

CLASS NOTES

Season 1, Episode 4: Beer and Business – The Economic Impact of Craft Breweries in America



**Featured Guest: Nathan Palardy, UF/IFAS Food and Resource Economics
Assistant Professor**

Key Takeaways

- According to the Brewers Association, an American craft brewery must be both small and independent.
- With over 9,500 craft breweries operating across the United States, the Craft Beer Industry has grown steadily over the past two decades.
- As the industry continues to grow, so has its economic impact, which goes way beyond the number of cans sold.
- Breweries have been known to serve as “third places” or anchor businesses that bring people in an area together.
- Differences in legislation surrounding breweries and beer sales can impact the success of craft breweries in a region.

Additional Resources

- Brewers Association:
<https://www.brewersassociation.org/>
- Dr. Nathan Palardy’s Faculty Directory Page:
<https://fred.ifas.ufl.edu/about/directory/nathan-palardy/>

Discussion Questions

- What advantages and disadvantages are there to being a craft vs commercial brewery?
- Why do you think there is a demand for craft beer? What value does its consumer base associate with the “craft” label?
- What factors would influence your decision to start your brewery in one state or region over another?
- Suppose you are starting a craft brewery in a college town. How would that effect your business decisions? What about in a major city?
- What additional activities exist at breweries besides beer that allow them to serve as a “third place”? Can you think of any other businesses in your local area that serve as “third places” for the community?
- Are there any local breweries where you live? How big of an impact do you think they have on your town’s economy?

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**UF/IFAS Food and Resource
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