

Defining
LOCALITY
in the
Ottawa-Gatineau Craft
Beer Industry

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au

- Research methods
- Localism and craft beer
- Theoretical
implications



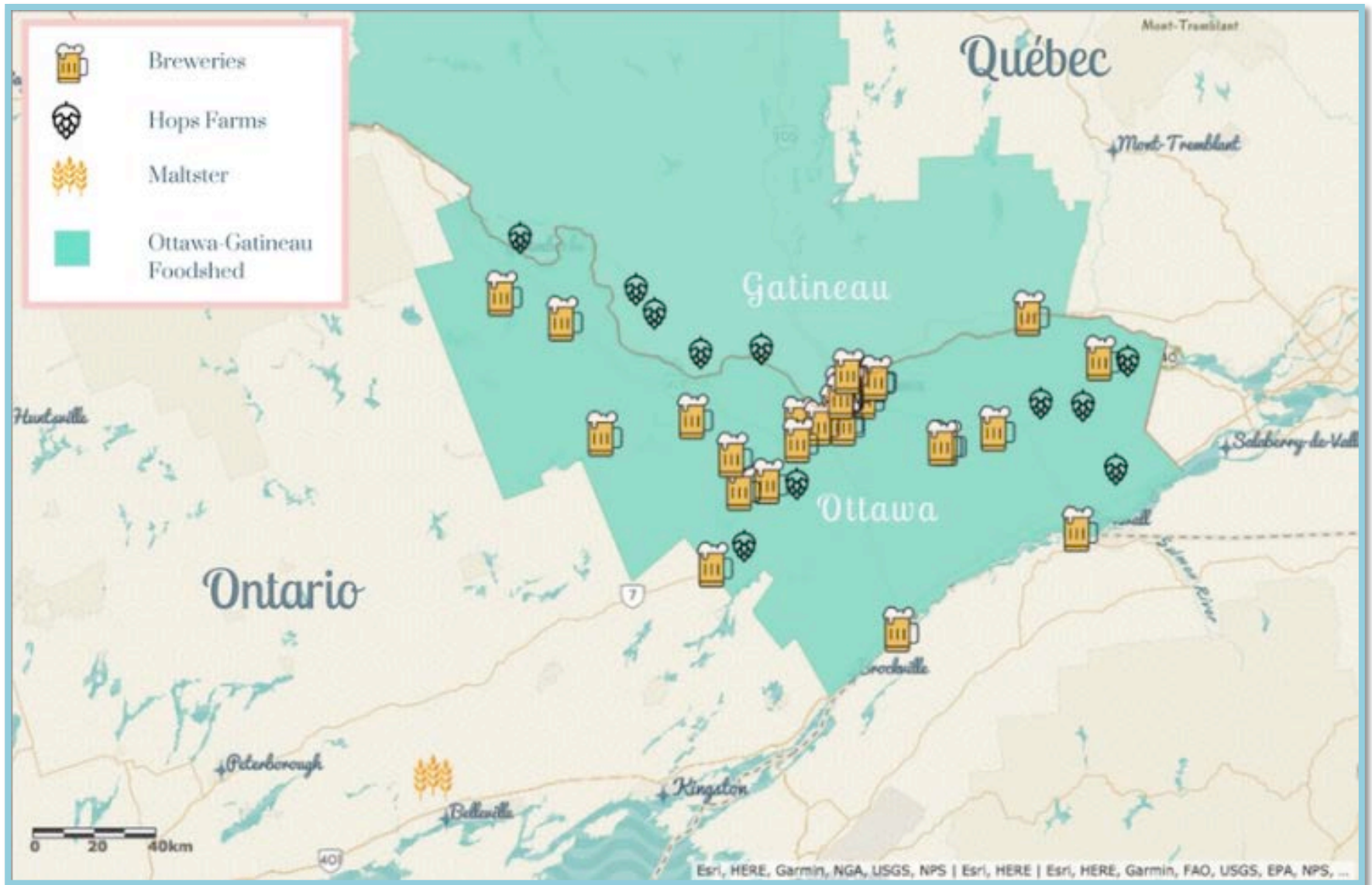
he craft beer
'movement'





RESEARCH CONTEXT: OTTAWA-GATINEAU

Breweries, hops farms and maltster in the Ottawa-Gatineau Foodshed



METHODS

1-Key informant
interviews with
craft beer actors

2-Critical
discourse analysis
of marketing
materials





MEANINGS OF LOCAL

Guthman, 2008; Allen, 2010)

003;



'LOCAL BEER'

and '*Terroir*'

types

Economy and community

and Water

ast

Creating
community and
building local
economy



Graham (2006):
Community Economies
and more-than-capitalist
economic practices

Local as strategy to
resist buyouts?



Thank you!



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