



Brewing An Agricultural Identity: A Content Analysis of Textual and Visual Agricultural Elements on O’ahu Brewery Homepages

Lauren Chase & Whitney Stone
Oregon State University

Introduction/Need

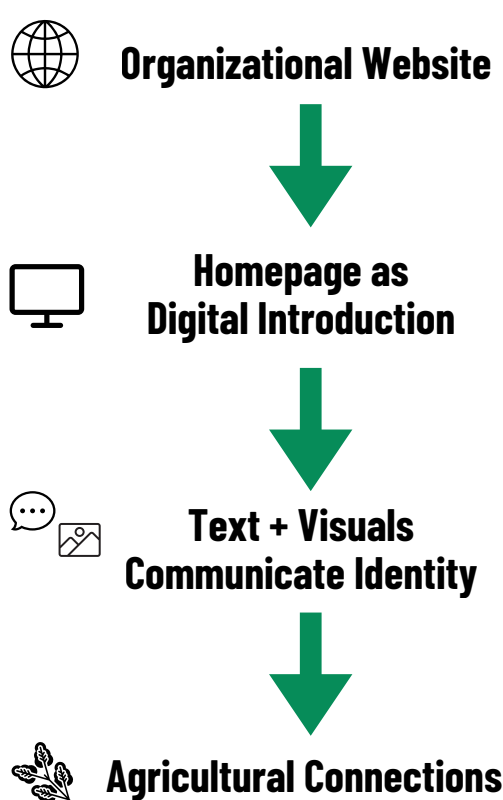
Craft breweries sit at the intersection of agriculture, local food systems, tourism, and place based-experiences. Beer production depends on agricultural commodities, while breweries can also function as community gathering spaces and destinations that reinforce local identity and connect consumers with regional food and beverage systems (Beer Institute, 2020; Mars & Talmage, 2023; Nelson, 2024; Talmage et al., 2024). In Hawai’i, the craft beer industry generated approximately \$357 million in economic output in 2025 (Brewers Association, 2025), yet little is known about how breweries communicate their agricultural connections through homepage content.

Purpose

The purpose of this study was to examine how O’ahu craft breweries communicate connections to agriculture through homepage website content.

- R01:** Describe the **textual elements** Oahu breweries use to communicate connections to agriculture through homepage content.
- R02:** Describe the **visual elements** Oahu breweries use to communicate connections to agriculture through homepage content.

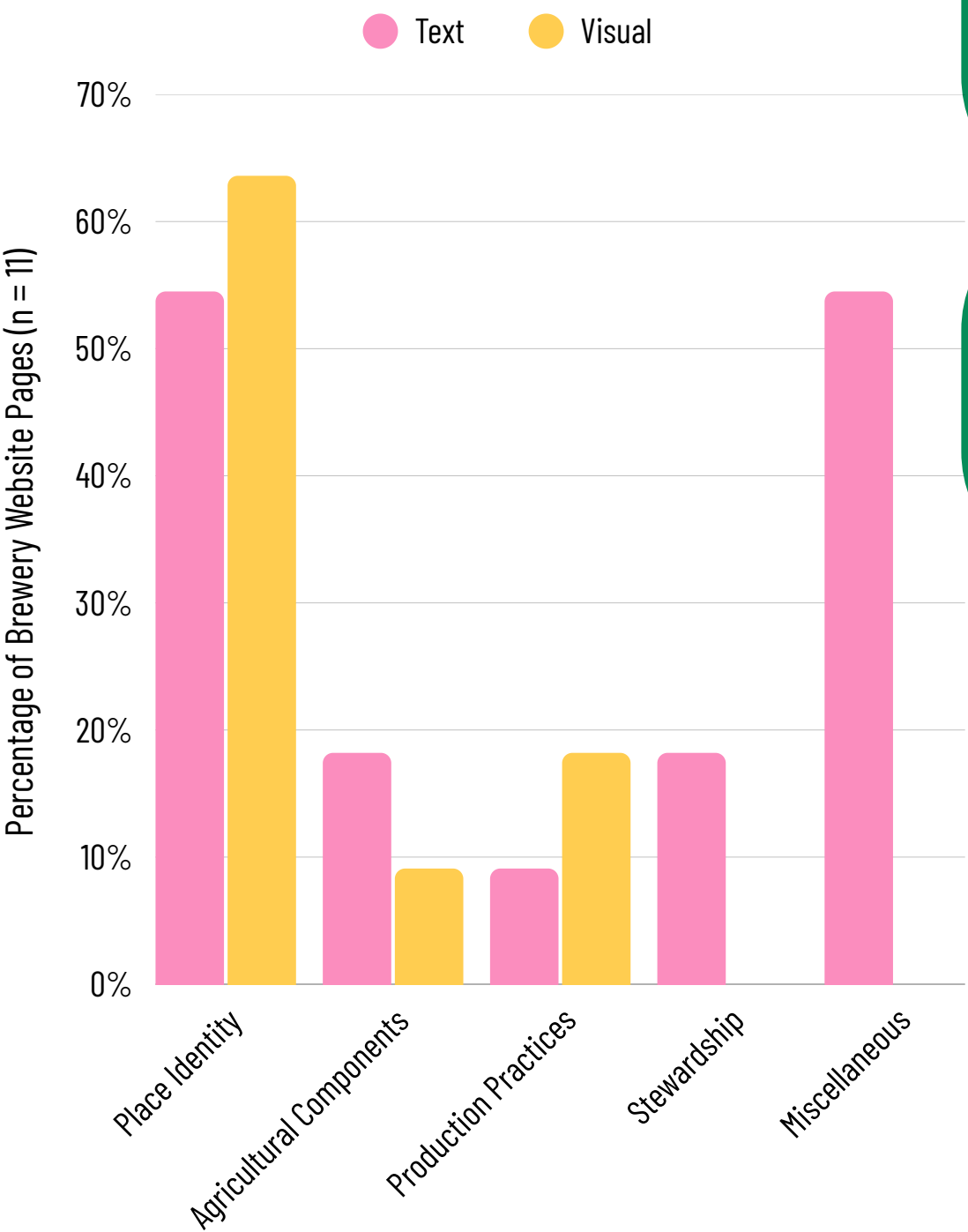
Conceptual Framework



Methods

- 11 O’ahu brewery homepages
- 5 coding categories
- 2 communication modes
- 1 Codebook
- 0/1 absent/present coding
- ✓ intracoder reliability

Results



Codes

- Place Identity**
Hawai’i, O’ahu, local culture, island identity 🌺
- Agricultural Components**
Ingredients, commodities, growers 🌿
- Production Practices**
Brewing process, fermentation, beer production 🍺
- Stewardship**
sustainability, environmental considerations, recycling ♻️
- Misc.** 🍴
Did not fit into other codes. Majority included info on food, reservations, merchandise, and brewery experiences

Place Identity Dominated Homepage Communication

54.5%
of homepages communicated Place Identity textually

63.6%
communicated Place Identity visually

References



Conclusion

- Brewery homepages represent an untapped agricultural communication opportunity.
- Breweries and agricultural communicators could use digital storytelling to make the agricultural systems, products, and producers behind craft beer more visible to consumers.
- Future research should examine how consumers respond to agricultural messaging and whether it shapes perceptions of local food systems.

