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| MISSION**Fund** scientific investigation and research related to the production, quality, sustainability and use of hops produced throughout the U.S.**Facilitate** communications between the growers, dealers/processors, brewers and the scientific community.**Enhance Value** across all segments of the hop industry by promoting the diversity of membership with specific research projects targeted to improve the quality and yield of U.S. hopsVISIONAdvance hop farming through improved agronomics and farm management practices to achieve the desired quality attributes in a sustainable and economical manner. | Strategic Plan Summary2020 - 2025Building Sustainable Success | anticipated Outcomes |