

# The Oregon Brewshed® Alliance

## Frequently Asked Questions (FAQ)

### What is the Oregon Brewshed® Alliance?

The Oregon Brewshed® Alliance is a coalition of brewers, craft brewing-industry affiliates, and conservationists committed to protecting the forests, wildlands, and waters that make our state a great place to live, work, and enjoy great beer. Alliance members work together to educate the craft beer drinking community about protected watersheds and their essential role in Oregon's celebrated craft brewing industry.

### What is a "brewshed®" and why is the word trademarked?

The term "brewshed®" refers to the watersheds that brewers and breweries source for their water to brew craft beer. Beer is over 90% water, so the quality of this essential ingredient is paramount to the quality of the microbrew. Our purest, best-tasting water comes from rivers and streams flowing through unspoiled public forestlands. By protecting and restoring each brewshed®, we're protecting the source of Oregon craft beer.

Brewshed® is a trademark of Washington Wild. Our colleagues are working to protect the wildlands and waters in Washington State that allow Washington's craft brewing industry to thrive through their initiative, the Washington Wild Brewshed® Alliance.

### Who currently makes up the Alliance?

As of January 2016, the Oregon Brewshed® Alliance currently includes:

- Oregon Wild
- 7 Devils Brewing, Coos Bay
- Base Camp Brewing Co., Portland
- Beers Made By Walking (Brewing Community Partner)
- Claim 52 Brewing, Eugene
- C-BIG *Craft Beverage Industry Group* (Brewing Community Partner)
- Crosby Hop Farm, LLC, Linn Co. (Brewing Community Partner)
- Elk Horn Brewery, Eugene
- Ex Novo Brewing, Portland
- Falling Sky Brewing, Eugene
- Fort George Brewery, Astoria
- GoodLife Brewing, Bend
- Hop Valley Brewing, Eugene
- Hopworks Urban Brewery, Portland
- McMenamins, Statewide
- Migration Brewing, Portland
- Ninkasi Brewing, Eugene
- Oakshire Brewing, Eugene

- Pfriem, Hood River
- Standing Stone Brewing, Ashland
- Uptown Market, Beaverton/Lake Oswego
- Widmer Brothers Brewing, Portland

## **What does it mean to be a member of the Oregon Brewshed® Alliance?**

Alliance members, whether breweries or affiliates, recognize the connection between brewing great beer and protecting the forests and watersheds that make it possible. Members sign a pledge to support the protection and restoration of the forests, wildlands, and waters that are the lifeblood of Oregon's renowned microbrews. In fulfillment of this pledge, Alliance members host and participate in Oregon Brewshed® Alliance events including the annual spring Oregon Brewshed® Brewfest (upcoming May 18<sup>th</sup>, 2016), and others which may include:

- Happy hours and pint nights, donating a % of sales
- Donating beer to Oregon Brewshed® Alliance/Oregon Wild events
- Crafting special beers with tapping events and/or sales proceeds going to the Alliance
- Collaborating with other Alliance members for special brews, hikes, and events

Additionally, depending on brewery size and/or desired membership benefits, members can contribute at a higher financial level to support the Alliance and specific projects.

## **What value is there in being an Alliance member?**

As Alliance members, craft breweries demonstrate their long-term commitment to the brewing of exceptional beer with pure, protected, locally-sourced water. Actively promoting its members to consumers throughout Oregon, the Alliance is designed to resonate with those who love Oregon, care about the environment, support local businesses, and love good beer. Alliance members receive exposure to new consumers and markets, increased impressions on existing consumers, and increased consumer affinity and loyalty through (but not limited to) the following:

- Featured location on the Oregon Brewshed® Alliance website (to be launched January 2016) and in other promotional materials and ads for the Alliance
- Promotion on the Oregon Brewshed® Alliance email interest list and through Oregon Wild's support network reaching over 20,000 people
- Invitations to annual Oregon Brewshed® Alliance partner gatherings, guided brewshed® tours, and other events to connect with Oregon Wild's efforts to conserve Oregon's brewsheds®
- Representation as part of the Oregon Brewshed® Alliance at brewfests and other community events

Alliance members are also granted use of Alliance materials, including the Oregon Brewshed® Alliance logo and name affiliation, to promote their commitments to Oregon communities and protected watersheds for sustainable, high-quality brewing.

## **How are funds raised by the Oregon Brewshed® Alliance members and events used?**

All funds raised through Oregon Brewshed® Alliance will both directly support Oregon Wild's conservation efforts to protect forests and watersheds across the state as well as outreach and education for Alliance efforts.

## **How does my brewery become a member of the Oregon Brewshed® Alliance?**

If your brewery is interested in joining the Alliance, contact Marielle Cowdin at [mc@oregonwild.org](mailto:mc@oregonwild.org).

## **I work in the beer industry but do not represent a brewery; can I/my company/organization still join the Alliance?**

Yes! If your company or organization is not a brewery but involved in the industry, you can join the Oregon Brewshed® Alliance as a Brewing Community Partner. You'll sign an Oregon Brewshed® Alliance pledge and collaborate with Oregon Wild and other members to determine the best ways to participate and further the Alliance mission. Contact Marielle at [mc@oregonwild.org](mailto:mc@oregonwild.org) if you're interested in joining as an affiliate member.

If you are an individual who simply enjoys Oregon's amazing craft beer, you can support the Oregon Brewshed® Alliance by joining the "I Heart My Brewshed®" email list, attending Alliance events in your area, and by choosing Alliance member beers when you have your next pint.

## **As a statewide conservation group, Oregon Wild works on a broad scale of environmental issues. In addition to watershed protection, which particular issues is the group currently advocating for?**

Throughout 2016 and beyond, we'll continue our efforts to protect 500,000 acres in and around Crater Lake National Park as Wilderness, protecting the headwaters of the Rogue, Umpqua, Klamath, and Deschutes, as well as securing a 75-mile wildlife corridor between Crater Lake and the Klamath Basin. We're also working to address Oregon's statewide Wilderness deficit through proposals for Devil's Staircase, Wild Rogue, the Kalmiopsis, and areas left out of the 2009 Mount Hood Wilderness bill (including the beautiful Tamanawas Falls).

Additionally, our work to uphold environmental protections of the Northwest Forest Plan and other laws, protect fish and wildlife that depend on our remaining old-growth, and develop a common sense vision for timber needs without cutting old-growth or logging in roadless areas will have us engaged in high-level forest policy and collaborative groups across the state.

We'll also continue to be a strong voice for gray wolf recovery in Oregon alongside our campaign to reform the budget and policies of the Oregon Department of Fish & Wildlife.