

Urban Planning and the Microbrewing Industry

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Beer production is a \$100 billion per year industry in the U.S.

In the 1970s, there were 50 microbreweries in the U.S. Today, the industry is still dominated by Anheuser-Busch and MillerCoors, but over 2,500 microbreweries take up 10% of the market share.

Wasatch Brewery has been misbehaving in Utah since 1986, opening the door for the 16 breweries open as of 2012. Utah's breweries saw a 25% increase in production from 2011 to 2012 alone.

And yet, we know virtually nothing about whether or how to plan for this industry. **I want to change that.**

The Research

- How do brewers perceive urban policies?
- What policies would help?
- Does it matter?

Urban Policy



- Does it matter?
- Can you do it? What are the challenges?
- Can urban policy help overcome the challenges?

Local Sourcing



- How is the labor economy of the industry structured?
- How does this compare to national brewing?

Social Equity



Methods:

- Comparative case study of Salt Lake and Denver
- Mixed methods, though primarily qualitative, focusing heavily on interviews with brewery stakeholders
- Social equity goals to include analysis of national labor and earnings data

Potential Future Directions

- Collaboration with Utah tourism and economic development groups and officials
- Expansion of study area to include East and West Coasts, where climate change may have a more apparent influence on growing locally sourced inputs
- Would love to collaborate with historians and climate scientists
- Develop and test public policy mechanisms that respond to the planning-oriented goals and challenges of the microbrewing industry

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