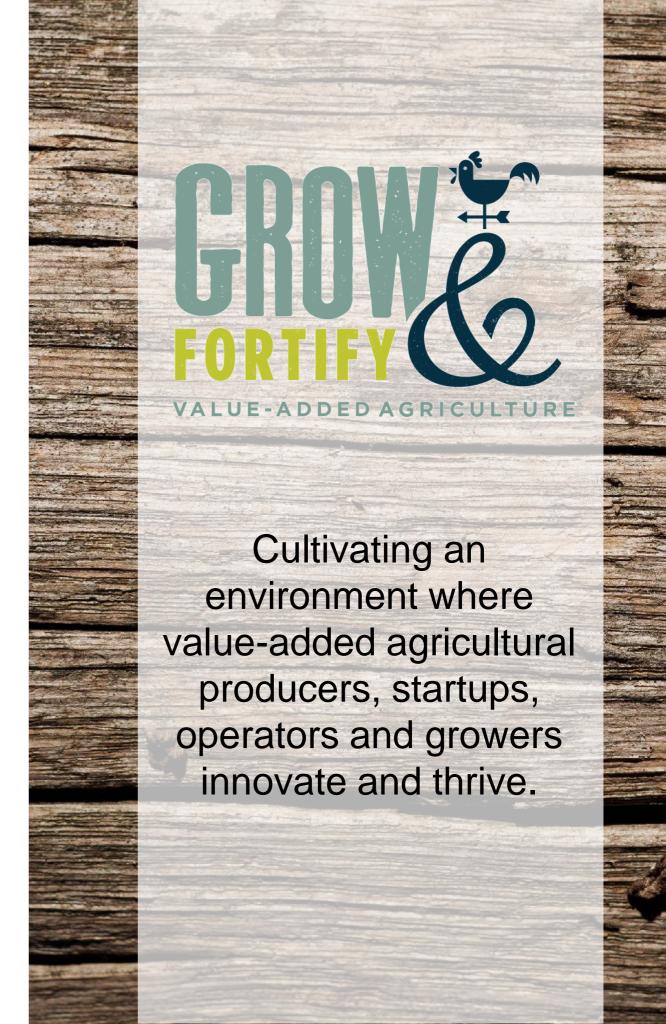


Update on Maryland's Craft Alcohol Producers



# **About Grow & Fortify**

- G&F was launched in 2015 to create, build & strengthen organizations and the businesses they support
- Clients include craft beverage industry associations and various value-added agricultural businesses
- G&F team includes full-time operations, events, marketing and government affairs staff
- The team: Kevin Atticks, Janna Howley, Kelly Dudeck, Abby Casarella, Jim Bauckman & Jalita Boffman



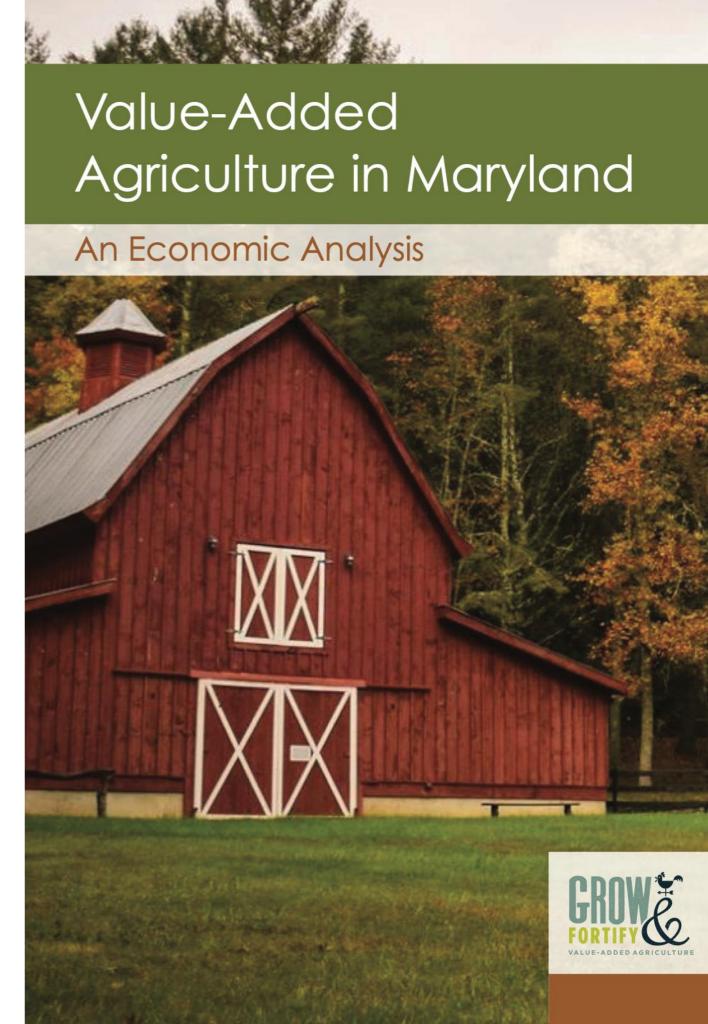
#### But what do we do?

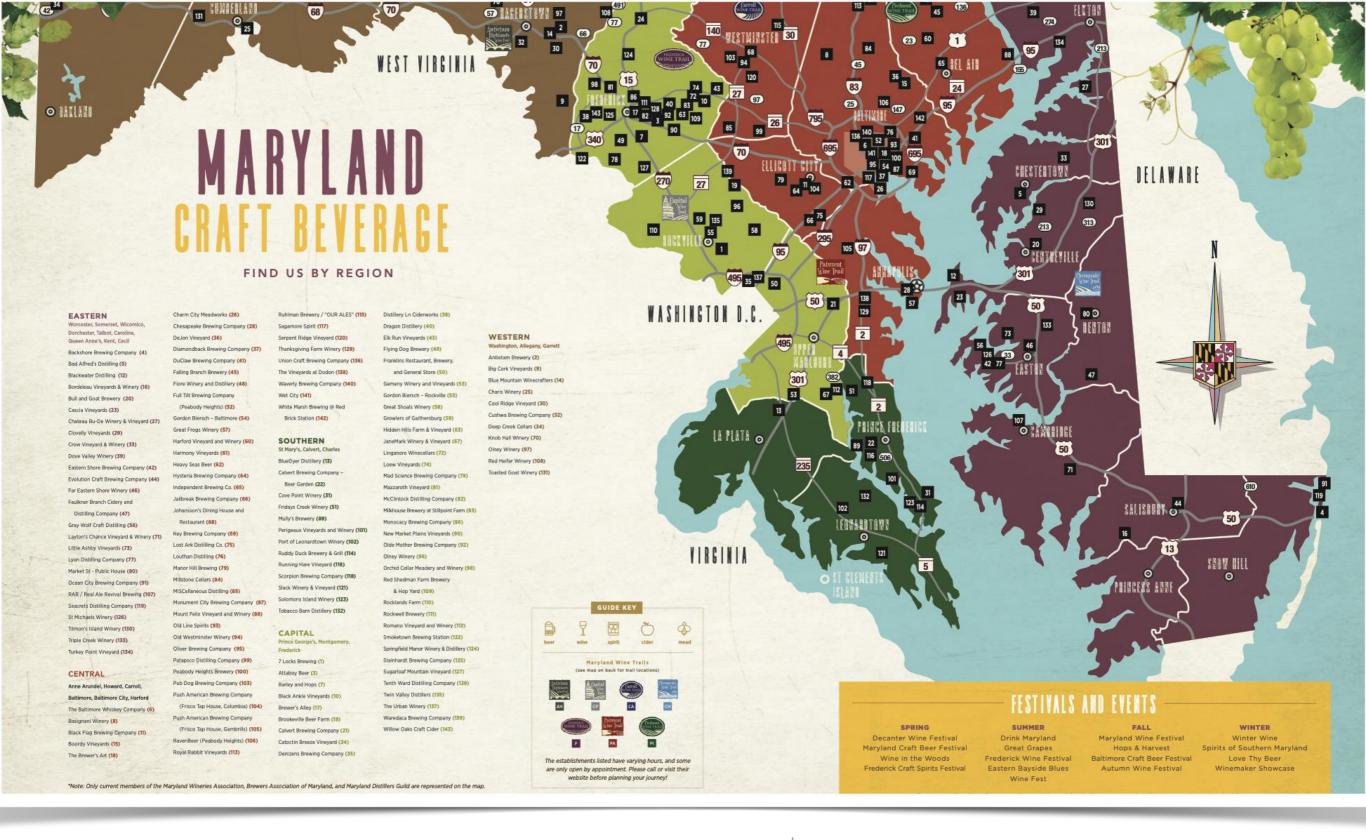
- Under the Boards' direction, we lead MWA BAM, MDG
- Proponents of value-added agriculture
- Troubleshooters
- Promoters
- Advocates



# **Economic Analysis**

- Full report available at www.growandfortify.com
- Industry supports nearly 74,000
  jobs and brings a total economic
  impact of over \$20.6 billion
  annually to the state's economy
  and \$875 million to the State's
  fiscal resources.
- Industries include agritourism, grain, fruits and vegetables, spices, hemp, forestry, nursery, animals and dairy, poultry, small and large animals, compost and manure, equine, seafood and aquaculture, wineries, breweries, distilleries, marketing characterizations and labeling.





The industry has grown in scale and breadth...

with dozens of new entrants each year!

## Some Stats

- Breweries: ~120 licensed breweries. More than 25 in-planning.
  - In FY 2020, Maryland breweries sold 10.5M gallons, \$141 million in sales.
- Wineries: ~100 licensed wineries in Maryland. 15 in-planning.
  - In FY 2020, Maryland wineries sold 437,000 gallons. Annual sales of Maryland wine in 2020 estimated at \$45 million.
- **Distilleries**: 40 operating distilleries plus 15 in the licensing process.



# Surviving the Pandemic

- The early days of lockdown were frightening
- Our members—each with very different business models—required immediate relief to survive
- Regulatory relief was critical for our members
- The market shifted completely (the "pivot")



# Early Support was Key

- Comptroller waived limits on sales of beer and spirits to-go
- Governor included industry as "essential" for manufacturing and sales.
- Governor's emergency authorization allowed for industry to deliver and ship direct-to-consumer



## **Grants & Loans**

- State and Federal emergency grants and loans became a lifeline after the market shifted
- The PPP and EIDL were critical for early financial survival
- RRF was helpful (for the few who were selected)
- State grants were sometimes slow to come and limited; many members were denied due to lack of funding



### Continued Relief

- Our groups advocated for a statutory extension for shipping, delivery and removal of sales caps
- 2021 Session: was extended thru December 2022.
- 2022 Session: was extended thru June 2023



## How You Can Help

- Support local producers
- Appreciate the current market/context when interpreting laws/regs
- Visit, purchase, enjoy
- Download (and use!)
   our Maryland Craft
   Beverages App
- Spread the word!





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