



AND FARMSTEAD BREWING CO.

FARM **RAISED** BEER

Let's Become Farmers!

1996-2016: Career in ENGO + Clean Tech and climate change

2009: Purchased 27-acre Farm (Caledon)

2010: established first organic hop yard

2013: undertook major expansion



Let's Become Farmers!

Starting any new business has risks but organic farming has specific risks/considerations:

Climate (change), Soil quality,
 Pests & Disease, capital
 investment, infrastructure, etc...

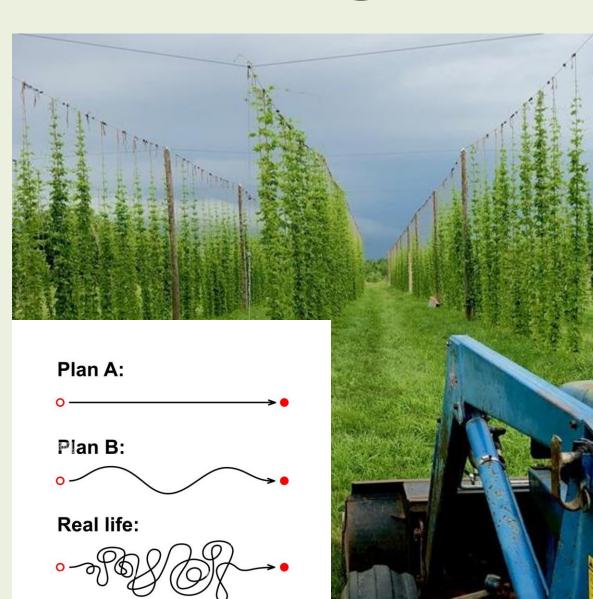
So we created a **Road Map** as best we could to help mitigate the unexpected.

- Crop selection
- Workshops/market research/connect with other farmers and Min of Ag.
- Business structure & Projections



A series of Mistakes ©

- No soil or water testing prior to purchase
- Hand farming no investment in equipment
- Poor orientation of hop yard for natural water flow
- No experience to call upon
- Relying on volunteers and interns
- Our financial models were way off due to lower yields and wrong approach



Regenerative Farming



What is Regenerative Farming

Practices that preserve and improve soil, biodiversity, and water resources while making farming more productive and profitable.



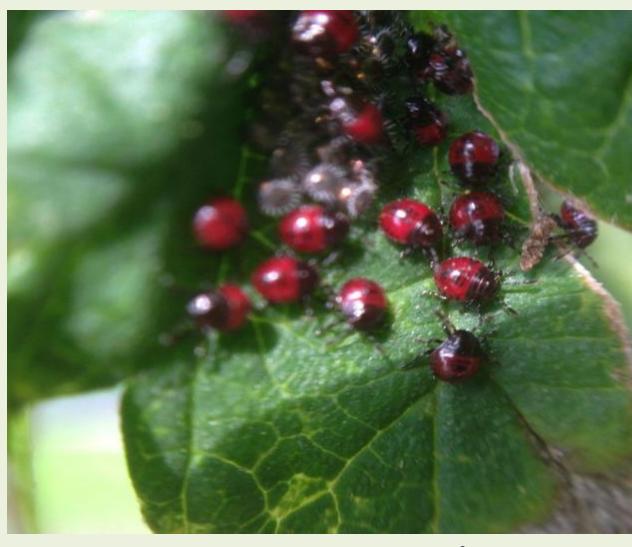
Plants in the ground year-round

PLANT COVER CROPS BETWEEN CASH CROPS TO PREVENT SOIL EROSION AND INCREASE CARBON INPUTS Precision application of biological and chemical inputs

DATA-ENABLED PRECISION PLACEMENT OF SEEDS, CROP PROTECTION AND CROP NUTRITION

Regenerative Practices at GoodLot

- Organic farming (no pesticides, no herbicides, only organic certified amendments)
- Increasing organic matter % to support soil biology with compost & manures
- Rotational livestock grazing
- Cover cropping / green manure
- No till strategies & water management
- Supporting biodiversity



Healthy soil = resistance to disease, pests AND higher nutrient / yield values

Erin Common Ground

- Pilot project, led by
 Citizen Scientists, to
 monitor soil carbon
 levels and water
 infiltration rates over a
 five-year period.
- After introducing regenerative farming, we saw noticeable difference over five years –particularly an increase in CO2 sequestration levels in our soil and improved yields with far lower input costs





Sustainable Beer Farming

- 1. Marry regenerative farm practices with hyper-local beer production
- 2. Design zero carbon impact approach in our facilities and manufacturing
 - 3. Carbon Sinks: Plant thousands of trees on our farm



From Barn to Eco-Brewery

- Solar powered
 brewery &
 avoidance of fossil
 fuels in beer
 production = 100%
 electric
- Re-use of existing barn to honour imbedded carbon footprint
- Procurement of all trades & materials from within most local channels possible



From Barn to Eco-Brewery

- Barn renovated to airtight "passive haus" standards
- Shallow ICF foundation front protected by perimeter insulation
- Super insulated walls (R40) & attic (R80), and triple glazed wood/aluminum passive house windows and doors
- LED lighting throughout



From Barn to Eco-Brewery

- Simplified heating and cooling systems due to air-tight super insulated construction
- Recycled and recyclable materials used throughout renovation
- Specially designed brewing equipment from Cambridge, ON that uses waste steam to heat water.



Local procurement = Strong local economy

Our primary suppliers:

A O Wilson - brewery supplies – 5.9 km

Escarpment Labs – yeast – 33 km

BSG - Grains, malts, yeast – 39 km

Northern – cans, labels – 39 km

HDP – brewing equipment – 53 km

Local hop suppliers in 100% of our brews:

GoodLot Farm (Caledon) – 0 km Can-Aussie Hops (Elora) - 33 km Tavistock Hops (Tavistock) – 86 km



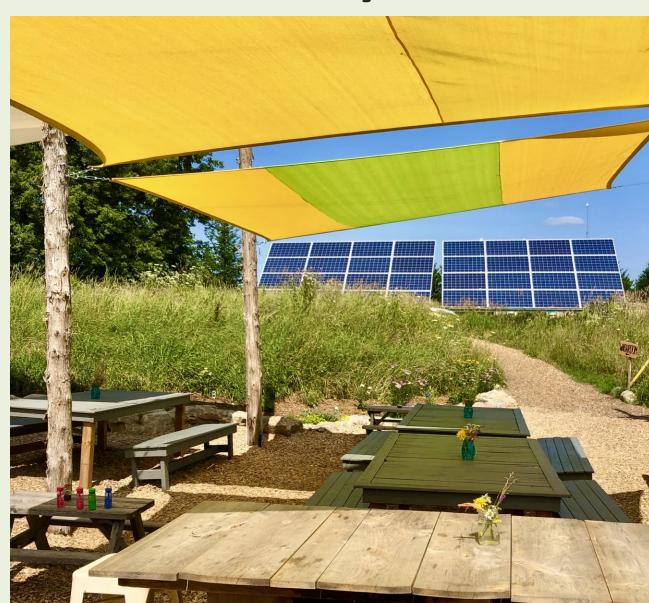
We embrace multiple strategies to support local, resilient circular economies:

- All spent Grain from brewing is sent to Chickadee Hill Farm (1.7 km) to feed their cattle and pigs;
- GoodLot FoodSpot kitchen in turn purchases protein supplies from this farms



We are working to become a zero-waste facility by partnering with Wastenot Farm:

- picks up all of our food and container waste weekly
- feed to their compost worms
- return to us high nutrient worm fertilizer which we use on our hops







Thank You! Come Visit! We deliver!



Farm-raised Beer



Good Lot
FARMSTEAD BREWING CO.

Made with GoodLot's own farm-raised ingredients.

High five from the Greenbelt.

www.goodlot.beer

phil@goodlot.beer

