

Nuremberg, 1 September 2026

BarthHaas Group Appoints Karsten Neuffer as First Group CEO

We are pleased to announce that Karsten Neuffer has joined the BarthHaas Group as its first Group Chief Executive Officer (CEO), effective the first of September 2026.

Karsten brings extensive global experience in the agriculture and food industry, together with a strong track record of leading organizations through growth, transformation, and change. He previously held senior leadership positions at Syngenta, Indigo Ag, and most recently as CEO for RiceTec. In his new role, he will assume overall responsibility for the BarthHaas Group, which comprises BarthHaas, John I. Haas, and Hop Products Australia.

“Karsten’s appointment marks the next step in the evolution of BarthHaas, and in more than 230 years, the first time the Group is led by a single Chief Executive” says Alex Barth, Chairman. “Our Group is built on a strong foundation, a proud history, deep market expertise, clear values, and close customer relationships that have long defined our business. We intend to build on these strengths while continuing to evolve the organization and position the BarthHaas Group for long-term success.”

Karsten adds: “I am thrilled to join the BarthHaas Group and feel very privileged to lead the organization through its next phase. As a leading player in the global hop industry, BarthHaas has a unique global footprint and portfolio, close and trusted relationships with the brewing industry, and outstanding people who share my passion for agriculture. I look forward to working closely with our employees, customers, and partners across the business for sustainable growth for all.”

We warmly welcome Karsten to the BarthHaas Group and look forward to working together as we shape the next chapter of our company.

Please direct media enquiries to:

Martina Resch
Executive Assistant
BarthHaas GmbH
Tel. +49 911 5489 104
martina.resch@barthhaas.com

About the BarthHaas Group

The BarthHaas Group is a global leader in hop products and hop-related services, drawing on the combined expertise of BarthHaas, John I. Haas, and Hop Products Australia. Building on a heritage of more than 230 years, the family-owned Group connects hop growing, breeding, and processing with product innovation and brewing expertise. Through its global network and strong local presence, the Group provides brewers around the world with high-quality hops, innovative hop products, and expert support, while contributing to the long-term future of hops and brewing.