Outcome Logic Model

Long term outcomes 2023 -2030

NZ terroir is globally recognised as a source of premium hops and craft beer produced by a market-driven industry which is vibrant, innovative, growing, competitive and sustainable.

Additional benefits for the sector & NZ



Sustainable world-leading hop, beer R&D, commercialisation

Growing craft beer & hop tourism in NZ

Medium term outcomes 2021 – 2023 NZ grown hops seen as best in the world

Productivity gains via better agronomics & processing

beer R&D, commercialisation

hop tourism in NZ

Exploiting value in target markets for NZ grown hops

Significantly bigger hop & craft beer industry

Export driven brewing growth of uniquely NZ craft beers

Regional economic development



Short
term
outcomes
2018 –
2021

Super premium
pricing, quality hops,
direct sales - building
long term value

New variety with flavour & aroma in strong demand commercialised, new sustainable R&D model

Growth & global reputation of NZ craft breweries & export opportunities boosted

New growing, harvesting & processing techniques for unique flavours & terroirs of NZ grown hops



Research terroir hop flavour & aroma differences

Introduce a rigorous quality standard for NZ premium hops

Establish NZ growers & brewers as global thought leaders

Adopt precision hopfarming to enhance productivity

& Outputs2018 –
2025

Activities

Brewing trials validate breeding, farming & processing R&D

Optimizing hop breeding, harvesting & brewing chemistry

Access NZ brewers to develop uniquely NZ beers

Hop farms outside the Tasman region

Enablers & Inputs

Entrepreneurial, innovative & collaborative organisations

World class R&D capacity with clear market-led mandate

R&D with leading craft breweries

Co-investment in new business models

Problems/
Opportunities

Hop breeding and production can be improved to achieve higher quality and grower margin

Signature craft beer provides an opportunity to drive exports

A premium market-led R&D model can maximize value to growers & brewers