

GROWING A WORLD WHERE PEOPLE AND NATURE THRIVE

CROSBY HOPS 2025 IMPACT REPORT



CROSBY HOPS™

OUR COMMITMENT

We believe that agriculture, community, and craft are strongest when they grow together. As a fifth-generation family business, we feel a deep responsibility to protect the land we farm, to support the people who make our work possible, and to build an industry that can thrive for generations.

The past few years have brought real pressure. Climate volatility, shifting demand, and resource constraints have been challenging headwinds. But they've also clarified what matters: stronger quality systems, more resilient farming practices, and deeper collaboration with brewers.

In this report, we share the work that moved us forward in 2025. We identify where we have improved, and where we plan to focus our efforts in the years ahead. We continue to learn, adapt, and invest in solutions that create value for people, protect the planet, and strengthen the brewing community that has supported our farm for more than a century.

We remain committed to transparency and accountability. Your partnership keeps us focused on what matters. Thank you for joining us on this journey.

Blake Crosby, CEO & fifth generation hop grower



CROSBY HOPS™



Jackie & Blake Crosby, 5th generation hop growers and siblings

OUR STORY

Crosby Hops began as a small family farm in the Pacific Northwest. Over the last five generations, it has grown into a global hop supplier shaped by stewardship, innovation, and community. Our heritage is agricultural. Our perspective is forward looking. Our mission is guided by a simple belief. When people and nature thrive, the world is better for everyone.

PURPOSE

To connect the world through flavor

VISION

To be the most trusted hop supplier in the world.

MISSION

To empower better beer

CORE VALUES

- Quality
- Innovation
- Sustainability
- Community



QUALITY

Our relentless commitment to quality ensures that every hop we grow, source, and process meets the highest standards for brewers worldwide—backed by our B Corp, Salmon-Safe, SQF, and Global G.A.P. certifications and 85+ net promoter score.

2025 HIGHLIGHTS

ISO 17025 CERTIFICATION

In 2025, our lab achieved ISO 17025 accreditation, a rigorous standard that verifies adherence to the **highest industry benchmarks**. This ensures hop analytics you can trust, resulting in more **accurate recipe formulation and better batch consistency**.

SQF EXCELLENCE

We earned a **96** on our latest SQF (Safe Quality Food) audit, a rating that reflects top-tier food safety performance. That means greater confidence in the **consistency, safety, and quality** of the hops that go into your beer, ultimately resulting in **more reliable outcomes**.

QUALITY-FOCUSED ADDITIONS

We added two key positions in 2025 with **decades of quality-focused experience**. We extend a warm welcome to Jeff Edgerton, Director of Quality, and Andy Steinkamp, Director of Farm Operations.

PROGRAM SPOTLIGHT

SENSORY EXCELLENCE THAT STRENGTHENS CUSTOMER CONFIDENCE



Sensory evaluation is one of the most important ways we build trust with brewery partners. Enhancing our sensory team with broad company participation strengthens our ability to evaluate hops and delivers a significant benefit to customers through:

- Sensory, QA, and customer experience alignment
- Better calibration and shared language around hop character
- Greater confidence in selection, substitution, and product guidance

Sensory is not just a quality process. It's a customer experience advantage.

PROGRAM SPOTLIGHT

OPERATIONAL CONTINUITY LEADS TO CONSISTENT QUALITY

Year-round employment supports skill retention, reduces seasonal knowledge loss, and strengthens training across harvest and processing. It also protects the details that matter most when brewers rely on repeatable aroma, performance, and quality from lot to lot. At Crosby, our core team consists of **25 full-time farm employees.**

This continuity is not only good for our team. It directly supports:

- Consistent hop processing and storage practices
- Stronger lot integrity and traceability
- Faster troubleshooting and responsiveness
- Long-term improvements to quality systems



EMPLOYEE SPOTLIGHT FABIOLA GALINDO

QUALITY CONTROL SPECIALIST | SIX YEARS WITH CROSBY HOPS



"I'm proud to be part of the team that maintains our ISO 17025 accredited laboratory. This international standard ensures that our testing methods are precise, consistent, and reliable. Achieving and maintaining this accreditation required implementing strict quality procedures, maintaining detailed documentation, calibrating instruments, validating analytical methods, participating in regular audits and proficiency testing, and reinforcing our commitment to high-quality, trustworthy data. With reliable analytical results, our team can clearly communicate the characteristics of the hops and give brewers confidence when selecting lots for their beers."





INNOVATION

Driven by continual improvement, we invest in modern farming practices, precision processing, advanced technology, and hop breeding to ensure a thriving future for craft brewers.

MOVING HOPS FORWARD

CROSBY HOP BREEDING PROGRAM HOPS THAT THRIVE NATURALLY



In 2025, our hop breeding program tested **8,909 seedlings and 132 variety crosses**. By combining this intensive field research with thorough sensory evaluation and a deep understanding of the brewing industry, this program aims to cultivate hop varieties that grow more efficiently and naturally in their environment. This work supports a future where hop production requires fewer resources while introducing distinctive new varieties that help brewers craft innovative beers.

AGRONOMICALLY EFFICIENT

Hops that mature earlier in the season reduce the amount of inputs required to maintain plants in the field. Earlier harvesting equals a shorter growing season and **fewer resources spent maintaining the hop plant**.

HEAT RESISTANT

We incorporate genes from wild hop relatives, aiming to **improve water use efficiency** in new varieties. We're focused on varieties that are climate resilient and can withstand more extreme temperature fluctuations without the need for additional resources.

DISEASE RESISTANT

Our program identifies varieties with greater tolerance to downy mildew, which require **fewer fungicide applications** in commercial production while maintaining yield and hop quality.

ORGANIC POTENTIALITY

Currently available varieties, when grown organically, tend to have an economically significant reduction in yield. By selecting for disease resistant varieties with higher yields, we're working to create **better options for organic farming practices**.

HOP EXPERIENCE EVENT SERIES

A critical part of our hop breeding program, Hop Experience is a series of events that bring brewers together to drink and rate beer brewed exclusively with experimental hops. This presents a unique opportunity for the brewing community to give feedback on unreleased hops, directly influencing which move forward toward commercial release.



RELEASE OF CGX® NUVO™



Picked at their peak ripeness from our fifth-generation farm in the Willamette Valley, CGX® NUVO™ hops are frozen in time using a **patented cryogenic process** to lock in the intense lupulin flavors and aromas in an easy-to-use format.

Inspired by “olio nuovo”—the first and freshest oil of the season—CGX® NUVO™ delivers peak harvest intensity year-round, enabling **fresh hop character anytime** while **optimizing efficiency and cost**.

CGX® - MORE POTENCY, LESS PACKAGING

In 2025, we received a patent for the advanced cryogenic separation process used to make our concentrated CGX® cryogenic lupulin pellets. These ultra-concentrated pellets provide many advantages while brewing, and also **reduce environmental impact** because they use up to **50% less packaging**. That means less fuel, less space during transport, and less space in refrigerated storage.



ESTATE GROWN THORA PLEDGE: REINVESTING IN PUBLIC HOPS

Thora is the first public hop variety born from the USDA-ARS and Hop Quality Group partnership. It was developed with input from more than 50 U.S. craft brewers, alongside data from trial growing partners, including Crosby Hops. The result is a variety that combines agronomic strength with the dynamic flavor expression demanded by modern brewers.

In December 2025, we announced a new commitment to support public hop breeding through sales of Estate Grown Thora. For every pound of Estate Grown Thora contracted through August 31, 2026, we will donate \$1 to the Hop Quality Group USDA-ARS partnership. This partnership is critical in developing public hop varieties that meet the evolving needs of today's craft beer industry.

SUSTAINABILITY

We believe that we borrow the land from future generations. This belief guides every practice on the farm and across our supply chain. Our work has continued to evolve toward regenerative practices that restore ecosystems, improve biodiversity, and strengthen long term resilience.

Below are some of our regenerative practices that align with our philosophy.

NO-TILL FARMING ACROSS ESTATE GROWN ACREAGE

Crosby manages roughly **50 percent** of its estate grown acreage using **no-till farming** practices. By minimizing soil disturbance, no-till systems help protect soil structure, retain moisture, and support biological activity below the surface. These practices **improve long-term soil health and resilience**, especially in the face of increasing climate variability.

For brewery partners, no-till farming supports more **consistent crop performance over time**. Healthier soils contribute to stronger root systems, improved nutrient availability, and fewer synthetic inputs, all of which help protect hop quality from season to season. By expanding no-till practices across our estate grown acreage, Crosby continues to invest in farming approaches that balance environmental stewardship with reliable, **high-quality repeatable results**.





B-CORP RECERTIFICATION

In 2016, Crosby Hops became the first hop supplier to achieve B Corp certification. In 2025, Crosby continued our commitment to excellence by not only earning our recertification, but **increasing our score two full points to 84.4.**



RENEWABLE ENERGY

In 2025, our solar array generated 300,000 kWh of electricity - enough to power 29 homes and supply roughly 25% of our total electricity use. Additional electricity is sourced through the Green Future renewable energy program, allowing us to run on **100% renewable energy.**



SMART FACILITIES & PROCESSES

Kiln automation, refrigeration optimization, and energy efficient T-90 and CGX® pellet processing continued to **lower energy use** per pound of hops produced.



SUSTAINABLE LOGISTICS

Rail and intermodal shipping expanded in 2025. Lower carbon transport represented over 475,000 pounds of total shipments and **reduced emissions** compared to traditional trucking.



PRODUCT IMPACT

CGX® Lupulin Pellets continue to **reduce environmental impact** by using 50% less packaging, requiring less storage, and **lowering energy consumption** across the supply chain. CGX represented 18% of our overall product sales in 2025.



WATER STEWARDSHIP

Drip irrigation increased to 70% across the farm. This method **reduces water usage** by 25-40% compared to overhead methods. We continue to invest in drip irrigation, and plan to transition 10% more of our farm to drip by 2028.

EMPLOYEE SPOTLIGHT ANDY STEINKAMP

DIRECTOR OF FARM OPERATIONS | ONE YEAR WITH CROSBY HOPS



"We try to think long term every day; we find long term solutions. A lot of what we're doing - whether it's permanent cover crop, switching more acres to precision irrigation, powering our equipment from renewable sources or finding ways to use less energy altogether - is about taking better care of the plants, soil, water and the farm as a whole. More and more it's not about one big change, it's a lot of small decisions over time that help us grow high quality hops and leave things in better shape than we found them. We tip our hats in thanks to the generations who carved the way and look to the future farmers who will continue long after."



COMMUNITY

We believe in the power of community. From supporting brewers and farmers to connecting with beer enthusiasts, we're committed to building strong relationships that help the craft beer industry grow. Because great beer is always a collaborative effort.

BRINGING PEOPLE & PINTS TOGETHER

COMMUNITY & CELEBRATION AT TOPWIRE HOP PROJECT

At Crosby Hops, community comes to life where agriculture, brewing, and shared experience intersect. One of the most visible expressions of that connection is TopWire Hop Project, our on-farm beer garden in the Willamette Valley. Set among working hop fields, TopWire creates a direct link between the land where hops are grown and the beers they help create, offering visitors a uniquely agricultural beer experience.



In 2025, TopWire welcomed approximately **32,500 visitors**, providing brewery partners a powerful platform to connect directly with beer drinkers. Last season, **52,800 pints** were poured featuring **250 beer brands** from breweries across the country. By showcasing a wide range of beers brewed with Crosby Hops, TopWire amplifies brewer visibility, celebrates diversity in craft, and deepens appreciation for hops as a core ingredient.



OREGON HOP FESTIVAL

TopWire also hosted the Oregon Hop Festival in 2025, a harvest season celebration that brings together brewers, hop growers, industry partners, and the broader community. The two-day event drew over 800 attendees and featured hop harvest tours, fresh hop sensory experiences, collaboration beers brewed with estate grown hops, live music, local food vendors, and family-friendly activities.

Through TopWire and the Oregon Hop Festival, Crosby continues to invest in experiences that elevate brewery partners, celebrate agriculture, and invite people to experience hops beyond the glass.



EMPLOYEE SPOTLIGHT NICK GILES

EXPERIENCE MANAGER | FOUR YEARS WITH TOPWIRE



“Running daily operations at TopWire and planning events, I get to create experiences that connect people to hops, beer, and the farm. The Oregon Hop Festival is my favorite moment each year, specifically watching guests discover the work behind the harvest and then celebrate it with a fresh pint. It’s a reminder of how powerful it is when people can experience the journey from field to glass and really ties the farm to the beer community.”

THE PATH FORWARD



Ongoing improvement is a hallmark of B Corporations, and one we take great pride in. While we take time to celebrate our successes and recognize the progress we've made, we also understand that there is always more work to do. With that mindset, the final section of our Impact Report also marks the beginning of our next set of commitments as we continue to advance quality, innovation, sustainability, and community.

QUALITY

-  Continue strengthening brewer choice through Three Ways to Brew, **giving breweries of all sizes access to hop selection** while offering flexible contracting options that adapt to their business and brewing needs.
-  Enhance our portal spot purchasing experience to include lot selection and sensory information, **allowing brewers to make more informed decisions** when desired.

INNOVATION

-  Install a pilot brewing system to **accelerate product development**, brewing collaboration, and evaluation of new hop varieties and formats.
-  Continue advancing CGX® Cryogenic Lupulin Pellets to **improve brewhouse efficiency** through higher beer yield, reduced packaging and freight requirements, and gentler processing for brewer equipment and wastewater systems.

SUSTAINABILITY

-  Increase the number of regenerative no-till acres on our farm to **strengthen natural pest balance** and further reduce the need for miticide applications.
-  Source at least 25% of home farm fertility from organic inputs to **build long-term soil health**.
-  Expand drip irrigation to transition an additional **10% more acres by 2028**

COMMUNITY

-  Expand participation in our newly introduced paid employee volunteer program to **deepen our team's engagement** with the communities where we live and work.
-  Help brewers create **10 billion shared beer experiences by 2032**, building on the 1.98 billion pints already brewed with Crosby hops since 2021.



**THANK YOU FOR SUPPORTING A WORLD
WHERE PEOPLE AND NATURE THRIVE**



CROSBY HOPS™

Pacific Northwest Headquarters
18564 Arbor Grove Rd NE, Woodburn, Oregon

(503) 982-5166 (7:30 am - 4:30 pm PST)

info@crosbyhops.com

www.crosbyhops.com