

GROWN BY

**ROY**

FARMS

UNEARTHING  
POTENTIAL



SINCE 1907

An aerial photograph of a large agricultural operation. In the foreground, there are rows of young grapevines in a vineyard. Behind the vineyard, a large complex of white, rectangular greenhouses is visible, partially enclosed by a brick wall. Further back, there are more farm buildings, including a prominent blue-roofed structure. The landscape is a mix of green fields and brown, dry-looking areas. In the background, rolling hills rise under a clear sky. The text "WELCOME TO ROY FARMS." is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**WELCOME TO ROY FARMS.**

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# UNEARTHING POTENTIAL SINCE 1907.

Joseph Roy saw the potential of the Yakima Valley and planted his first hop plant with his son Adelard—beginning a legacy that would span generations. Five generations later, Roy Farms still grows premium-quality hops in the Yakima Valley. What was once 10 acres now spans more than 8,000 acres to include a variety of hops, apples, cherries and blueberries and multiple hop-processing and storage facilities. As we push farming forward, we see even more potential for Roy Farms to stand out and make a bigger impact in the world.





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## THE GLOBAL LEADER IN HOPS.

Roy Farms has been a visionary for agriculture and hop industries. We push the boundaries of traditional thinking every day to meet the world's demand. We adopt new technologies, invest in local and global thought leaders and forge new partnerships to produce premium hops, blueberries, apples and cherries. Our promise to all of our stakeholders and customers is to dig deep, challenge the status quo and continue to unearth the potential of farming.

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# PEOPLE MAKE OUR HOPS EXTRAORDINARY.

Being a mindful hop grower is important to us. Softer farming practices, rigorous safety programs, advanced technology and renewable energy are embraced by everyone at Roy Farms. These everyday practices ensure best-in-class hops to every customer.

We grow several different hop varieties, ranging from high-demand proprietary varieties and hot new experimentals to an array of organic varieties. Our selection includes alpha, aroma, super alpha and dual-purpose varieties. Each variety is offered whole cone or pelleted.

## GROWN BY ROY FARMS

Adeena<sup>®</sup>  
ADHA 218  
ADHA 1624  
Amarillo<sup>®</sup>  
Azacca<sup>®</sup>  
Bravo<sup>®</sup>  
Cascade  
Cashmere  
Centennial  
Chinook  
Citra<sup>®</sup>  
CTZ  
El Dorado<sup>®</sup>  
Mosaic<sup>®</sup>  
Pekko<sup>®</sup>  
Simcoe<sup>®</sup>

Strata<sup>®</sup>  
Summit<sup>™</sup>  
Warrior<sup>®</sup>  
Organic Adeena<sup>®</sup>  
Organic Azacca<sup>®</sup>  
Organic Cascade  
Organic Centennial  
Organic Chinook  
Organic Citra<sup>®</sup>  
Organic El Dorado<sup>®</sup>  
Organic Ekuant<sup>®</sup>  
Organic Idaho 7<sup>™</sup>  
Organic Mosaic<sup>®</sup>  
Organic Pekko<sup>®</sup>  
Organic Sabro<sup>®</sup>  
Organic Strata<sup>®</sup>

## ROY FARMS SOURCED

Azacca<sup>®</sup> LUPOMAX<sup>®</sup>  
BRU-1<sup>™</sup>  
Citra<sup>®</sup> LUPOMAX<sup>®</sup>  
Ekuant<sup>®</sup>  
Ekuant<sup>®</sup> LUPOMAX<sup>®</sup>  
Galaxy<sup>®</sup>  
Idaho 7<sup>™</sup>  
Idaho Gem<sup>™</sup>  
Mosaic<sup>®</sup> LUPOMAX<sup>®</sup>  
Talus<sup>®</sup>  
Vic Secret<sup>®</sup>

Visit [royfarms.com](http://royfarms.com)  
for current hop availability.



“OUR FAMILY SPANS  
BEYOND OUR LAST NAME”

- Michael Roy



FARMER  
PROUD



NO PEOPLE.  
NO FARM. NO BEER.

At Roy Farms, we believe in unearthing potential. For generations it has always started with our people and their ability to innovate. Our hops team has intentionally adapted to changes in the industry by breeding new hop varieties and adjusting growing practices to increase production and consistency without compromise. By investing in the right people to implement advanced irrigation technology and regenerative growing practices, we maximize the quality, flavor and aroma that our customers demand year after year.



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## FARM FORWARD.

### FRESHER, FASTER.

Innovation drives us. Harvest Fresh Pellets® were the first in the hop industry to maximize freshness. Harvest Fresh Pellets are converted from vine-fresh to packed pellet within 36 to 48 hours. Dried whole cones are pelletized, bypassing the baling process entirely. Our process avoids long delays and exposure to the air during storage that can cause oxidation. Harvest Fresh Pellets preserve natural characteristics to maintain vine-fresh quality in an efficient, easily storable package.

Our hop varieties are direct from one source—Roy Farms. We grow, pick, process, pelletize and package our hops to fit your needs, guaranteeing they are kept to the highest standards of quality and traceability every step of the way.

### SOLAR-POWERED PELLETS.

Fresh thinking produces innovative ideas. We've incorporated two large solar panel arrays to provide our customers with 100% solar-powered pellets. The system can produce more than enough to offset 100% of the energy consumed during the power-hungry pelleting process. Innovations like this help drive growth and change the landscape of agriculture.



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# SUSTAINABLE SINCE DAY ONE.

Hops may be where our legacy started, but sustainability is the soul of our brand. Roy Farms has embraced diversification, innovation, technology and conservation since the beginning. We have unwavering commitment to our employees, land and community. We've applied sustainability practices to all areas of our business, and we encourage our partners to do the same. As a result, our crops are grown mindfully. Our employees are cared for like family. And our communities are supported to maintain a healthy place to live. It is our way of life so we can farm the land we love for another century.

## SUSTAINABILITY PRACTICED YEAR-ROUND.

- Human and Food Safety
- Community and Environmental Stewardship
- Employee Empowerment, Innovation and Creativity

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# A FORCE FOR GOOD. OFFICIALLY.

We've been doing what's right organically for over a century. Now we are making it official by becoming a B-Corp certified farm. We are thrilled to join a collection of global businesses that are required to consider the impact of everyday decisions on their employees, customers, suppliers, communities and the environment.

Purpose-driven. High ethical standards. Honesty. We have strong, healthy roots at Roy Farms, but we want to continue to learn and grow from other mindful businesses who value the same things as we do.

Certified



Corporation



GROWN BY  
**ROY**  
FARMS

*Indie Hops*  
FLAVOR PROJECT

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## A SOLID REPUTATION CROSSES BORDERS.

Oregon-based Indie Hops pursued a trial Strata field in 2016 with neighboring Roy Farms in Yakima Valley, Washington. Since that initial field, Roy Farms has been unearthing the true potential of Washington-grown Strata. Now breweries looking to differentiate with creativity and innovation are raising the status of Strata as the next big thing for beer drinkers. Strata delivers a consistent, strong fruit flavor and unique aroma to create exciting new IPAs, pale ales and even lagers.

Our partnership with our friends at Indie Hops to grow, process and distribute Strata is a testament to our commitment to find new opportunities for our customers. With a diversified and expanded portfolio, we can provide more exceptional hops grown by Roy Farms. This year, we have expanded the production of Strata to meet the growing demand. Strata is an emerging variety on a level of its own and we're happy to ship it directly to you from Roy Farms.

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# FARMERS AND BREWERS BENEFIT FROM THE POTENTIAL OF HOP GENETICS.

As the managing partner in the ADHA breeding program (Association for the Development of Hop Agronomy), Roy Farms has been unearthing the potential of novel genetics by developing and introducing sustainable, high-flavor varieties. What started out as a venture into the development of dwarf hop varieties has evolved into an effort to breed for durable good agronomy, disease resistance, unique aroma, and broad adaptation to different growing regions.

While these aspirations are high, so are our standards. ADHA continually invests in research into varietal development and hop production techniques. Here are two quick examples—Azacca® uses roughly 20% less water and Pekko® is highly efficient in downstream product manufacturing. ADHA is working to find solutions to the unique on-farm challenges of the 21st century while enabling brewers to introduce new and exciting flavors in their beers.

## HIGH-QUALITY ADHA VARIETIES:

Adeena®  
ADHA 218  
ADHA 1624  
Azacca®  
Pekko®  
Summit™

GROWN BY  
**ROY**  
FARMS

**ADHA**  
BREEDING PROGRAM

GROWN BY  
**ROY**  
FARMS



**HAAS**®

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## ROY FARMS IS PROUD TO JOIN THE HAAS® DISTRIBUTION NETWORK.

At Roy Farms, we live our brand promise every day to continue unearthing potential in farming. Finding new and exciting ways to advance our ever-changing industry sometimes doesn't happen in the fields, but through authentic and intentional conversations by industry leaders.

Roy Farms has partnered with John I. Haas to distribute all HAAS® varieties and products, while still focusing on our Roy Farms-grown hops shipped directly to our customers, which now include Roy Farms Citra® and Roy Farms Mosaic®. We'll continue to sell other proprietary hops such as ADHA varieties like Azacca® and Adeena®, as well as Washington-grown Strata from Indie Hops.

### NEW PARTNERSHIP CREATES MORE ACCESS AND OPPORTUNITIES.

- More access to a comprehensive varietal portfolio and advanced products
- More alignment and broader distribution for ADHA varieties
- More access to buy Roy Farms-grown HBC varieties
- More ways to connect Roy Farms closer to its customers
- More access to emerging hop technologies

For more information about our new partnership with HAAS®, please reach out to the Roy Farms sales team. Email us at [sales@royfarms.com](mailto:sales@royfarms.com).

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