



**AUTUMN  
MOON**  
— F A R M —

**Autumn Moon Farm, Inc.** a former dairy operation and current grain and hop producer, is currently constructing an on-farm malting and milling facility, just outside Belleville, Wisconsin in Dane County. The farm’s owners, Steve Haak and Becky Olson, have recently earned their certificates in malting via the Canadian Malting Barley Technical Center’s two-week intensive training. They seek to serve the small scale brewing/distilling community and would like your input as they determine malting equipment capacities and scope of services that may be needed and desired by this brewing/distilling community. While initial malt-quality varieties of barley, wheat and oats are currently scheduled for 2016 harvest, they would also like to learn about potential grains that may be needed for 2017 and beyond.

**How many barrels of beer/distilled liquor did you produce in the past year?**

**How many pounds of base (pale) malt did you use in the past year?**

**Did you use specialty malts or adjuncts in the past year?**  
If yes, please list and indicate how many pounds of each.

**What varieties of hops do you currently use?**

**Do you use pelletized hops?**  Yes  No  
If yes, how many pounds per year \_\_\_\_\_

**Do you use dry, whole-cone hops?**  Yes  No  
If yes, how many pounds per year \_\_\_\_\_

**Do you use wet, whole-cone hops?**  Yes  No  
If yes, how many pounds per year \_\_\_\_\_

**Do you need milling services for your malt, adjuncts or hops?**  
 Yes  No

**Do you have ample on-site storage for your beer/distilled liquor ingredients?**  
 Yes  No

**Do you need delivery of your ingredients?**  
 Yes  No

**What is your preferred type of malt/adjunct packaging?**

- 400-450 lb food-grade, reuseable barrel
- 50-55 lb bags, single
- 50-55 lb bags, on pallet(s)
- All of the above
- None of these. Please explain

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**Rank in order of importance, the following items as they relate to your use of hops, malt and adjunct grains: (1=most important, 10=least important)**

- \_\_\_\_ Locally grown ingredients (general)
- \_\_\_\_ Locally processed ingredients (general)
- \_\_\_\_ Direct Field-to-Beer/distilled liquor “taste” connection (Terroir)
- \_\_\_\_ Independent testing and traceability of ingredients
- \_\_\_\_ Consistent ingredients over time
- \_\_\_\_ Unique ingredients
- \_\_\_\_ Exclusive ingredients
- \_\_\_\_ Sustainably produced ingredients
- \_\_\_\_ Ingredients processed by licensed/certified producers; safe handling
- \_\_\_\_ Flexibility to provide ingredients that match changing beer/distilled liquor tastes

If you have questions or would like to meet with us, please feel free to contact us at your convenience. Our card is enclosed. If we have enough interest, we may host an on-farm malt and hop production planning meeting later this year.

Watch for information on our Website – coming soon!  
[www.autumnmoon.farm](http://www.autumnmoon.farm)

854 FRITZ ROAD | BELLEVILLE, WI 53508

## OPTIONAL INFORMATION

We would like to learn more about you! Please consider providing this additional information. Feel free to skip questions that don't apply or that you simply don't wish to answer. Autumn Moon Farm, Inc. will not share any of the information from this survey.

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**Name(s) of individual completing this survey:**

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**Preferred email(s):** \_\_\_\_\_

**Preferred phone number(s):** \_\_\_\_\_

**Name of company:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
CITY STATE ZIP

**Mailing address, if different:**  
\_\_\_\_\_  
CITY STATE ZIP

**Website(s):** \_\_\_\_\_

**Does your company own, contract or partner on products under other brands or company names?**

If yes, please list.

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**May we contact you regarding: (check all that apply)**

- Production planning meetings
- Product availability and sales
- Events

**Is there any other information you'd like to share?**

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