




GoodLot Farm
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



Plan A:



Plan B:



Real life:



Regenerative Farming



What is Regenerative Farming

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

Regenerative farming practices



1 Minimize soil disturbance

ADOPT NO-TILL OR REDUCED-TILL TECHNIQUES



2 Plants in the ground year-round

PLANT COVER CROPS BETWEEN CASH CROPS TO PREVENT SOIL EROSION AND INCREASE CARBON INPUTS



3 Diversify crops in time and space

EXPAND CROPS IN ROTATION AND ADOPT INTERCROPPING



4 Precision application of biological and chemical inputs

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



5 Integrate livestock when possible

CROP RESIDUES AND COVER CROP GRAZING, MANURE AND COMPOST INPUTS

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





**In 2017, we diversified our farm operation due to
climate change uncertainties in the field.**

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.



Circular Economy

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



Circular Economy

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



Circular Economy

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



Circular Economy

GoodLot
FARMSTEAD BREWING CO.

FOREST-BORN. FARM-RAISED.

This small batch of sap ale is a WILDER collaboration project, honouring the spring awakening of Ontario's forests. The sap in this hyper-local brew hails from the maple trees of Terra Cotta Conservation Area.

WILDER CLIMATE SOLUTIONS collaborates with purpose-led brands to champion initiatives that safeguard local ecosystems. We love nature.

Tree Hug
WILDER SAPALE

This GoodLot x WILDER Project supports:



Credit Valley
Conservation
FOUNDATION



WILDER
CLIMATE SOLUTIONS

355mL 6.5% alc./vol.

STRONG BEER
BIÈRE FORTE

GOAL: Carbon Negative Farm & Brewing Operation

WHAT'S LEFT: EV Fleet / CO2 recapture from brewing

2023 Canadian Brewers Choice Award
Sustainability Initiative of the Year

2023 Credit Valley Conservation Award
Corporate Leadership in Sustainability

2023 Meridian Small Business BIG Impact
First Place - Environmental Stewardship



**Thank You!
Come Visit!
We deliver!**



Farm-raised Beer



**CALEDON
FRESH**

GoodLot
FARMSTEAD BREWING CO.

Made with GoodLot's own
farm-raised ingredients.
High five from the Greenbelt.

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