



20
22

ANNUAL
REPORT





TAKING CARE OF BREWING



2022 Guild Board of Directors

- Carl Meier, Black Abbey, President
- Clark Ortkiese, Crosstown, Vice President
- Chris Dial, Wanderlinger, Treasurer
- Matty Hargrove, Blackberry Farm
- Steve Wright, Jackalope
- Nate Underwood, Harding House
- Eric Latham, Johnson City Brewing



Guild Support Team

- Sharon Cheek, Executive Director
- Victoria Crawford, Member Relations & Farm to Tap Coordinator
- Jim Schmidt, Guild Lobbyist
- McNeely Brockman Public Relations, Farm to Tap communications



TAKING CARE OF BREWING

FROM YOUR BEERDED LADY

Dear Members,

With 2022 behind us, and as we barrel through 2023, one word comes to mind, **“momentum.”**

Our member survey, conducted in 2021, guided our efforts for 2022. We can now confidently say that more brewers are using local ingredients, we're building relationships with Tennessee legislators and we are raising the Guild's profile.

Thank you all for supporting the Guild and making all of this possible.

Sharon Cheek

Executive Director
Tennessee Craft Brewers Guild



2021 Tennessee Craft Brewers Guild Statistics



1773+



EMPLOYEES



87%

Guild Breweries employed
or were owned by veterans

91%



Reported growth



7 Years

Average age of Guild breweries

623

**Nonprofits
supported**



80%

Support local farms
Ingredients, CSA, spent grain donations



96%

Distributed beer



The Tennessee Craft Brewers Guild is a 501(c)(6) nonprofit membership organization representing 70+ independent craft breweries across Tennessee.



Farm to Tap is dedicated to the awareness, promotion and advancement of farmers and brewers working together. Our goal is to increase the use of Tennessee farm products in Tennessee craft beer.

FARM TO TAP 2022 SNAPSHOT



3

surveys to check the pulse of farmers, brewers and consumers



600+

farmers engaged and expressed interest in Farm to Tap



18

farmer and brewer networking events

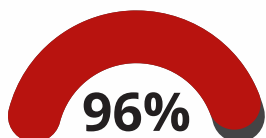


58

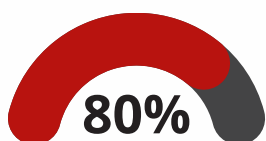
media placements
(print, digital, TV)



BREWER SURVEY RESULTS

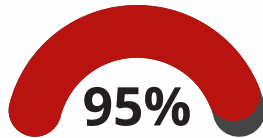


See value in using Tennessee grown products in their brews.

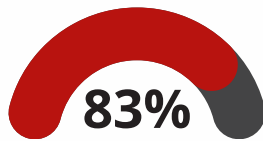


Support local farms by using local inputs, hosting CSAs and donating spent grain.

CONSUMER SURVEY RESULTS

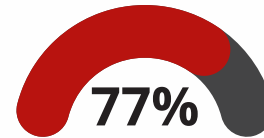


Feel good about supporting locally-owned small businesses that provide jobs at craft breweries.

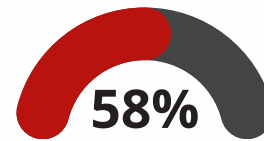


Say craft breweries' use of TN farm products would encourage consumers to buy more craft beer.

FARMER SURVEY RESULTS



Have had a good experience working with a craft brewer.



Would find value in adding additional product markets by working with a craft brewery.



OUR 2022 ACCOMPLISHMENTS

- Tennessee General Assembly voted to fund Farm to Tap for a second year, increasing the funding from \$350,000 to \$400,000
- Conducted a comprehensive farmer and consumer survey
- Hosted 10 Guild member calls
- Presented to the Senate Agriculture Committee
- Hosted the First Annual Tennessee Hops Week with farmer and brewer networking, education and hands-on demonstrations
- Farm to Tap was featured on Tennessee Crossroads & nationally on RFD-TV
- Farm to Tap "Pioneer Stories" series launched to celebrate the history of Tennessee farmers and brewers collaboration
- Events
 - Attended and participated in Farm & Ferment, a networking event for 130 farmers & alcohol industry professionals
 - Pick up for a Pint events were held at 21 breweries
 - Attended Ag Day on the Hill
 - 3 Farm to Tap festivals were held statewide in Knoxville, Nashville, Memphis
 - 45+ breweries participated and more than 1,800 tickets were sold
 - Brewer for a Day events with legislators took place at 40 breweries
 - TN Craft Brewers Guild Annual Meeting was held at Jackalope with 115 attendees
 - Farm to Tap Happy Hour held at the PickTN Conference
 - Farm to Tap featured at the Science of Beer event at Adventure Science Center
 - Attended Tennessee Grocers & Convenience Store Association annual trade show
 - Held a Farm to Tap networking and panel discussion for farmers and brewers at the TN Local Food Summit
 - Presented to farmers about Farm to Tap at the Middle Tennessee Grain Conference
 - Presented on Farm to Tap to national craft beer industry leaders at the Brewers Association Guild Summit