PHILADELPHIA GRAIN MALT SYMPOSIUM

AGENDA

8:00 AM - 8:45 AM Registration, Coffee and Federal Donuts

9:00 AM - 10:00 AM *Keynote Address, Room 307*  
‘Farming for our Future’  
*Hannah Smith-Brubaker* - Executive Director, PASA

10:15 AM - 10:45 AM *Short Course Break-Out Sessions*  
**Breakout Room 239/240: MALTING**  
‘Safety and suitability considerations for malting grains based on end use’  
*Mike Scanzello* - Director of Brewing and Distilling, Briess Malt & Ingredients Co.

**Breakout Room 307: BREWING**  
‘Sunday Love Grisette, local malt, and the evolution of a brewery’  
*Kevin Walter* - Owner, Love City Brewing Co.

**Breakout Room 237: MILLING**  
‘Milling techniques, operation and maintenance’  
*Eric Steigman* - Owner, Small Valley Milling

11:00 AM - 11:15 AM *Coffee Break, 2nd Floor*

11:15 AM - 12:00 PM *Short Course Break-Out Sessions*  
**Breakout Room 239/240: FARMING**  
‘Crop management best practices for malting barley in Pennsylvania’  
*Andrew Frankenfield* - Extension Educator Agronomy, PSU
AGENDA

Breakout Room 307: DISTILLING
‘A Brief Overview of Genever and an American Take’
Aaron Selya - Head Distiller, Philadelphia Distilling Co.

Breakout Room 237: BAKING
‘Pizza, hydration, flour, and mixing’
Jeff Michaud - James Beard Award Winner, Author, & Owner of Osteria Restaurant

12:00 PM - 1:00 PM Lunch and Local Brews - 2nd Floor

1:00 PM - 4:00 PM Room 307
1:00 PM - 1:40 PM: ‘Selected Ag Outcomes Critical to End Users – Malting barley, malting wheat, and food wheat'
Joseph Hertrich - Retired Group Director for Brewing Raw Materials at Anheuser-Busch, Inc.

1:40 PM - 2:20 PM: ‘Mid-Atlantic small grains market development’
Scott Raubenstine - V.P. Agricultural Services, Perdue AgriBusiness

2:20pm – 2:30pm Coffee Break, 2nd Floor

2:30 PM - 3:10 PM ‘How PA Preferred can benefit your business’
Laura England - Director, Bureau of Market Development, Pennsylvania Department of Agriculture Bureau of Market Development

3:10 PM - 3:50 PM: ‘Build that network! The power of social connectivity for developing the small grain value chain in the Mid-Atlantic’
Sarah Rocker, PhD. - Research Associate – Pennsylvania State University

4:00 PM - 6:00 PM: Third Floor Lobby
Local Product Showcase! - Sip, sample, socialize and enjoy a selection of food and beverages made with Philly region grain and malt.
Showcase Participants

Castle Valley Mill
Columbia County Bread & Granola
Crime & Punishment Brewing Co.
Deer Creek Malthouse
Dock Street Brewery
Double Eagle Malt
Free Will Brewing Co.
Funky Fresh Ferments
Jerome's Breads
Keystone Homebrew Supply
Lost Bread Co.
Love City Brewing Company
Morganics Family Farm
Musi BYOB
Nauti Spirits
New Liberty Distillery
Penn State Extension
Philly Homebrew Outlet
Philly Loves Beer
Rabbit Hill Malt
Small Valley Milling
Tonewood Brewing
Tröegs Independent Brewing
USciences Brewing Program
Wolfgang Mock
**Speaker Biographies**

**Hannah Smith-Brubaker**
Hannah Smith-Brubaker leads the work of PASA, a Pennsylvania-based sustainable agriculture nonprofit serving farmers through research programs and education. She is recognized for her efforts to connect unlikely allies with each other for the purpose of ensuring farmers are represented in critical conversations with stakeholders. Hannah previously served as Pennsylvania Agriculture Deputy Secretary, overseeing markets and economic development. Hannah with her partner Debra Brubaker and family operates Village Acres Farm & FoodShed—an organic produce and pastured livestock farm in Juniata County, PA.

**Laura England**
Laura England is Director of the Bureau of Market Development for Pennsylvania Department of Agriculture. She and her team oversee commodity marketing programs, the PA Preferred® program, fairs, economic development, risk management and international trade, working with both farmers and agribusinesses. Laura has more than 30 years of experience in agricultural marketing and communications. She previously served as vice president of strategic communications for Mid-Atlantic Dairy Association for 16 years. Prior to that, she was public relations manager for Land O’Lakes Eastern Operations for 15 years. She began her communications career as a reporter for Lancaster Farming newspaper. Laura has a bachelor’s degree in general agriculture from Penn State University. She earned a MBA from La Salle University and completed a post-master’s certificate in food marketing from Saint.

**Andrew Frankenfield**
Andrew has a B.S. in Agribusiness and MBA in Food and Agribusiness from Delaware Valley College. He started with Penn State Extension in October 2001 in Montgomery County. He is part of the Field Crops and Forages Team focusing on agronomic production. His responsibilities include grain crop production, forage production and pesticide education. In addition to his extension work he continues to manage the family farm where he direct markets sweet corn, tomatoes, pumpkins and other seasonal vegetables at Frankenfield Farm Market. He also assists his father producing field corn, soybeans, hay and straw and managing a small herd of Black Angus cattle.
**Joseph D. Hertrich**

Joseph D. Hertrich is the retired Group Director, Brewing Raw Materials at Anheuser-Busch, Inc. His responsibilities included the operation of the company’s malt plants, rice mills and hop farms, and the supervision of all facilities that produced and handled brewing raw materials for Anheuser-Busch products worldwide.

Prior to joining Anheuser-Busch, Mr. Hertrich held various positions in brewing with The Stroh Brewery Company, the Pabst Brewing Company, and the Christian Schmidt Brewing Company. In retirement, he continues to consult, teach, write, and speak on his observations over 50 years in the U.S. brewing industry. He is a faculty member at the Siebel World Brewing Academy lecturing in the Advanced Brewing Theory Course. He also lectures at the MBAA Brewing and Malting Science Course and creates podcasts for MBAA Continuing Education.

Mr. Hertrich is a member of MBAA, ASBC, Brewers Association, and the Craft Maltsters Guild. He is also a past member of the American Malting Barley Association and the Canadian Brewing and Malting Barley Research Institute.

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**Jeff Michaud**

Jeff Michaud began his cooking career at age 13 in a pizza shop in New Hampshire, where he was raised. Jeff later attended the Culinary Institute of America in Hyde Park, NY, and graduated in 1998. Upon graduation, he moved to Aspen, Colorado to join the kitchen staff at the Caribou Club, where he worked his way up to Executive Sous Chef. After he completed his tenure in Aspen, Jeff moved to Philadelphia to work at Ristorante Vetri as the Sous Chef. Discovering his love for Italian cooking, Jeff decided to further hone his skills by moving to Bergamo, Lombardia, Italy for three years culminating with the position of Executive Chef at Locanda del Biancospino, a small inn in the foothills of the Alps. Upon returning to Philadelphia, Jeff co-founded Osteria Restaurant in 2007. He is currently Executive Chef and Owner of Osteria Restaurant and La Via Gaia Luxury Italian Experiences. Jeff is a Brazilian Jiu Jitsu Black Belt, a 2010 James Beard Award winner for Best Mid-Atlantic Chef, and the author of cookbook “Eating Italy”.

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Scott Raubinstine

Scott is the Vice President of Agricultural Services within the Perdue Agribusiness unit. His duties are primarily focused on strategic direction of the agricultural services provided by Perdue to growers in the Mid-Atlantic region. Agricultural Services will offer seed, fertilizer and chemical inputs, grower risk management tools, agronomy services and specialty crop sales. Scott attended Pennsylvania State University where his BS degree was in Agricultural Mechanization and most recently received dual Master Degrees in Seed Technology/Business Management and Professional Agricultural at Iowa State University. Scott is a Certified Crop Advisor (CCA) and a Certified Professional Agronomist. (CPAg)

Sarah Rocker

Sarah is a research associate with the Northeast Regional Center for Rural Development at Penn State University. She holds a PhD in Rural Sociology and an MPA with a focus on domestic food policy. Her dissertation examined roles and impacts of food value chain coordination as a regional entrepreneurial development strategy in the U.S. She uses a social networks framework to articulate how “soft” or “social” infrastructure in the form of relationships among producers, processors and buyers supports developing regional food economies. Sarah also consults with agencies, businesses and organizations on topics including market channel approaches for small and mid-scale producers and processors, consumer preferences and food access, and regional value chain development and evaluation strategies.

Mike Scanzello

After graduating from Kutztown University in 1995, Mike began his career at Stroh’s Brewing Co. in Allentown, PA. Over the next 6 years Mike would hold several positions in both the QA and Brewing Departments. In 2001, after the brewery in Pennsylvania closed, Mike moved to Wisconsin, accepting a position with Cargill at its Jefferson Junction Malthouse. In 2007, Mike transitioned from operations management to the commercial side of Cargill’s malt business, becoming an Account Executive with its Specialty Malt Products Group. In July of 2015, Mike brought his talents to Briess and joined as the National Distillery Manager. In February of 2016, Mike was promoted to Director of Brewing and Distilling.
**Aaron Selya**

I graduated from Indiana University of Pennsylvania with a BS in Biochemistry, thinking I was going to spend my life by researching viruses. I tried working in academia, spending a few years as a lab tech at Johns Hopkins in Baltimore. However, my interests were turning more and more towards making beer. When my life’s path brought me to Salt Lake City, I decided to change careers and try to get a job at a brewery. I worked as the Lead Cellarman at Epic Brewing for 3 years, managing the barrel program. Eventually Philly called me home. When the opportunity to work with Philadelphia Distilling arose, I jumped. Since then I’ve been cranking out gin, developing new spirits, and growing our barrel program.

**Eric Steigman**

Eric currently operates Small Valley Milling with his parents Elaine and Joel. Small Valley Milling is a family owned and operated flour and grain mill located in Halifax, PA. Small Valley Milling mills and processes Spelt, Emmer, Einkorn, Wheat, Rye, Corn. In addition to operating the mill, the family farms 300 acres of certified organic land. Prior to returning to the family farm and helping construct the mill, he worked for Case New Holland as an Engineer for 6 years after graduating from PSU with a degree in Agricultural and Biological Engineering. Eric is married to Wife Holly and they have two children Isabella and Blake.

**Kevin Walter**

Kevin, along with his wife Melissa, founded Love City Brewing Company in Philadelphia, PA. Eric has been a brewer since 2009 and started his career with Iron Hill Brewery under the tutelage of 2SP Brewing’s Bob Barrar. Love City Brewing opened in April of 2018 with a large tasting room and distribution in Philadelphia. Kevin is the director of brewery operations and and assists in the day to day management of the business. He spent time on the Brewers Association Safety Subcommittee and the board of the New Jersey Brewers Guild.
Building a stronger Philadelphia region value chain for all stakeholders through education, networking, and sharing products made with local grain & malt.

**VALUE CHAIN: CRAFT BEER**

A JOURNEY OF BARLEY FROM FIELD TO GLASS

**FARMER**
Grows barley

**MALTSTER**
Raw barley is modified by germination into malt

**BREWER**
Malt, hops and other grains brewed into beer

**DISTILLER**
Malted grain and/or raw grain + enzymes are distilled into Whiskey

**DISTRIBUTOR**
Distributes final product to retailers

**RETAILER**
Sells final product to end consumer

**ENJOYED BY YOU**

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**VALUE CHAIN: CRAFT WHISKEY**

A JOURNEY OF RYE FROM FIELD TO GLASS

**FARMER**
Grows Rye

**MALTSTER**
Rye is modified by germination into malt

**DISTILLER**
Malted grain and/or raw grain + enzymes are distilled into Whiskey

**DISTRIBUTOR**
Distributes final product to retailers

**RETAILER**
Sells final product to end consumer

**ENJOYED BY YOU**

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To help differentiate critical nodes in the grain/malt value chain, icons have been used to define the stakeholders that represent those nodes. Attendees have been given pins (to wear proudly) with the value chain node icon they each best self identify with to help facilitate making new connections during symposium networking opportunities.

VALUE CHAIN: ARTISAN BREAD
A JOURNEY OF WHEAT FROM FIELD TO PLATE

FARMER
Grows wheat

MILLER
Cleans and mills raw wheat into flour

BAKER
Bakes flour into breads, pastries

DISTRIBUTOR
Distributes final product to retailers

RETAILER
Sells final product to end consumer

VALUE CHAIN ICONS

Farmer
Maltster
Miller
Brewer
Distiller
Baker
Consumer & Other
A note from our founder:

"I planted grain and started making malt in 2012 because I am passionate about agriculture and craft food/beverages and believe there is an opportunity to improve the regional grain and malt supply chain. Although millions of pounds of grain and malt are consumed by brewers, bakers, and distillers in the Philadelphia region, these ingredients are treated as a commodity and sourced largely from outside the area. The Mid-Atlantic has a rich history of farming, and this community can benefit from stronger and more localized grain/malt value chain operations. Together, we can build a sustainable Philadelphia region food/beverage system with authentic, high quality, flavorful grain and malt ingredients that benefit everyone involved."

-Mark Brault, Deer Creek Malthouse
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FROM GRAIN TO GLASS

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