



**MICHIGAN**  
**CRAFT**  
Beverage Council



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**CRAFTED WITH MICHIGAN FLAVOR**  
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The Michigan Craft Beverage Council recognizes the role of the craft beverage industry in Michigan's agricultural landscape, the state's economy, urban and rural community development, the tourism sector, our Great Lakes ecosystem, and the inclusion of our greatest asset, the people of Michigan.

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### **About the Council**

The Michigan Craft Beverage Council is a 10-member, governor-appointed board that is advisory to the Michigan Department of Agriculture and Rural Development.

### **Our Mission**

The mission of the Michigan Craft Beverage Council is to advance a well-connected craft beverage industry through research, promotion, and agricultural business development, reinforcing Michigan as a world-class craft beverage destination.

### **Our Six Strategic Priorities**

- Represent a Unified Industry
- Advance the Agricultural Craft Beverage Supply Chain
- Invest in Our Future
- Be an Information Resource Entity
- Develop Marketing Tools
- Support Craft Beverage Business Development



## Michigan Craft Beverage Council Online

The Michigan Craft Beverage Council website is built to support growers, producers, consumers, key industry stakeholders, and beyond.

The website is organized to assist these distinct, yet related groups while collaborating to advance the craft beverage industry in Michigan.

Visit [michigancraftbeverage.com](http://michigancraftbeverage.com) to find:



### RESEARCH

- [A User-Friendly Database of Funded Research](#)
- [Information on Research Grant Programs](#)



### GROW

- [Grower Resources and News](#)
- [Partner Resources](#)
- [Events and Conferences](#)



### CRAFT

- [A Buy/Sell Agriculture and Material Database](#)
- [Business Development Resources](#)
- [Craft Beverage Education Programs Around the State](#)



### DRINK

- [A Map of Craft Beverage Licensees in Michigan](#)
- [Tourism Resources](#)
- [Industry Awards](#)



## 2021 Research Projects

Michigan is home to resourceful, committed, and innovative researchers, many of whom have worked for decades in the field. The Michigan Craft Beverage Council is investing in the future of Michigan's craft industry by providing ample research opportunities, and we are eager to share the results. The following projects were funded for 2021.

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### **2021 MICHIGAN CRAFT BEVERAGE COUNCIL RESEARCH PROJECTS**

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Role of Planting Date and Seeding Rate in Optimizing Winter Survival, Yield, and Quality of Malting Barley

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Finding Solutions to Manage Plant-Parasitic Pests of Michigan Hopyards

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Evaluation of Cereal Rye Varieties for the Michigan Craft Distilling Industry

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Late Season Disease Management and Its Effect on Michigan Hop and Barley Crop Quality

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Influence of Cluster Rot Clots on the Crop Quality of Wine Grapes from Michigan Vineyards

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Advancing Sterile Insect Technique in Codling Moth by Investigating Release and Capture Methods

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Diacetyl Production, Reduction, and Control in Beers Brewed with Raspberries and Other Adjunct Sugar Sources

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Variety Selection and Nitrogen Application for Oat Malting

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New Apple Varieties for Michigan Hard Cider Production

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## Economic Impact by the Numbers

Michigan's food and agriculture industry contributes \$104.7 billion to Michigan's thriving economy.



3,375

acres of wine vineyards

9<sup>TH</sup>

in the  
nation for wine  
production



175

wineries

6<sup>TH</sup>

in the  
nation for number  
of craft breweries



300

craft breweries  
and brewpubs

670

acres of hops  
in production



3<sup>RD</sup>

in the  
nation for apple  
production



7<sup>TH</sup>

in the  
nation for craft  
distilleries



\$253

million in tourism  
expenditures



*"Michigan's craft beverage industry has flourished to become one of the most dynamic in the nation. Talented, creative, and driven entrepreneurs—surrounded by Michigan's fresh water, rich soils, and diverse microclimates—have created an ideal environment for craft beverages. The goal of MCBC is to provide the industry with strategic, targeted support and resources to maximize its potential."*

### Gary McDowell

Director of the Michigan Department of Agriculture and Rural Development and Chair of the Michigan Craft Beverage Council

