Scaling up
Lessons Learned at Valley Malt

"There is no blue print for making malt, and no-one can write one, for every batch of barley is different. This is why malting is not a process that lends itself easily to industrialization. But beyond Warminster, most malt is "factory made". Perhaps it is because of this, combined with the constant turnover of barley varieties and their vulnerability to variable growing seasons, that malt is reduced to a faceless commodity. But brewers (and distillers) can demand better."

Objectives

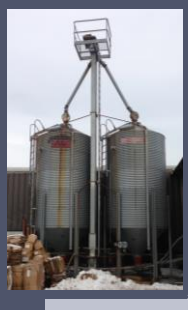
- Learn a little bit about you
- 7 years at Valley - A Maltster's Memoire
- Considerations when planning to expand
- Approaches to working with growers
- Approaches to working with brewers and distillers
- The Power of the People

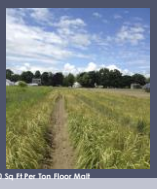
Valley Malt Hadley, MA

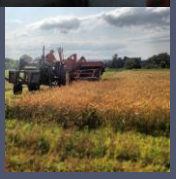
A local malt house fills the gap between farmers and brewers to brew a "truly local" beer.

Nuts to Crack

- Equipment
- Education
- Supply
- Infrastructure
- Varieties

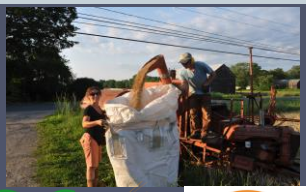


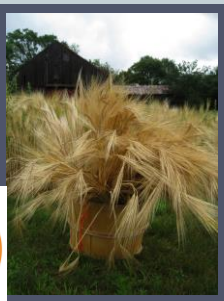




300 Sq. Ft Per Ton Floor Malt

Bringing the Malthouse Back





2010 Malted 6,750 lbs
2013 Malted 350,000 lbs
2016 Malted 500,000 lbs
2017 Projected 800,000 lbs

What Our Numbers Look Like

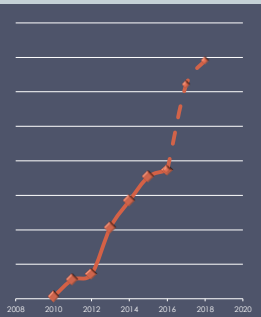
2010
1 Ton All-in-One

2012
Upgrade to 4 x 1 Ton Unimalters

2014
Add 1 Ton Floor Malting Capacity

2017
2Ton Batch, Separate Steep, Germ & Kiln

2020
5 Ton Batches



The First 2 Years of Growing Valley Malt

2010-2011 1-Ton All-In-One System
- 600 Sq Feet
- 25,000 lbs
- 25 acres of Spring malting barley
- 1 full time 1 Part-time

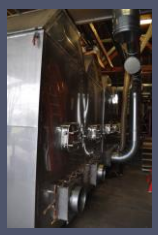
2011-2012 Fine Tuned Process-Maximized 1-Ton
- 50,000 lbs
- 100 acres
- 1 Full Time 2 Part Time



Years 3-5 of Growing

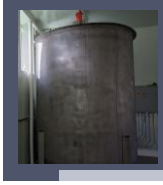
2012-2013 Bought Used 4-Ton
- 150,000 lbs
- 200 acres **Winter Barley Available**

2013-2014 Maximize 4-Ton
- 300,000 lbs
- 400 acres
- 2 Full Time 2 Part Time ****NYS Farm Brewery Law**



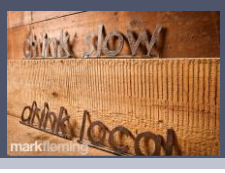

Today at Valley

- 4 Full Time 2 Part Time
- 3,150 sq feet
- 500 acres
- 800,000 lbs


Finding a Market For Local Malt / Malt Derived Products

- One-off beers
- Percentage of malt use
- Beer dinners
- Festivals
- Collaborations
- Nano Breweries
- Regular Orders

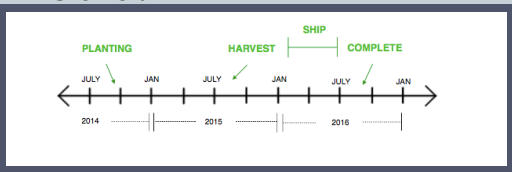
The Early Days with Supply

What was needed
- Variety Trials
- Seed
- Agronomic information
- Farmers, Farmers, Farmers
  *Restraining Orders
- Farmers with combines, driers, cleaners, storage

Still the Early Days but . . .

- Contracts
- Visits
- Storage
- Testing


Communicating Grain Needs to Growers



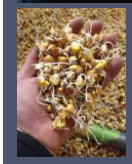
Growing our Malt Selection

What are Specialty Malts

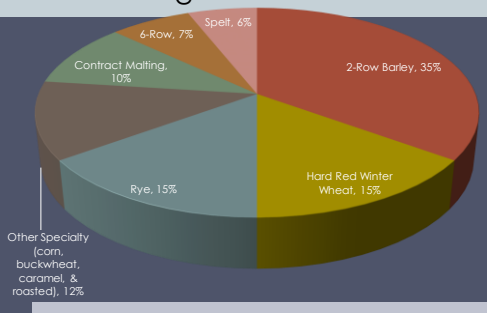
- Cereal Grains other than Barley
- Roasted
- Caramel/Crystal
- Smoked Malt
- Gluten-Free
- Heirloom Varieties

How Are They Used?

- Color
- Flavor
- Body

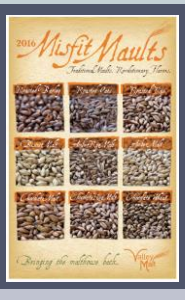


Percentage of Sales

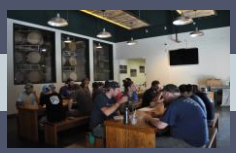


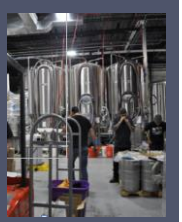
A Little Specialty Can Go A Long Way

- Malting Barley supply is not mature
- Wheat, Rye, Spelt are more established crops in NE-Bring a Premium Price
- Brewers and Distillers are willing to pay more for specialty malts
- Helps to have diversity in a year when barley crop is bad
- Establishes a Regional Identity
- Strengthens our local grain system

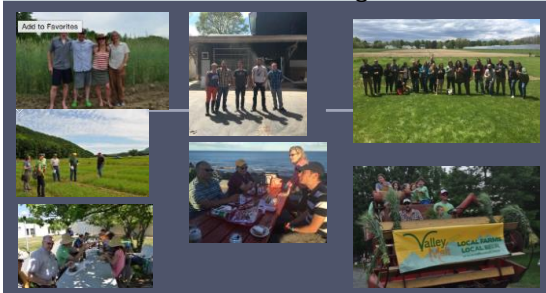


Malt Sensory





Investing in Each Other
A Value Chain - Togetherness



"Great things are done by a series of small things brought together."
Vincent Van Gogh

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