

# Craft Brewers Research Priority Survey

*An exploratory look at craft brewers' research priorities in Colorado*

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The objective of the Craft Brewers' Research Priority survey is to align specific beer-related research being conducted at CSU with the interests and concerns of the Colorado brewing industry. It is the first follow-up to the Liquid Arts Research Forum (LARF) conducted in May of 2018, which brought academics and beer-industry stakeholders together to find out how they could work together\*. The results of the survey are given in the table below and will be sent back to the relevant session leaders, interested academics, and the LARF steering committee for further development.

Craft brewers' rankings of CSU research questions

| Question  | Votes | Rank |
|---|-------|------|
| What are consumer perceptions of the Colorado craft beer brand? What strategies can best build the value of the Colorado craft beer brand for brewers and consumers?  | 24    | 1    |
| Would you support a Colorado hop production project that focuses on producing and breeding native hop cultivars in a controlled/field environment (e.g. <i>Humulus lupulus</i> var. <i>neomexicanus</i> )?                                  | 17    | 2    |
| Given full-strength beer will be sold in grocery and convenience stores starting in January 2019, what are potential strategies breweries can adopt to successfully prepare, reposition and organize to enter these new marketing channels? | 15    | 3    |
| Would you support a study to develop and optimize a simple, fast, reliable, and affordable method to detect trace amounts of <i>S. diastaticus</i> in samples from different parts of the brewing process and in the final product?         | 14    | 4    |
| Would you be interested in more local sourcing, including forming closer relationships with suppliers? Do you believe quality can be better controlled and improved through in-state sourcing?  | 13    | 5    |
| Would you support a study on the economics of controlled environment hop production?  | 11    | 6    |

Please contact [npalardy@colostate.edu](mailto:npalardy@colostate.edu) with any questions.

\*For more information on the results of the LARF, please click [here](#)