



MORRISON

IN THIS ISSUE:



RECRUITING AND RETAINING

The pandemic has closed a lot of doors for businesses, but where one door closes another may open. Shawn Miller offers a new perspective on recruiting and retaining employees.

FAMOUS IN FORBES

Brent Morrison was recently quoted in the online edition of Forbes Magazine.



MORRISON SNAPSHOTS

The Morrison team has stayed busy this past season. Check out our snapshots to see what we're doing.



ADAPT OR PIVOT?

Remaining stagnant isn't really an option in today's environment. Brent Morrison discusses the need to adapt or pivot in order to succeed.

CLIENT CORNER

Catch up on the latest news from our clients including grant awards and new facilities.



FARMERS BREWING COMPANY

“Farm to fork” is a common phrase nowadays, but how about “farm to glass?” Farmers Brewing Company, also known as Farmers Brewing, is owned by fifth-generation farmers Bill and Kristin Weller. They brew craft beers from local ingredients grown on their family farm, which is located in rural Princeton, California.

Farmers Brewing is a 100 percent family-owned brewery that crafts high-quality, locally-produced beer. Their mission is to create beer that is light, clean, and easy to drink. Beer brands include “Farmers Light” a premium light lager that has only 99 calories, an unfiltered wheat “530,” and a Mexican Lager called “Valle,” among others.

As a farmer’s kid, Bill was actively involved in helping out on his family farm and wanted to pursue a career in agriculture. Bill graduated from Cal Poly San Luis Obispo in Agricultural Engineering Technology and met his wife Kristin shortly after. Also being from a farming background, Bill and Kristin both shared a desire to farm their family land. However, Bill had another passion that he was beginning to discover, as he started to take up the hobby of “home brewing” beer in their family garage, in between full-time farming.

The Wellers started to envision marrying these two passions: farming and brewing. They began to imagine crafting beers with ingredients from their family farm. With a farmer’s work ethic and passion for craft beer, the family vision of creating easy drinking, sessionable beers was to come to fruition. The Wellers formed Farmers Brewing Company in 2017 and through their tireless commitment to their vision and product, they experienced exponential growth by 2020.

The Wellers formed plans to expand their business by building a production facility with a significantly larger brewing capacity and included a tasting room. The space was to be right in the heart of the family farm in Princeton, the perfect backdrop to live out their mission statement of “creating a connection with their consumers through educating their audience about farming, being transparent with their ingredients, and giving back to the community.”

In early 2020, Farmers Brewing opened its new production facility, consisting of a 25,000 square foot, 50 barrel on-farm brewery. They were pursuing plans to open up the tasting room a few months later. Only a month in to beginning self-distribution

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FARMERS BREWING COMPANY, CONTINUED ▼



at their new facility, the unthinkable happened. The COVID-19 pandemic hit and shut down their biggest buyers: bars and restaurants.

The Wellers and their team did not miss a beat. Previously limited to draft, Farmers Brewing immediately shifted to canning their beer. Cans hit shelves on April 6, only a few weeks after the shutdown commenced. Farmers Brewing has seen great success in this sales channel and they are currently selling their beers at more than 400 different

locations across Northern California. The Wellers' entrepreneurial tenacity is a true example of all that is possible, even in the midst of great challenges.

Morrison was blessed to assist Farmers Brewing with a successful United States Department of Agriculture Value-Added Producer Grant proposal. The proposal resulted in a \$250,000 grant award, which is being leveraged with matching funds to further Farmers Brewing's distribution and marketing efforts. Check out their



day-to-day happenings on Facebook at [farmersbrewingco](https://www.facebook.com/farmersbrewingco) and Instagram at [@farmersbrewing](https://www.instagram.com/farmersbrewing) and visit [farmersbrewing.com/beer-locator](https://www.farmersbrewing.com/beer-locator) to find where Farmers Brewing beers are being sold!