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FOR IMMEDIATE RELEASE

HOPYARD TAKES ROOT IN DODGEVILLE, WI

Simple Earth Hops to Provide Ethically Grown Hops for Local Beer Producers

DODGEVILLE, Wisconsin (May 27, 2010)--Today, Matt Sweeny announced the launch of Simple Earth Hops, a Dodgeville, Wisconsin new farming business, who will provide ethically grown hops to local beer producers.

Simple Earth Hops is a new 1/4 acre hopyard located at Greenspirit Farm CSA in Dodgeville, Wisconsin. The hopyard was founded with the idea of providing a much needed agricultural product for local craft brewers. Simple Earth Hops was established to demonstrate that local farmers can produce a consistent, sustainable supply of ultra high quality hops by working directly with local craft brewers while still maintaining a focus on ecology, the land and the people involved.

"Craft beer producers have made it clear that they desire a local source of hops. Simple Earth Hops will address this need for a local sustainable supply of hops by small locally owned craft beer producers."

Look for Simple Earth Hops to elaborate more on the details of a Grand Opening hopyard tour/beer tasting event in late July, 2010 and for the hopyard harvest tour & beer tasting in early Fall, 2011.



About Simple Earth Hops

Funding for Simple Earth Hops is provided in part by a 2009 NCR-SARE (USDA) grant. This small-scale commercial hopyard has been established by the Sweeny family of Dodgeville, Wisconsin who slowly grow earth friendly hops for local brewers with similar locavore ethics.

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If you would like more information about this topic or to schedule an interview, please contact Matt Sweeny by e-mail at fattymattybrewing@gmail.com or visit <http://www.simpleearthhops.com/>.

Permalink: <http://www.simpleearthhops.com/2010/05/press-release-hopyard-takes-root-in.html>

Simple Earth Hops - slower. smaller. local.