

GROWN BY  
**ROY**  
FARMS

UNEARTHING  
POTENTIAL



SINCE 1907



An aerial photograph of a vast hop field in Moxee, Washington. The field is composed of numerous neat, parallel rows of green hop plants, creating a strong sense of perspective that leads the eye towards the background. In the distance, a large, rounded hill rises against a soft, hazy sky. The hill's surface is a mix of brown and tan, with some green patches visible at its base. The overall lighting is warm and golden, suggesting the time is either early morning or late afternoon.

# THE EPICENTER OF HOPS.

MOXEE, WASHINGTON



An aerial photograph of a hop farm. The image shows dense, vibrant green hop plants arranged in neat, diagonal rows across a field. In the lower right corner, a large green and blue harvester is visible, working through the rows. The perspective is from directly above, looking down at the crops.

---

# 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 continues to grow premium-quality hops in the Yakima Valley. What was once 10 acres now spans more than 6,000 acres to include a variety of hops, apples, cherries and blueberries and multiple hop-processing with 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.





# 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.



# A FULLY INTEGRATED FARM FULL OF EXTRAORDINARY HOPS.

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 aroma, alpha and dual-purpose varieties. Each variety is offered whole cone or pelleted.

GROWN BY ROY FARMS

Adeena®	Simcoe®
ADHA 218	Strata®
ADHA 1624	Summit™
Amarillo®	Warrior®
Azacca®	Organic Adeena®
Bravo®	Organic Azacca®
Cascade	Organic Cascade
Centennial	Organic Centennial
Chinook	Organic Chinook
Citra®	Organic Citra®
CTZ	Organic Ekuanot®
El Dorado®	Organic Mosaic®
Mosaic®	Organic Pekko®
Pekko®	Organic Strata®

Visit [royfarms.com](https://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.



---

# INNOVATION DRIVES US.

## FRESHER, FASTER.

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.







# 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



# A FORCE FOR GOOD. EVERY DAY.

We've been doing what's right organically for over a century. We made it official in 2021 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

---

## 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. Strata is an emerging variety on a level of its own and we're happy to ship it directly to you from Roy Farms.



# REBRANDING A HOP BREEDING COMPANY IS MORE THAN A NEW NAME OR LOGO.

Roy Farms and Green Acres are proud to introduce ADHA now as Latitude 46—A Pacific Northwest Hop Breeding Co. Rebranding is more than a new name or logo; it's a mindset shift as we evolve the future of high-quality hops from farm to brewer. As the managing partner of Latitude 46, 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 resilient agronomic traits for a range of climatic conditions, unique aromas, disease resistance, and broad adaptation to different growing regions. Solving real, everyday farm and brewery challenges with hop genetics is the purpose behind our passion.

While these aspirations are high, so are our standards. Latitude 46 will continue to invest in research into varietal development and hop production techniques. Here are two quick examples—Azacca® uses roughly 20% less water than most aroma hops, and Pekko® is both productive and highly efficient in downstream product manufacturing. Our Latitude 46 team is working to find solutions to the unique on-farm and brewery challenges of the 21st century while enabling brewers to introduce new and exciting flavors in their beers.

## HIGH-QUALITY LATITUDE 46 HOP VARIETIES:

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

GROWN BY  
**ROY**  
FARMS

**46°**  
LATITUDE  
A PACIFIC NORTHWEST  
HOP BREEDING CO.



GROWN BY  
**ROY**  
FARMS



**HAAS**

---

## ROY FARMS IS PROUD TO BE PART OF 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 partnered with John I. Haas in 2022 to distribute all the varieties and advanced products HAAS® has to offer, while still focusing on our Roy Farms-grown hops shipped directly to our customers, which includes Roy Farms Citra® and Roy Farms Mosaic®. We'll continue to sell other proprietary hops such as varietals from Latitude 46 like Azacca® and Adeena®, as well as Washington-grown Strata from Indie Hops.

### A SOLID PARTNERSHIP CREATES MORE ACCESS AND OPPORTUNITIES.

- More access to a comprehensive varietal portfolio and advanced products
- More options and products for brewers in one place
- More access to buy Roy Farms-grown HBC varietals
- More ways to connect Roy Farms closer to our customers
- More access to emerging hop technologies

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



# UNEARTHING THE POTENTIAL FOR BREWERS WORLDWIDE.

## THE POWER OF TERPENES.

Roy Farms has partnered with Abstrax, the cutting-edge leader in optimized hop extracts. Abstrax is able to create the first-of-its-kind optimized hop extracts and provide brewers the power of terpenes. As the hop industry continues to evolve, Roy Farms recognizes the potential of terpenes to help brewers to be more efficient and consistent with every step of their brewing process. Now brewers can order whole cones, Harvest Fresh Pellets®, organics and true-to-type Abstrax hop profiles directly from Roy Farms—at farm-direct prices. Contact our sales team at [sales@royfarms.com](mailto:sales@royfarms.com) for more information.

## WHO IS ABSTRAX?

Abstrax uses proprietary technology to test for well over 400 botanical compounds found in hops, where other labs test for up to 50 compounds. It's like using an electron microscope versus a magnifying glass. Because of this, Abstrax is able to analyze hops in a way never done before. Through the power of terpenes Abstrax has created a new opportunity to improve the brewer's bottom line while preserving exceptional flavors.

GROWN BY  
**ROY  
FARMS**



**Abstrax.**





# STRONG FARM-DIRECT RELATIONSHIPS. THAT'S HOW WE ALL GROW.

ORDER ROY FARMS SINGLE-SOURCED HOPS ONLINE AT [ROYFARMS.COM](https://royfarms.com).

At Roy Farms, we want to make ordering our high-quality hops even easier. From proprietary high-demand varieties like Citra®, classics like Chinook, desirable experimentals or today's most sought-after hops—Strata® and Azacca®, Roy Farms is fully integrated to provide consistencies, efficiencies and savings. We have the sizes every garage, nano-brewery or brewhouse needs shipped directly from the farm. We're ready to deliver Roy Farms-grown hops and a customer experience like no other.

## DIRECT ACCESS TO OUR TEAM.

Contact our sales team for larger orders, contracting or for more information about our diversified and expanded hop portfolio.

**WEST**

[Andy@royfarms.com](mailto:Andy@royfarms.com)

**SW/ROCKIES**

[Joe@royfarms.com](mailto:Joe@royfarms.com)

**MIDWEST**

[Ted@royfarms.com](mailto:Ted@royfarms.com)

**EAST**

[Jason@royfarms.com](mailto:Jason@royfarms.com)



**ROY FARMS IS FULLY INTEGRATED TO DELIVER  
CONSISTENCIES, EFFICIENCIES, AND SAVINGS.**



GROWN BY  
**ROY**  
FARMS

UNEARTHING  
POTENTIAL



SINCE 1907



SALES@ROYFARMS.COM | 401 WALTERS RD, MOXEE, WA 98936 | P: 509.452.3494 | F: 509.457.7837 | ROYFARMS.COM