

Craft Breweries, Distilleries & Farm Wineries: Diversification Opportunities for the Farming Industry

Craft breweries, distilleries and farm wineries are experiencing tremendous growth, providing opportunities for local farmers to grow and sell a variety of specialty ingredients. This informative tour will provide a snapshot of three New England businesses taking advantage of consumer interest in locally made beverages. The day includes a tour and lunch at UMass Dining, known for their commitment to sourcing locally grown foods.

Sturbridge Host Hotel

Leave at 8:30 am

Westford Hill Distillery, Ashford CT

9:00 am to 9:45 am

Hardwick Winery, Hardwick MA

10:45 am to 11:45 am

University of Massachusetts Amherst, Amherst MA

12:30 pm to 2:00 pm

Valley Malt, Hadley MA

2:15 pm to 3:15 pm

Sturbridge Host Hotel

Back by 4:30 pm

Westford Hill Distillery

Known for their high quality spirits distilled from 100% natural fruit, Westford Hill Distillery uses 100,000 lbs of fruit a season to create their fruit brandies. They work closely with a nearby orchard to grow full-size Bartlett pears inside heart-shaped glass bottles for their Poire Prisonniere, a pear brandy. Take a tour of onsite facilities and hear from Margaret and Louis Chatey who own and operate one of the oldest craft distilleries in the country.

Hardwick Winery

In addition to growing six varieties of grapes and producing 8 wines, Hardwick Winery is a hub of agritourism in central Massachusetts. Owner John Samek hosts events on his farm ranging from Sangria Socials with live music on Saturdays to Maple Barn Breakfasts during the month of March and an annual Father's Day Tractor Show. Learn more about the wines made at Hardwick Winery and why wine and agritourism are a perfect pair.

University of Massachusetts Amherst

Recently recognized by The Princeton Review as having the best campus food in the country, UMass Amherst has invested over \$4.5 million in local and sustainable foods in the past fiscal year with more than half sourced from New England farms, cooperatives and vendors. Over lunch, hear from UMass's Director of Purchasing and Marketing on the university's Local Healthy Food System Initiative and how New England Farmers play a key role in a growing push for institutions to source food locally. A tour of the dining facilities will be offered.

Valley Malt

Valley Malt is supplying big name breweries such as Dogfish Head and Sierra Nevada, as well local craft breweries across the Northeast with an essential part of the beer making process: malted grains. Providing a product that most malthouses cannot, co-owners Andrea and Christian Stanley work with regional grain growers to provide breweries with locally sourced, high quality malt on a commercial scale. Listen to Andrea and Christian tell their story about how they identified a gap in the market and sought to create a transparent, localized supply chain that connects the farmer, the maltster and the brewer.