

## Made in the Mid-Willamette Valley: Rogue Ales and Rogue Hop Farm

July 18, 2010

Company name: Rogue Ales and Rogue Hop Farm

Address: 3590 Wigrich Road, Independence, OR 97361

Phone: (503) 838-9813

Website: [www.rogue.com](http://www.rogue.com)

Rogue Ales received the Exporter of the Year award at SEDCOR's 2010 Honors Luncheon for demonstrating excellence in international market development and expansion and a marked increase in export sales. Rogue is the only Oregon brewery that ships outside of the U.S. and Canada. Rogue has landed in 26 countries, including Japan, Canada, Chile, China, Spain, Brazil, Australia and Sweden. Rogue was the first craft beer to be introduced in India in 2009.

Business history: Oregon Brewing Company is better known by the name of its brand of beers, Rogue. Rogue Brewery produces more than 35 types of brews. Rogue Ales opened in 1988 in Ashland, and has since expanded to a larger facility in Newport. Oregon Brewing Company also operates six pubs in Oregon that serve Rogue beer. The company also distills rum and gin. Oregon Brewing Company was founded by University of Oregon fraternity brothers Jack Joyce and Bob Woodell, their friend, Rob Strasser, and Woodell's accountant (and home brewer), Jeff Schultz. Rogue is one of America's first microbreweries and has won more than 550 awards for taste and quality. Rogue exports throughout the U.S. and internationally.

Business description: The Rogue Hop Farm, which opened in 2008, is on the Willamette River, south of Independence on the former John Haas Alluvial Hop Farm. Seven varieties of hops are planted on 42 acres. The hops are harvested and baled on the farm. There are more than 55,000 square feet of hop harvesting equipment in the processing facility. Rogue offers educational tours of the farm, where guests learn about the planting, growing and harvesting of Rogue hops. Summer hours of operation are 4-9 p.m., Wednesday through Friday and 11 a.m. to 6 p.m. Saturday and Sunday. The Chatoe Rogue Tasting Room is open, as well as the Hop 'n Bed, Rogue's five-bedroom, 100-year-old farmhouse. Reservations are being taken if you are interested in spending the night.

Employees: 10.



**Special to the Statesman Journal**  
Hops are processed at Rogue Hop Farm.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

Business specialities: Producer of Ales, Porters, Lagers, Stouts and Spirits.

What is the biggest advantage of doing business in the Mid-Willamette Valley: Agriculture.

Essential business philosophy: Dare Risk Dream. We farm to save the terroir of Hops and Barley, one acre at a time.

Best way to stay competitive: Innovate, create and remain true to brand.

What is most challenging in work: Managing growth.

Best business decision: Not to follow conventional industry wisdom.

What trends do you see happening in your industry: Craft breweries becoming part of the fabric and culture of America.

For additional information, contact SEDCOR at (503) 584-7303 or e-mail [sappleby@sedcor.com](mailto:sappleby@sedcor.com)