



# AT THE BAR WITH BOWDITCH

A Legal Blog for the Craft Brewing Community

## E-I-E-I-Dough?

BY ROBERT G. YOUNG • MARCH 1, 2015

A recent article in Fortune Magazine “[Tapped In: Craft beer — A farmer’s salvation?](#)” raises some interesting points about the continually-expanding craft beer movement. With more and more brewers needing more and more ingredients to craft more and more beer, sourcing of those ingredients is becoming a hot industry topic and creating an opportunity for farmers. Though the article suggests that it may take time for farmers to adapt to the somewhat unique needs of the craft beer industry, opportunities abound for growers of malts and hops that can be used for brewing. With rising prices for commodities such as hops (which the article notes have nearly doubled in price-per-pound over the past decade), enterprising farmers will no doubt be developing and accelerating plans to offer solutions.

One thing we do know: Old MacDonald may well end up laughing all the way to the bank.