Engaging an Engaged Community

Building a sustainable archive to document a food and farming movement.

OSU Libraries and Press
Oregon Hops & Brewing Archives

Oregon has a rich brewing history and the production of world-class hops and craft beer are part of Oregon's identity. From scholars to people with an interest in local products, students to alumni, hop farmers to brewers, the opportunities for community engagement and scholarly use are vast. Recognizing the need to document the intertwined story of hop production and the craft brewing movement in Oregon, the Special Collections & Archives Research Center at the Oregon State University Libraries and Press established the Oregon Hops & Brewing Archives (OHBA) in 2013 to collect and provide access to records related to Oregon’s hops and craft brewing industries.

OSU faculty and students are leaders in these industries. Scientists planted the first hops on campus grounds in 1895, and 76 years later it was OSU's Dr. Alfred Haulold who made an indelible mark on the industry with the Cascade and other popular modern American hop varieties. Aroma hops breeding research in the College of Agricultural Sciences and the USDA-ARS keep Corvallis on the cutting edge, with programs to continue to breed new varieties to meet new industry needs. On the brewing end, fermentation and sensory sciences have long been a part of research at OSU, but since the establishment of the Fermentation Science Program in 1995 and new Professional and Continuing Education classes on Northwest beer and cider for professionals, OSU continues to be a leader in educating and training new brewers.

As the first archive in the United States dedicated to saving the story of hops and brewing, OHBA brings together a wealth of materials for people to study and celebrate these movements and this science. OHBA is a collecting initiative, documentary history, and community archiving project that has the potential to cut across the agricultural, scientific, farm labor, and cultural components of hops and brewing history. As the archive for the University, we have strong connections related to the history of hops, brewing, and barley research, but OSU isn’t the only place to find pieces of the story. There are valuable community stories that haven’t been recorded; websites, blogs, and social media sites to be saved; and items in historical societies, breweries, hop farms to be discovered.

Hops & brewing, it’s a history worth saving...

QUESTIONS? Contact Tiah Edmunson-Morton, OHBA Curator
- tiah.edmunson-morton@oregonstate.edu
- http://arc.library.oregonstate.edu/ohba.html
- http://thebrewstorian.tumblr.com
- http://facebook.com/brewingarchives
- http://tinyurl.com/ohbapinned
- http://tinyurl.com/ohbaflickr

HOW OHBA ENGAGES OUR COMMUNITY

SOCIALIZE

• Prioritize social interactions with communities and researchers.
  - Meet with community where they are by visiting farms, breweries, and festivals.
  - Attend hops or brewing industry events (Oregon Brewers Guild or American Hops Convention) to talk about OHBA and the importance of archiving.
  - Interact online by sharing and following on Facebook and blogs.
  - Upload historic and current event pictures on Flickr and Pinterest.
  - Post about collections and works in progress on The Brewstorian Tumblr blog.

CONNECT

• Use events and outreach opportunities to interact, share, and learn.
  - Coordinated pub crawl through local brewing history with tours and film showings.
  - Hosted historic recipe event “The History is in the Ingredients: Cooking with Beer.”
  - Interviewed by local media and KSKQ’s Beer Radio to promote OHBA and events.
  - Organized “Tap Into History” OHBA launch party, talks, film showings in Portland.
  - Published articles about brewing history in the Oregon Beer Growler.
  - Worked with local filmmakers to share and save industry stories (HopStories).

COLLECT

• Gather and accession new archival materials and collections.
  - Conduct oral histories with industry and community members.
  - Acquire new print materials (brewing records, hop reports) and ephemeral items (coasters, posters, art, artifacts) for OHBA collections.
  - Archive published materials (Oregon Beer Growler, Brewing Techniques).
  - Capture, preserve, and provide access online items with Archive-It and Hydra.
  - Transfer historic books and journals from circulating to rare books collection.

DIGITIZE

• Convert print materials to digital format for preservation and access.
  - Scan photographs, reports, and research records from OSU print collections.
  - Convert oral histories from OSU collections and other repositories to digital format.
  - Use Optical Character Recognition (OCR) on oral history transcripts and digitized records to allow for enhanced searching and access.
  - Work with Libraries’ Center for Digital Scholarship & Services on workflows for new digital asset management system (Hydra).