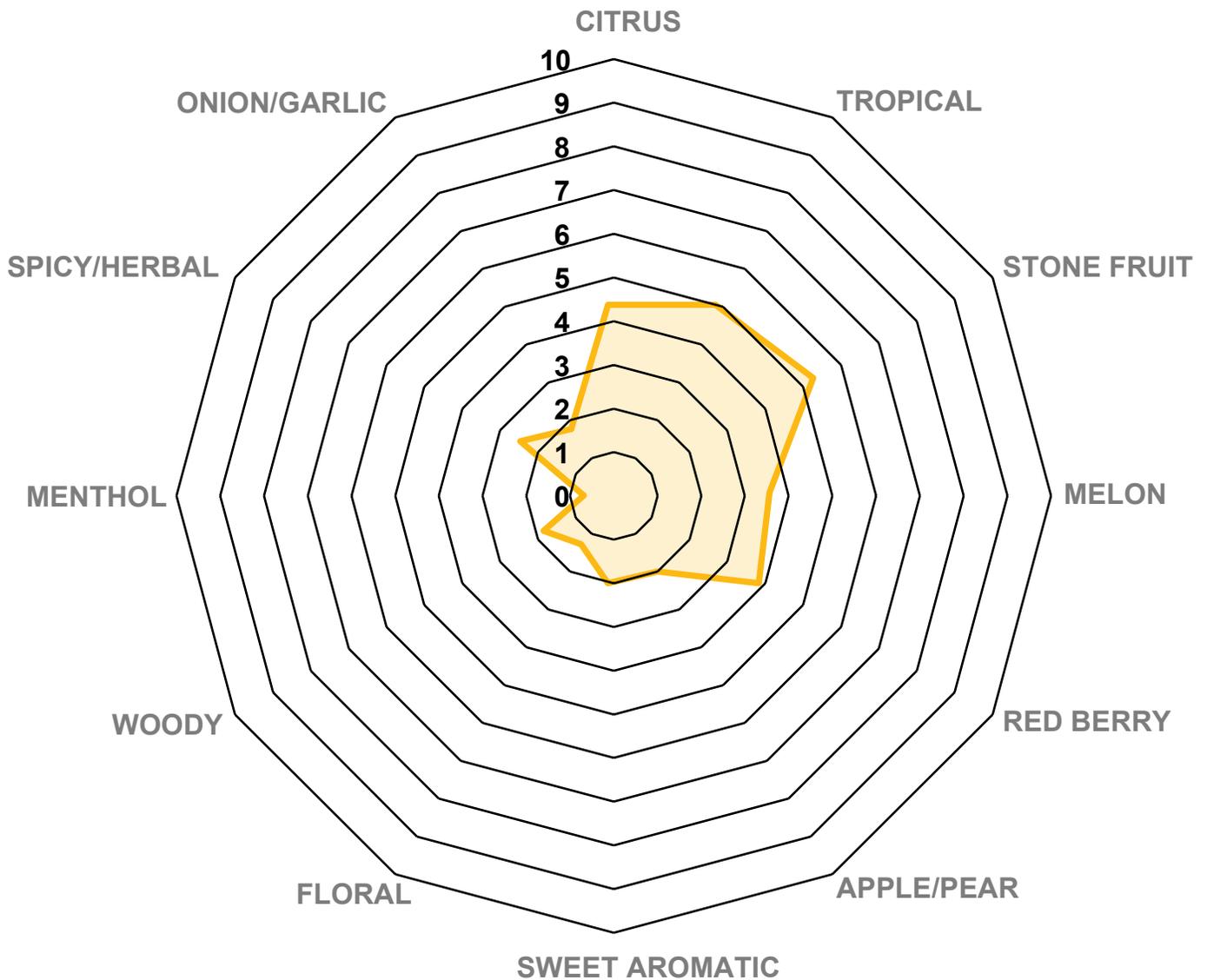
2,400–2,600 pounds per acre



## Aroma Spectrum

Can be vast — pick when there are notes of pear, watermelon, deep hard candy, stone fruit, and tropical.

Cone will have a deep gold lupulin that is extremely oily.





# QUALITY + LOGISTICS





The El Dorado® brand is quickly becoming a staple for brewers around the world. We are working hard to maintain a consistent, high-quality product as we expand acreage. All of our licensed growers are a key piece to the puzzle in helping build and maintain that reputation for providing world-class hops. The quality starts in the growing season and needs to be maintained throughout the harvesting process and delivery logistics. Managing the El Dorado® product and the brand is thoughtfully carried out by the CLS Farms team. We are looking to work with people who have a sense of pride and ownership in the El Dorado® brand. The royalty structure is one way that helps our team keep El Dorado® relevant in the market space year after year. Whether it is helping with contracts, keeping the market balanced, or hosting events the royalty helps make all of that possible.

The following section covers the quality and logistics standards that we require all licensed growers to follow.

## **CONTACT**

Cherie Steinmetz  
509-654-5362  
[cherie@clsfarms.com](mailto:cherie@clsfarms.com)



## Licensing Agreement

- All growers must sign a Grower Licensing Agreement prior to planting El Dorado®.
- Agreement will have total pounds they are licensed to grow.
- Contains specifics on your obligations as an El Dorado® grower.
- If not followed, license will be terminated.

## Royalty

- \$0.65/lb of raw dry hops produced
- Must report your total pounds produced to [cherie@clsfarms.com](mailto:cherie@clsfarms.com) by January 1 following the crop year.
- CLS Farms will invoice you directly February 1 following the crop year.
- Payments are due on March 1 following the crop year.
- If you deliver to dealers, they will not deduct the royalty from your payment.
- Helps manage the El Dorado® brand.



## Contracting

- You may contract El Dorado® with any licensed El Dorado® dealer (*see list on p. 21*).
- You may contract with CLS Farms.
- You may contract directly with brewers.
- You are free to negotiate the price and the terms of your contract with your buyer.
- REGARDLESS of who you sign a contract with you must deliver your El Dorado® within the contractual specifications agreed upon.
  - ◊ Pounds, moisture level, seed content, MRL requirements
- Product delivered outside any of the above terms is always brought to our attention.
  - ◊ Again, the royalty helps us fix some of these issues internally to ensure the buyer is satisfied with their product.



## Fresh Hop

- We encourage you to sell El Dorado® fresh hops at harvest time.
- Reporting Pounds
  - ◊ Please use the following equation to figure out total pounds to report for royalty:

**1 pound of fresh hops =  
.25 pounds of dried hops**

*Example: If you sell 100 pounds of fresh hops, please add 25 pounds to the amount you report for royalty fees.*





## CLS Farms Contracts

These standards are being implemented to protect the integrity of the El Dorado® brand, according to the license agreement. As we move forward, these will be in all newly signed contracts. For all existing contracts, we ask that you work hard to deliver within these parameters.

**Seed Content:** Must be below 3% or the following penalty matrix may come into effect.

- 0-3%: No penalty  
*This is more generous than industry standard due to the fact that El Dorado® can have higher seed content.*
- 4% +: 1% penalty for each percent of seed over 3%  
*Example: 6% seed = 3% penalty*

**Temperate:** Bale temperature must be between 40°F and 90°F.

- Bales delivered outside the moisture range will be returned to the farm or managed internally for a one-time fee of \$20/bale.

**Moisture:** Must be between 8.5% and 10.5% WHEN temperature of bale is in the specified temperate range.

- Bales delivered outside the moisture range will be managed internally for a one-time fee of \$20/bale.

**Spray Records:** Spray records for each lot must be accurate and emailed to [cherie@clsfarms.com](mailto:cherie@clsfarms.com) within 24 hours of bales being accepted.

- Spray records are used to determine where we deliver based on MRL requirements.
- If spray records are not accurate and MRL levels are exceeded, penalties will be passed onto the grower.
- Complete rejection if bales do not meet MRL Standards for the United States.

**Aroma:** Any bales that exhibit off-type aromas such as smoke, moisture content, off-types, or harvest dates are subject to rejection.

## Rejection

CLS Farms reserves the right to reject bales that do not meet the above standards.

## Invoicing

- You must submit invoices in accordance with the terms of the contract to CLS Farms no later than 30 days prior to due date
- Please submit all invoices to [cherie@clsfarms.com](mailto:cherie@clsfarms.com).





## Delivery

- All deliveries must be organized and in acceptable condition.
- Trucks delivering hops must be able to unload with a forklift only.
- Flatbed Trucks (see *diagram*)
  - ◇ Bales must be “five stacked.”
  - ◇ Variety and Lot Number must all be in the upright position and facing the same direction.
  - ◇ If multiple lots are on the truck they need to be kept together and easy to identify.
  - ◇ Each row of bales must have secure strap from one side of the truck to the other.
- Enclosed Vans (see *diagram*)
  - ◇ Bales must be “five stacked.”
  - ◇ Variety and Lot Number must all be in the upright position and facing the same direction.
  - ◇ If multiple lots are on the truck they need to be kept together and easy to identify.
  - ◇ If bales do not completely fill the van you must require the driver to place load locks on the last row of bales to prevent the load from falling over.
- **Penalty: CLS Farms will charge penalty fees for loads that are not delivered within the above standards.**

### WASHINGTON DELIVERIES

Please deliver all bales to  
Yakima Hop Storage  
5200 W. Chestnut Avenue  
Yakima, WA 98908

### OREGON DELIVERIES

Please deliver all bales to  
Yakima Hop Storage  
5200 W. Chestnut Avenue  
Yakima, WA 98908

### IDAHO DELIVERIES

Please deliver all bales to  
Obendorf Farms Storage Complex  
26694 Dixie Road  
Parma, ID 83660

### OUTSIDE THE PNW

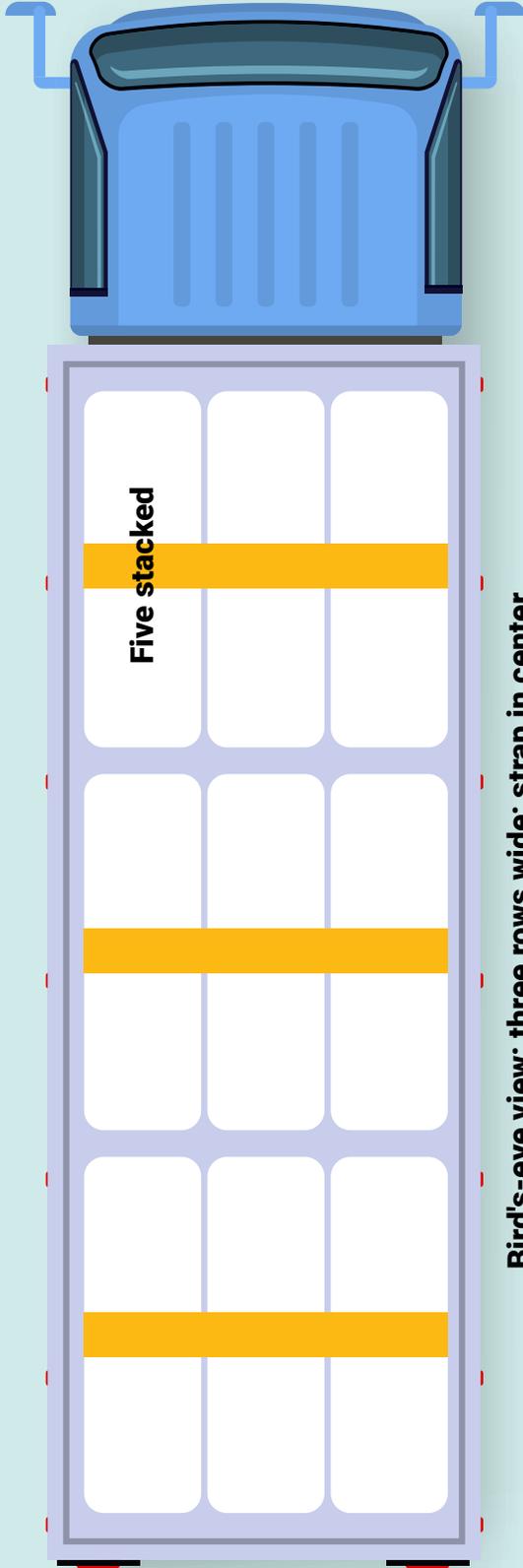
We will talk about delivery options prior to harvest.

## Labeling Bales

- Variety and Lot Number are the only markings on each bale.
- Food-grade ink must be used on all bales.
  - ◇ Certificate must be provided upon request.

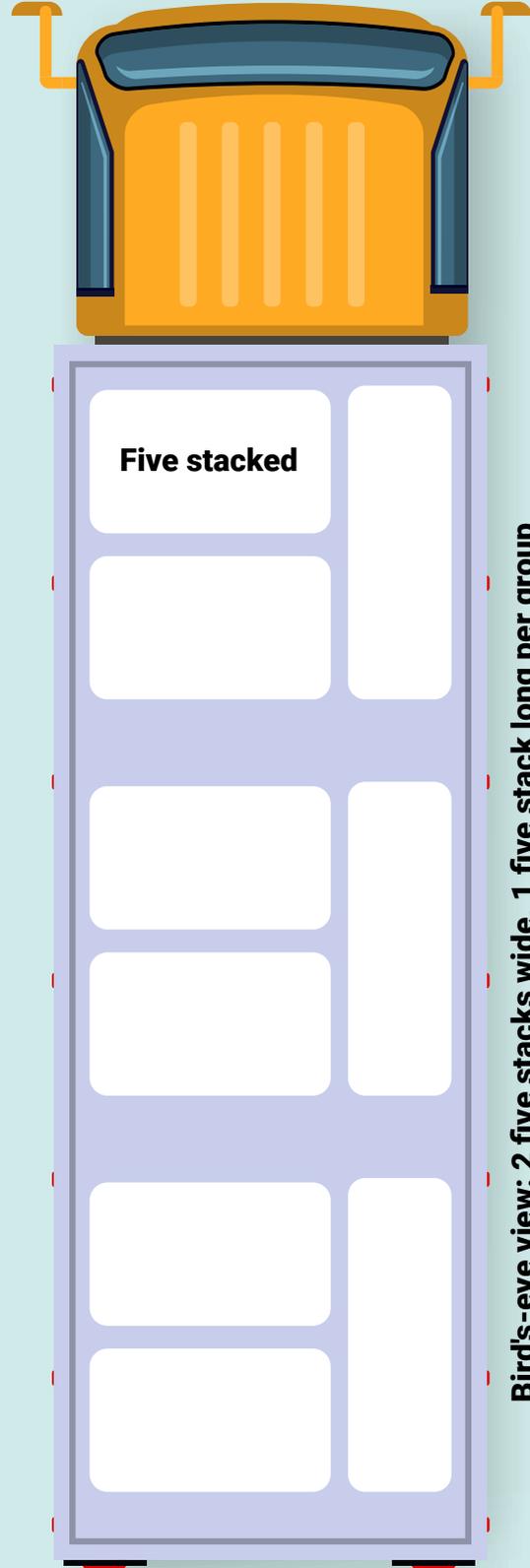


## FLATBED TRUCK



Bird's-eye view: three rows wide; strap in center

## ENCLOSED VAN



Bird's-eye view: 2 five stacks wide, 1 five stack long per group



## Key Messages

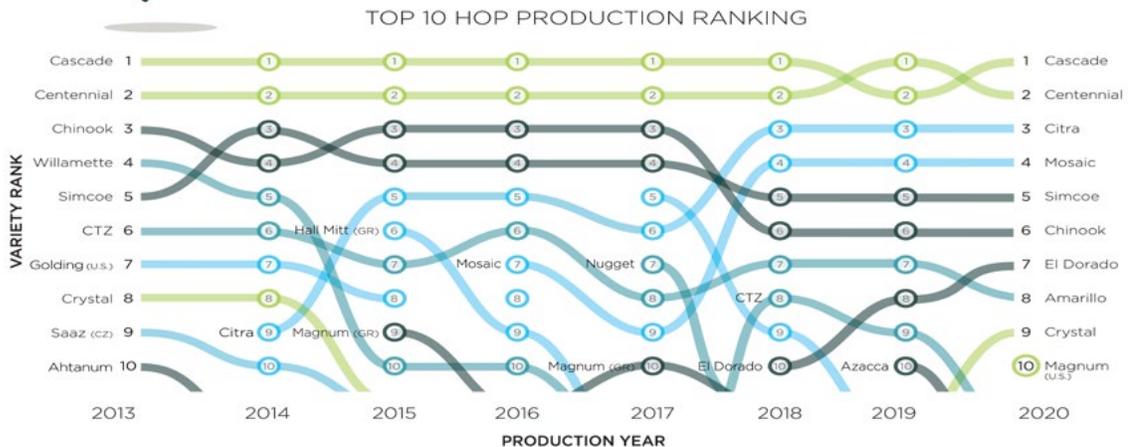
- CLS Farms released El Dorado® in 2010. We have relationships across four states with 23 growers to sustain a high-quality production of these sought-after hops. Since 2020, it has become the #7 most used hop by brewers in the U.S., according to the Brewers Association.
- El Dorado® elicits both fruity and tropical notes. Depending on when El Dorado® is used in the brewing process, different aspects are achieved. As a bittering hop, El Dorado® lends a soft and balanced bitterness to beer. When used in later additions, such as dry-hopping, El Dorado® brings bright, tropical fruit flavors and aromas of pear, watermelon, and stone fruit.
- El Dorado® plays well with other hops, meaning it works well when paired with other bittering and aroma hop varieties to reach its full potential, living up to its description as a dual-purpose hop. The value proposition it brings to brewers and dealers is critical.
- Worldwide distribution of El Dorado® is achieved through 18 licensed dealers. It is widely available to brewers through multiple access points due to the brand's quality control and EU compliance.



CLICK TO PLAY VIDEO: <https://vimeo.com/497366271>

## Royalty

It began with cultivating the hop. The El Dorado® brand will continue to grow and build momentum through reinvesting in the brand. Some accomplishments along the way, driven by a playfulness and love of sharing it, include a neon push with branding efforts in 2020 that will continue into 2021. This includes a bold ad in *The New Brewer* magazine, collaborations, merchandise, social media, harvest party, fresh hop, dealer promotion, brand ambassadors, and continuing to honor the fruit and brightness.



## Marketing Goals

- Focus on dealer relationships to expand into international markets sales.
- Preserve ongoing conversation about hops as a tool for individuality and flavor exploration.
- Investment in the technical brewing aspects of El Dorado® in emerging markets.
- Commitment to sensory evaluation and support of El Dorado® in the bale, pellet, and advanced products forms to ensure consistency and availability to new markets.
- Royalty use to balance the supply and demand in the market and relevance to buyer.

**2021: “Globally Known”**  
Marketing campaign targeted at international markets to support existing dealer networks in China, Southeast Asia, Australia, Brazil, and Europe. Show consideration for the markets – novice, expert, enthusiastic, and uncertain.



## El Dorado® Licensed Dealers

We work with licensed dealers to ensure El Dorado® is being marketed, distributed, and sold to all brewers internationally in a way that is consistent with our commitment to the brand’s promise.

Product + Value Proposition + Experience = El Dorado®





## Tactics

### Media, Bloggers & Influencer Partners

The Real Brewer

New Brewer Magazine

Asia Brewers Network

Brews News Australia

Good Beer Hunting

Craft Beer & Brewing

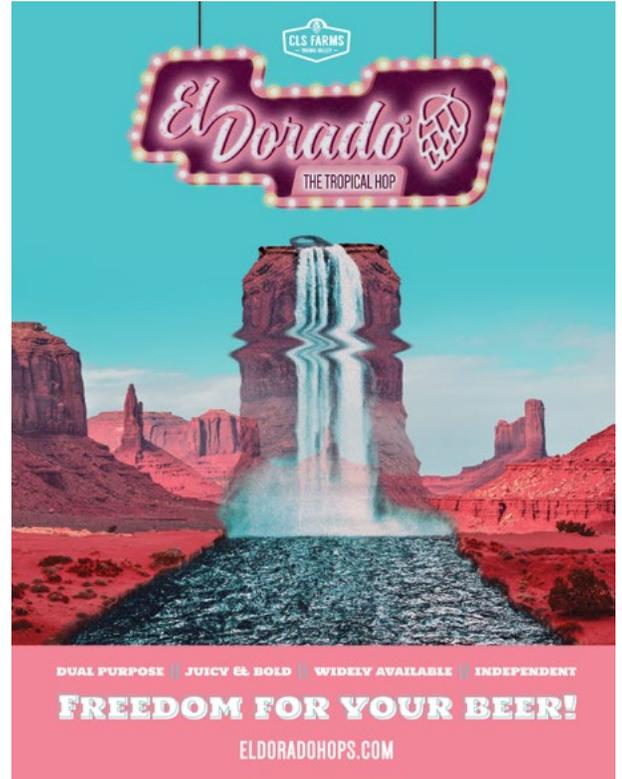
The Beer Trekker

Social Media Beer Influencers

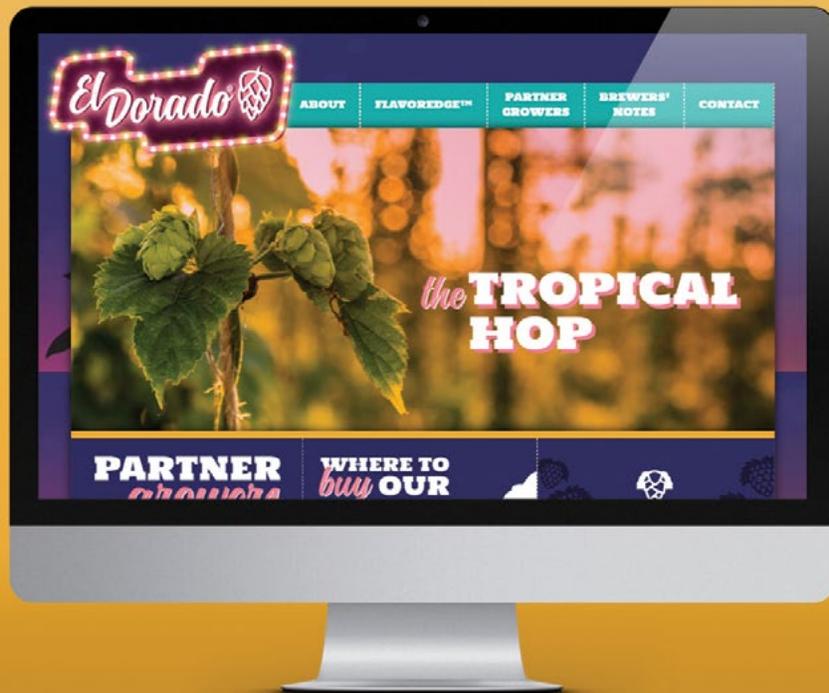
### Events

Ongoing Collaborations and Virtual Events with dealers and their brewers

Virtual Beer Tasting and Educational Events by region



Ad in the *New Brewer* magazine







CLICK TO PLAY VIDEO: <https://vimeo.com/385547459>

El Dorado® videos



CLICK TO PLAY VIDEO: <https://vimeo.com/497366271>

El Dorado® beers





## Logo Use

We've created a logo for growers, dealers, and brewers to use as they would like. We encourage its use as much as possible. Include the ® symbol as it is trademarked and ask for help if you have questions.

This is our master logo. Color variations can be black, white, pink, yellow, and teal. Use the logo or words El Dorado® for marketing purposes. When working with brewers, they can use the logo or name on cans, especially for collaborations, fresh hop sales, packaging, marketing collateral, social media, merchandise, and accessories.

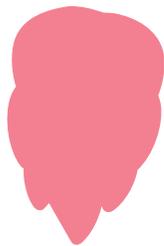


## CONTACT

Contact Claire Desmarais at [claire@clsfarms.com](mailto:claire@clsfarms.com) to help facilitate if needed.



Golden Sunset  
CMYK: 0, 30, 100, 0  
PMS: 124 C



Watermelon Pink  
CMYK: 0, 36, 26, 0  
PMS: 1777 C



Tiki Turquoise  
CMYK: 86, 2, 41, 0  
PMS: 326 C







*El Dorado*<sup>®</sup> 

THE TROPICAL HOP

**ELDORADOHOPS.COM**

