

PRAISE FOR *HOPTOPIA*

“Everyone who enjoys beer, especially craft beer, should read this book. Deeply researched and captivatingly written, Kopp’s book is an education in the global transformations that made possible the Americas’ revolution in beer. *Hoptopia* will change how readers think and—most importantly—how they taste their favorite hoppy beers.”

—Mark Fiege, Montana State University

“Peter Kopp has produced a masterful work in *Hoptopia*. He creatively brings together agriculture, agronomy, science, environment, labor, and market economics to tell this story of hop production in Oregon’s Willamette Valley. What’s beer without hops? What’s the history of that crop without all of the important connections explained so well here? *Hoptopia* is a must-have book for all interested in the history of the Pacific Northwest and for all who love beer.”

—Sterling Evans, University of Oklahoma

“*Hoptopia* finally encapsulates the noble role of the lowly hop cone in the world of quality beer. Peter Kopp deftly weaves the story of how American hops—and particularly Oregon hops—went from a laughingstock of the beer world to an ingredient highly sought after by brewers worldwide. Cheers to *Hoptopia!*”

—Karl Ockert, Director of Brewery Operations, Deschutes Brewery

“Imagine a Venn diagram with hops, a crucial ingredient in making beer, in the center, attached to circles containing farming, agronomy, climate, ecology, business, labor, gender, race, class, festivals, globalization, and utopias. As the title of Peter Kopp’s entertaining and informative history of hop farming suggests, the story of hops is regional history placed in contexts of world history. Like the beers that hops make palatable, this book nourishes and stimulates. Imbibe!”

—Bernard Mergen, author of *At Pyramid Lake*

“Peter Kopp has taken seriously the advice of many environmental historians to begin with the natural world and ask questions about human engagement. In this fascinating history of a plant and its place in the Pacific Northwest, we get everything from transnational economic competition to indigenous labor to modern bio-scientific research—and all of it also packaged to give us a new viewpoint on the world’s most popular alcoholic beverage.”

—William L. Lang, Portland State University

“Cheers to this fascinating agricultural history of the aromatic hops that infused America’s craft beer revolution. Kopp relates the rich biological, scientific, social, labor, and industrial history of the development of Oregon’s Willamette Valley as a major hop producer. Along the way, he reveals the complex connections between global markets and the local landscapes and people who transformed the way many of us imbibe beer.”

—Marsha Weisiger, Julie and Rocky Dixon Chair of U.S. Western History,
University of Oregon

Hoptopia

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Hoptopia

A WORLD OF AGRICULTURE AND BEER
IN OREGON'S WILLAMETTE VALLEY

Peter A. Kopp



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For my dad