# AMERICAN HOP CONVENTION

January 23, 2025 Coronado Island, CA



HOP GROWERS OF AMERICA

USARDS

## **BEER INSTITUTE'S STRATEGIC PILLARS**



## **BEER INSTITUTE RESEARCH PROGRAMS**

#### **Beer Institute Sales to Retailer Program**

 The only industry source to capture on- and off-premise volume for the category and segments, down to the zip code

#### **Monthly Economic Reporting**

• State shipments, domestic tax paid, import/exports

#### **Beer Serves America**

State-by-state and congressional district breakdown of the beer industry's economic contributions

#### **Beer Almanac**

• Decades of historical industry data, economic contributions, and other industry information

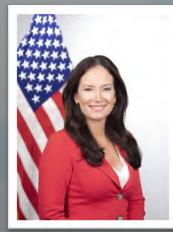
#### **Industry Presentations and Consumer Research**

• State of the industry webinar (March 29, 2023); presentations or panel discussions at industry events including BMI, Brewbound, BA Hill climb, BI annual meeting, etc.





### President-elect Trump's Cabinet Picks





Brooke Rollins Agriculture

### Robert F. Kennedy Jr. HHS



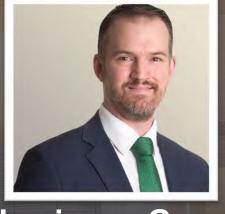
Commerce



Scott Bessent Treasury



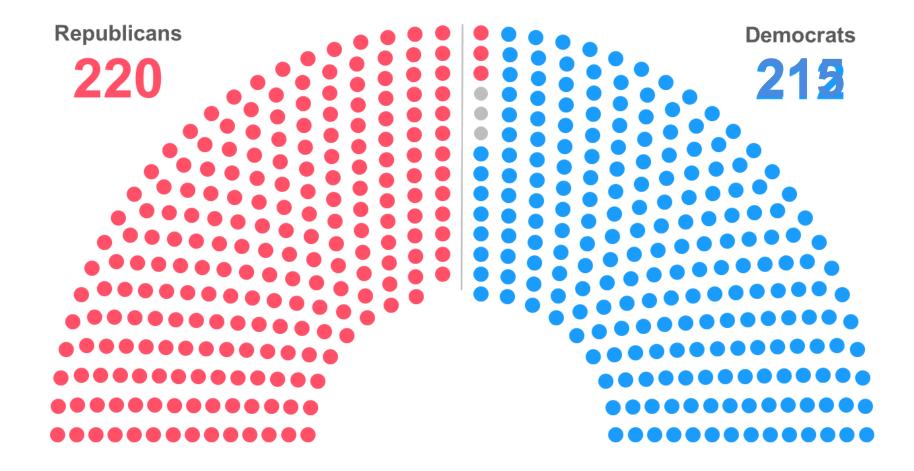
Andrew Ferguson FTC Paul Atkins SEC



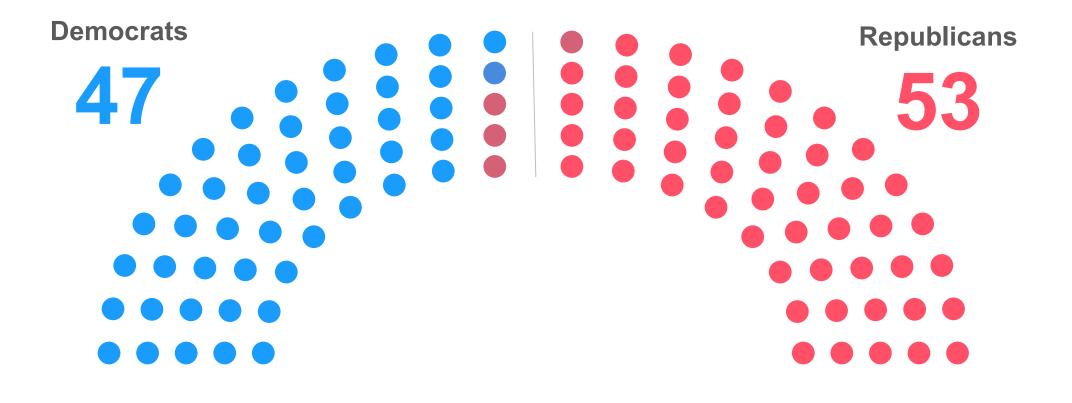
Jamieson Greer USTR



### House Balance of Power 119th Congress



### Senate Balance of Power 119th Congress



# WE BREW BEER ON COMMON GROUND.







### TACKLING SIGNIFICANT POLICY CHALLENGES









**Dietary Guidelines** 













# Beer isn't going anywhere









# Total Jobs 2.37 Million

Total Economic Contribution \$409.2 Billion



### Total Agricultural Jobs 52K



# PRO BEER AGENDA

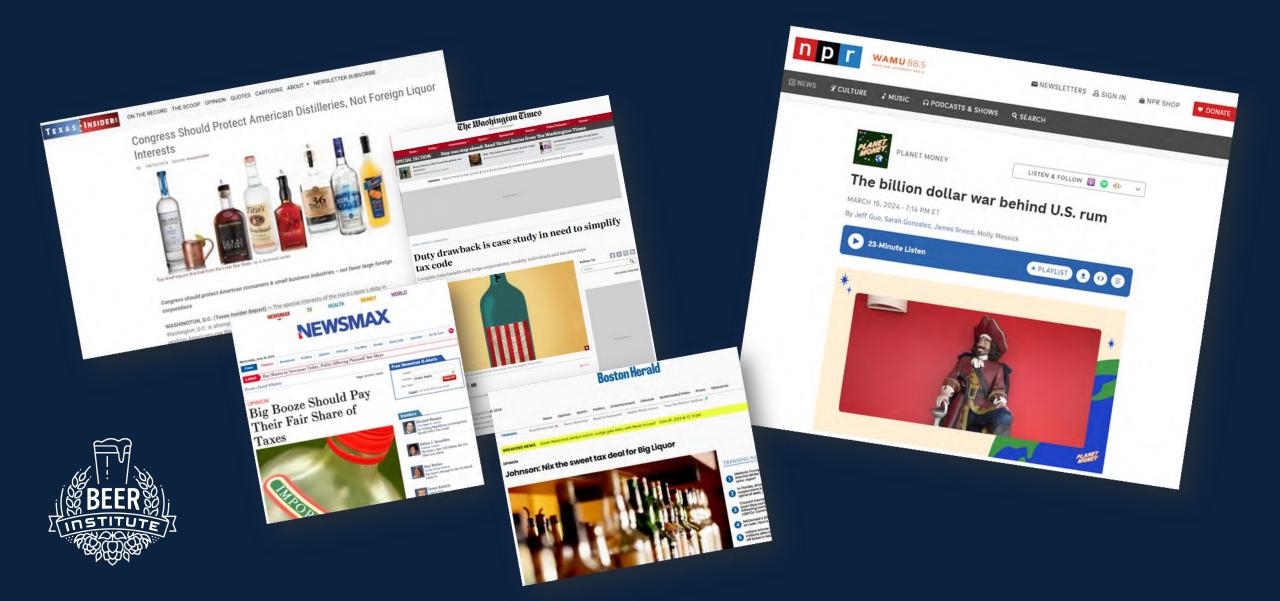
# 2025 POLICY PRIORITIES

**STREET** 

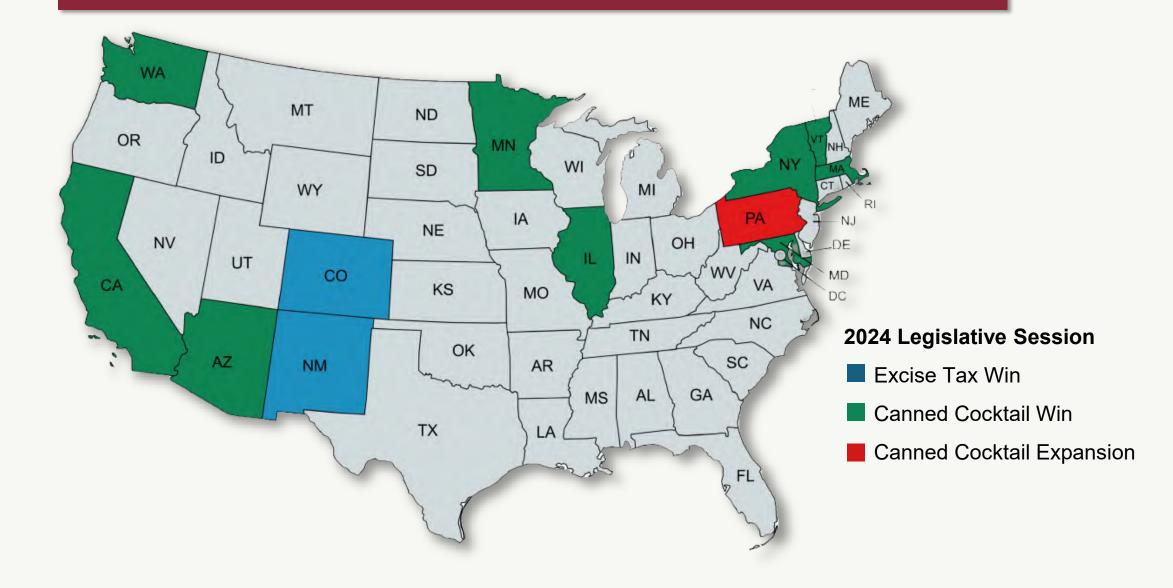
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### DIFFERENTIATION



### 2024 State Wins



### H.R. 7577 - THE CHEERS ACT

Creating Hospitality Economic Enhancement for Restaurants and Servers



### **CHEERS ACTIVATION**

Indiana No. 8
A A Si Si Si desenating

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# THE CHEERS ACT

Your support is crucial for advancing the CHEERS Act and helping the hospitality industry; click below to take action:

Consumers.

Relatiers

# THE CHEERS ACT

Your support is crucial for advancing the CHEERS Act and helping the hospitality industry; click below to take action:

34

Bipartisan Cosponsors

### 56

National, Regional, & Local Organization Supporters 2,697

Grassroots Letters Sent to Congress 904

Grassroots Contacts Acquired

# BECOME A BEER ADVOCATE



SCAN ME









# DIETARY GUIDELINES UPDATE





The Dietary Guidelines process must be:

- 1. Transparent
- 2. Free from a biased agenda
- 3. Based on a preponderance of sound scientific evidence



Congress of the Uni Lucille Roy Mashington, DC Member of C Congress of th July 12, 202 August 7, 2024 The Hon. Xavier Becerra Mr. Xavier Becera Secretary of Health and Human Services U.S. Department of Health and Human Services 200 Independence Avenue, S.W. Washington, D.C. 20201 George F. Koob, Ph.D. Secretary of Health and Human Services and Alcoholism U.S. Department of Health and Human Serviv Director National Institute on Alcohol National Institutes of Health 9000 Rockville Pike Bethesda, Maryland 20892. A Abase 200 Independence Avenue, S.W. Washington, D.C. 20201 The Hon. Thomas J. Vilsack Secretary of Agriculture table Thomas J. Vilsack Dear Dr. Koob, It is critical that the Dietary Guidelines for Am. It is entical that the Destry Guidelines for American concerbaned advices intercommunications to the part 2025-2001 and your approximations to the part and your and your approximation and the part with characteristic and the part of the part of the optimistic and the part of the part of the part of the optimistic and the part of the part of the part of the optimistic and the part of the optimistic and the part of the part of the part of the part of the optimistic and the part of th U.S. Department of Agriculture 1400 Independence Ave., S.W. Washington, DC 20250 0250 RE: Document Number: 2024-14650: 1 In Describe 2022, Congress repropriated \$1.3 m for the strength Academics of Strength, Research, Reamer for the strength research on a load of the strength of the strength of the strength of the fandling the strength of the strength of the life fandling the strength of the 2020 Strength Guideling the strength of the 2020 Strength Guideling the strength of the 2020 Strength of the strength of the strength of the 2020 Strength of the strength of the strength of the 2020 Strength of the strength of the strength of the strength of the 2020 Strength of the Vilsack and Secretary Coordinating Committee on the Prever on Alcohol Intake and Health Study M d that the Dep Dear Sect Dear Secretaries Becerra and Vilsack As the former Vice Chair of the Ho In the spring and summer of 2023, without the Committee on the December of United and the am writing to express my concern r Prevention of Underage Drinking ( ving and summer of 2023, weeners a see on the Prevention of Underage D uttee on Alcohol Intake and Health **Dietary Guidelines for Americans** to conduct work duplicative of NASI to conduct work duplicative of NASI tol Abuse and Alcoholism (NIAAA) Committee on the As an original sponsor of the Sol alcohol a longtime proponent of modera involvement in the current DGA ns has already appropriated tal review at ICCPUD nace at underage drinking an app loohol consumption? respected colleagues, we drafte of improved coordination of fe underage drinking. As express In August 2023, you suggested to the Da made by the Canadam Centre on Substate two servings of alcohol per week. As yo adopt that recommendation, and the Wi specifically related to underag activities related to adult alco HHS Since the enactment of the S dedicated to the same goals National Survey on Drug U Did you or your staff particip declined steadily from 201 Can you share the minut goals should continue with BOOKING MILLER TO MILLER C D D77.63 OF ITEENTH CONSIGNESS 1020 Congress of the United States House of Representatives TATES A EE ON UVERISION AND ACCOUNTABILIT 2157 RAYELIN HILLS OFFICE BUILDING WAD-INDTONL DC 20515-6143 Bar aliment The Honorable Thomas J. Vilsack September 30, 2024 Are Honorano Secretary U.S. Department of Agriculture 1400 Independence Ave., SW Washington, D.C. 20250 The Honorable Xavier Becerra Secretary U.S. Department of Health and Human Services 200 Independence Ave., SW Washington, D.C. 20201 Dear Secretary Vilsack 193 Disference and the start Balance D & 2000 The Senter Berent The Generative and Marsina Senterality (Generation in conducting original fields and Haman Senterality) (Senterality and the 2012 Disference fields and the start senterality (Senterality and the 2012 Disference fields and the start senterality (Senterality and the 2012 Disference fields and the start senterality (Senterality and the 2012 Disference fields and the start senterality (Senterality and the start senterality (Senterality and the start fields and the start senterality (Senterality and the start senterali The Committee on Oversight and Accountability (Committee) is conducting oversight and Accountability (Committee) is conducting oversight and accountability (Committee) is conducting oversight and accountability (Committee) and accountability (Co The Committee's oversight is essential to determine whether legislation is necessary to address the authority of federal agencies to remove logics of shady from the purview of an interagency Federal Advisory Committee and delegate their authority to a subagency or feder Schernen, S., Steiner, M., Steiner, M., Komm, M., Komm, M., Steiner, K., Steiner

W.M.C.MONT. BUSSINS

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Based on the timeline featured or the "Alcohol Intake and Health " The review by the National Acr ONCHEMONED EXCHANT Harry Million September 30, 2024

#### Dear Secretary Becerra and Secretary Vilsack, We write to direct your attention to the "Intergency C Dracking (ICCPUD) Study on Alcohol Inshe and Ho Services Administrational Academics of the Particle ICCPUD and youril the National Academics of Soft completes its "Review of Evidence on Alcohol and As you are aware, Congress appropriated \$1.3 ml/ 2023' and directed the National Academies to ar 2023<sup>-</sup> and directed the Nanonai Academies to av on current scientific evidence related to alcohol guidance in the 2025 Dietary Guidelines. Once genorance in the 2005 Distary Guinemers. Once provide input on the need for an additional stu-within HHS. We believe a dual track of work is duplicativ We believe a dual tack of work is duplicativ primary maxima of reducing and prevention Solver Tradi to Prevention of Todarase Doub Based on the instants information provide Based on the instants information provide the instant of offer reducing the research and offer resource instants (ICCNI) would chose to reduce it may autonal media common as well as or ational media campaign as well as off We also have reservations about how development of the 2025 Dietary Gu development of the AU.5 Literary (or appropriately vetted for conflicts of included and interested stakeholder meeting held in early August. Brag Congress of the United States Pouse of Representatives THE ON UNENSIGHT AND ACCOUNT ATTA HIS RE DITATE BUILT WAD-INDTON, DC 20515-6143

Congress of the Uni

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Washington, DC 2

October 7, 20;

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NATIONAL ACADEMIES

**Review of Evidence on** Alcohol and Health

> NASEM Study: A Balanced View on Moderate Alcohol Consumption Science

**NASEM report released** 



No evidence of increased risk for all-cause mortality or cardiovascular disease



"moderate certainty" that people who drink alcohol in moderation have lower allcause mortality than those who don't

NATIONAL ACADEMIES

Sciences Engineering Medicine



Compared with never consuming alcohol, moderate alcohol consumption is associated with a lower risk of nonfatal heart attack, a lower risk of nonfatal stroke, and lower risk of cardiovascular mortality



ICCPUD Report to be released last week

### **Positive News Reports on NASEM**

#### **WINE BUSINESS**

Christopher Snowdon @cjsnowdon

#### First of two major reports on alcohol finds moderate drinking tied to lower mortality statnews.com/2024/12/17/alc... via @statnews



#### POLITICOPRO

Government advisory panel finds moderate drinking lowers risk of heart disease, in victory for alcohol lobby

The alcohol industry has been worried that the forthcoming Dietary Guidelines for Americans could recommend lower alcohol consumption.

Y: MARCIA BROWN, MEREDITH LEE HILL | 12/17/2024 02:22 PM EST

#### NASEM report affirms benefits of moderate drinking

The first of the two alcohol studies that will inform American drinking guidelines has been released.

#### by Felicity Carter



#### BOOZE NEWS

New Congressionally-Funded Report Maintains Benefits of Moderate Drinking



MUCK RACK

DECEMBER 18, 2024 👘 BY YAËL OSSOWSKI 🐘 🔩 O COMMENTS

ALCOHOL DIETARY GUIDELINES PRESS RELEASE

ABOUT US Y

#### WAMU-FM (Washington, D.C.)

9:51 AM · Dec 18, 2024 · 3.311 Views

115

Radio

Q 5

Aired on December 19, 2024 at 6:05 AM on WAMU-FM (Washington, D.C.) Washington, D.C., United States

Audience 374,100 national

#### Moderate Drinking Linked to Lower Overall Mortality Rate, Says National Academy of Sciences

So let's all enjoy a moderate toast to a Happy New Year!



### Surgeon general report causes waves

The New Hork Times

#### Surgeon General Calls for Cancer Warnings on Alcohol

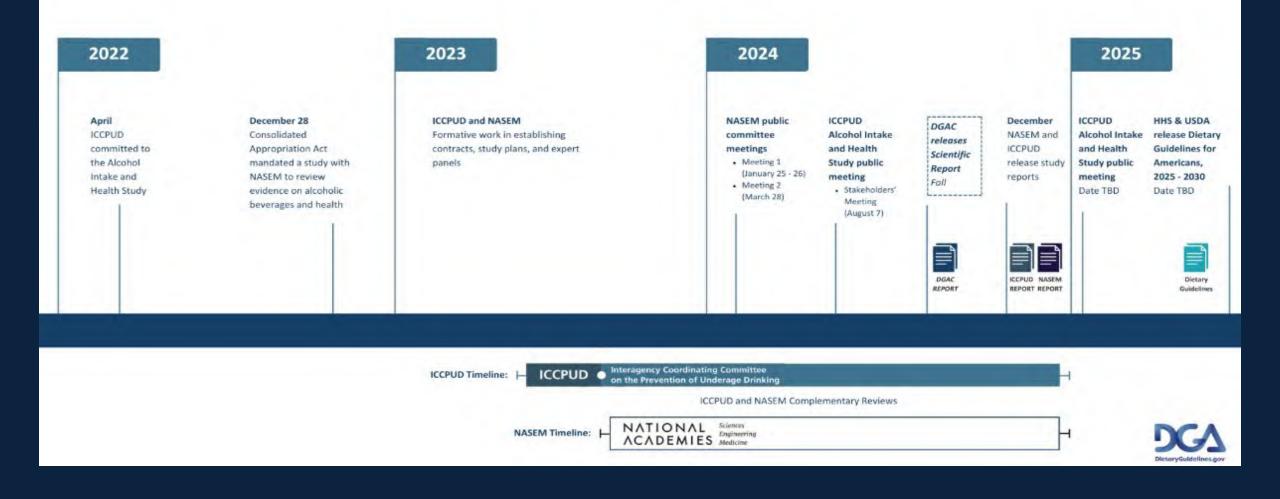
Dr. Vivek Murthy's report cites studies linking alcoholic beverages to at least seven malignancies, including breast cancer. But to add warning labels, Congress would have to act.







#### **Alcohol Intake and Health Study Timeline**





### **Intoxicating Hemp**

#### SEC. 10113. HEMP PRODUCTION.

The Agricultural Marketing Act of 1946 (7 U.S.C. 1621 et seq.) is amended by adding at the end the following:

#### **"Subtitle G—Hemp Production**

#### "SEC. 297A. DEFINITIONS.

"In this subtitle:

"(1) HEMP.—The term 'hemp' means th sativa L. and any part of that plant, includir and all derivatives, extracts, cannabinoids, and salts of isomers, whether growing of 9 tetrahydrocannabinol concentration of no cent on a dry weight basis.







### **CONGRESS ON INTOXICATING HEMP**

#### POLITICS

### GOP-Led Congressional Committee Approves Bill To Ban Most Consumable Hemp Products Such As Delta-8 THC

Published on July 11, 2024 By Kyle Jaeger

# POLITICO

#### State attorneys general urge Congress to address risks posed by intoxicating hemp products

Congress legalized hemp under the 2018 farm bill, touting it as a boon for struggling farmers. But the market has become increasingly dominated by ntoxicating products that are largely unregulated

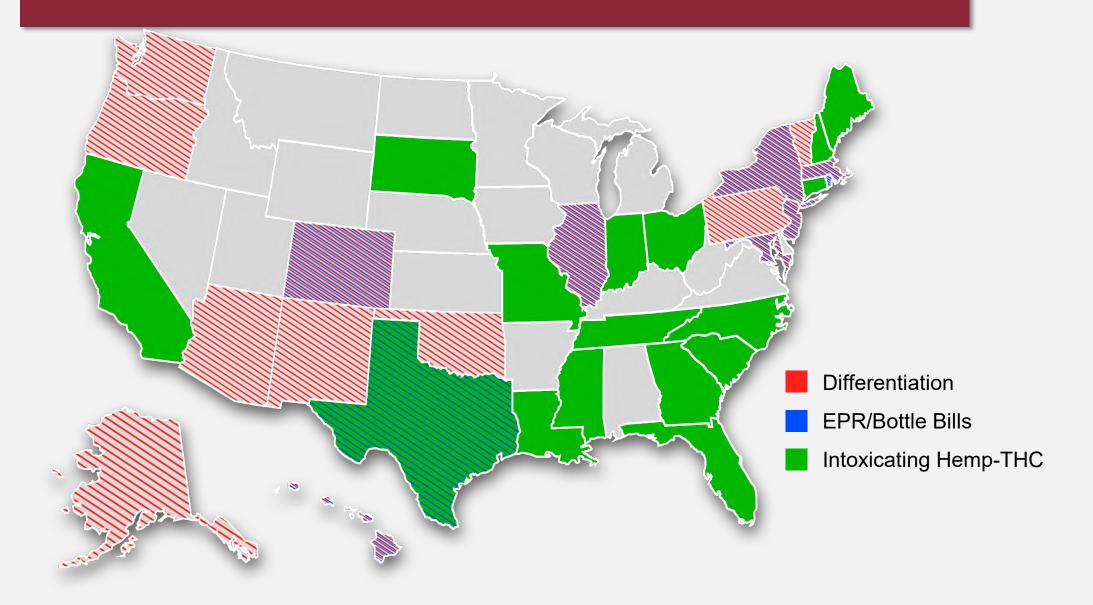
### Beer's Perspective Must be Part of the Debate



## BECOME A BEER ACVOCATE



### 2025 Anticipated Engagement





# However, the beer industry faces opposition, including from the logue industry, that imparis these barefles to Americans. Beer is different hom logues, and it should be faxed and reased differently. Scrold down to learn more about beer's impact, and stand with the beer industry by becoming an advocate

2.4 MILLION Jobs

\$132 BILLION Wages & Benefits

\$409 BILLION to the U.S. Economy

**STAND** 

D 🖨 Home - Stand With Beer x +

C

BEER

https://standwithbeer.org

WIT! DEER An economic powerhouse, the beer industry supports nearly 2.4 million jobs, providing more than \$132 billion in wages Industry where than \$122 billion in wapet and benefits, and contributing mere fran \$409 billion to the U.S. economy. All of this while promoting encountible consumption, providing a mechanic bound pay with tabeling that includes alcohol content and nutrition information that allows for complete transparency for consumers.

EXPLORE WHAT MAKES BEER

SHARE OO DE MENU BECOME A BEER ADVOCATE











RAHR MALTING CO.













### Beer Serves America



# Beer isn't going anywhere



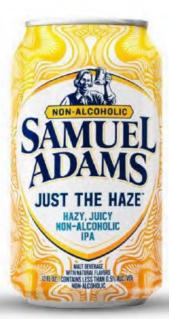
















# WE ARE BEER.

