NINTH ANNUAL CONFERENCE
MENDOZA, ARGENTINA

MAY 26-30, 2015

ORGANIZATION

LOCAL TEAM AND CONTACTS

* Alejandro Gennari (cell: +54-9-261-6960245)
  email: agennari@uncu.edu.ar
  Universidad Nacional de Cuyo

Javier Merino (cell: +54-9-261-5106734)
email: jmerino@areadevino.com
Universidad Nacional de Cuyo

Aldo Biondolillo (cell: +54-9-261-2016868)
email: albiondolillo@tempusalba.com
Universidad Nacional de Cuyo

Jimena Estrella (cell: +54-9-261-6168385)
email: jestrella@uncu.edu.ar
Universidad Nacional de Cuyo

AAWE

* Karl Storchmann (cell: +1-646 644-2852)
  email: karl.storchmann@nyu.edu
  New York University
GENERAL SPONSORS

BODEGA SEPTIMA
MENDOZA - ARGENTINA

CATENA ZAPATA

BODEGAS SALENTEIN

CASARENA
BODEGA Y VIÑEDOS

CASA DEL VISITANTE
turismo • arte • restaurante
FAMILIA ZUCCARDI
THE FOLLOWING WINERIES DONATED WINE FOR THE CONFERENCE

ANTIGUA BODEGA

FINCA FLICHMAN

BODEGA BENEGAS
MENDOZA ARGENTINA

HUENTALA WINES

BODEGA CARELLI

PASCUAL TOSO

CASA BIANCHI
FAMILIA DE VINOS

RJ VIÑEDOS

DOÑA PAULA

ARGENTO
PROGRAM

MAY 26, 2015

17:00 - 20:00
WELCOME RECEPTION AND REGISTRATION
- HYATT HOTEL -
CHILE 1124, 5500 MENDOZA
MAY 27, 2015

BUSES LEAVE FROM HYATT HOTEL AT 8:00

08:00 - 08:45
ROOM = AULA MAGNA — FAC. CIENCIAS ECONÓMICAS, HALL
REGISTRATION

08:45 - 09:00
ROOM = AULA MAGNA — FAC. CIENCIAS ECONÓMICAS
WELCOME
RECTOR PROF. DANIEL PIZZI, UNIVERSIDAD NACIONAL DE CUYO
PROF. KARL STORCHMANN, AWE & NEW YORK UNIVERSITY

09:00 - 11:00
ROOM = AULA MAGNA — FAC. CIENCIAS ECONÓMICAS
SESSION #1 PLENARY: PRODUCTIVITY
CHAIR: BORIS BRAVO-URETA
UNIVERSITY OF CONNECTICUT, USA

BORIS BRAVO-URETA (UNIVERSITY OF CONNECTICUT, USA) — PRODUCTIVITY, COSTS AND PROFITS: AN OVERVIEW OF METHODS
JAVIER MERINO (UNCUYO, ARGENTINA) — COSTS AND PROFITABILITY: THE MAJOR CHALLENGE FOR THE WINE INDUSTRY IN ARGENTINA
KYM ANDERSON (UNIVERSITY OF ADELAIDE, AUSTRALIA) — CHANGING WINE-GRAPE PROFITABILITY IN AUSTRALIA, AS REVEALED BY VARIETAL AREA AND REGIONAL PRICE DATA
ROBERTO JARA-ROJAS (UNIVERSIDAD DE TALCA, CHILE) — COSTS AND RETURNS FOR WINE GRAPE PRODUCTION IN THE CENTRAL VALLEY OF CHILE
JIM LAPSLEY (UC DAVIS, USA) — COSTS AND RETURNS FOR WINE GRAPE PRODUCTION IN CALIFORNIA'S SOUTHERN SAN JOAQUIN VALLEY: CAN WINE GRAPE COMPETE WITH ALMONDS?
NICK VINK (UNIVERSITY OF STELLENBOSCH, SOUTH AFRICA) — PRODUCTIVITY, COSTS AND PROFITS: A RESEARCH AGENDA FOR WINE GRAPE PRODUCTION IN SOUTH AFRICA

11:00 - 11:20
COFFEE BREAK — CONGRESS TENT

11:20 - 12:35
ROOM = CILINDRO CENTRAL CICUNC
SESSION #2A: CLIMATE CHANGE
CHAIR: DONALD CYR, BROCK UNIVERSITY, CANADA

LAURA ABRABAM, VICTORIA PARDO (BOTH UNCUYO, MENDOZA, ARGENTINA) — EVALUATION OF A CLIMATE CHANGE MITIGATION STRATEGY IN VINEYARDS IN MENDOZA, ARGENTINA
ELMAR SCHILCH, MANUEL MÖHR, DANIELA THOMAE (ALL UNIV GIessen, Germany) — THE GERMAN CONSUMER CARBON FOOTPRINT (CCF) IN COMPARISON TO THE PRODUCT CARBON FOOTPRINT (PCF) OF WINE
MICHAELA SCHILCH (UNIV KOBLENZ-LANDAU, GERMANY) — CLIMATE CHANGE AND VARIABILITY IN ONTARIO'S WINE APPELLATIONS, CANADA
TONY SHAW, DONALD CYR (BROCK UNIVERSITY, CANADA) — WHO PROFITS FROM GLOBAL WARMING?
KARL STORCHMANN (NEW YORK UNIVERSITY, USA) — PRODUCER VS. RETAIL PRICES IN GERMANY

11:20 - 12:35
ROOM = CILINDRO NORTE CICUNC
SESSION #2B: REPUTATION AND REGION 1
CHAIR: MARIANNE MCGARRY WOLF, CALIFORNIA POLYTECH, USA

JIMENA ESTRELLA, ALEJANDRO GENNARI (BOTH UNCUYO, ARGENTINA) — THE GI PHENOMENON IN ARGENTINA: WILLINGNESS AND RESTRICTIONS
MARIANNE MCGARRY WOLF, ANNA HECKOCK (BOTH CALIFORNIA POLYTECH, USA) — THE IMPORTANCE OF THE GROWING REGION TO WINE CONSUMERS AND TRADE
JEAN-SAUVERAY (INRA DIJON, FRANCE), JULIE LE GALLO (UNIVERSITÉ DE FRANCHE COMTÉ, FRANCE) — HEDONIC VALUATION OF GEOGRAPHICAL INDICATIONS WITH UNOBSERVED TEHBOR EFFECTS
NINA GOOREN, KARIN ALANT, NICK VINK (ALL UNIVERSITY OF STELLENBOSCH, SOUTH AFRICA) — CREATING BRAND "DNA" FOR THE WELLINGTON WINE DISTRICT, SOUTH AFRICA
11:20 - 12:35
ROOM - CELINDRO SUR CICUNC
SESSION #2C: TOURISM & NEW PRODUCTS
CHAIR: STEVE CHARTERS,
ESC DIJON, FRANCE

EMILIANO VILLANUEVA (EASTERN CONNECTICUT STATE UNIVERSITY, USA),
LILLIANA GIRINI (UNIVERSITY OF MENDOZA, ARGENTINA)

WINE AND VINE HERITAGE MARKETING IN THE MALBEC LANDSCAPE

GENI SATIKO SATO (INSTITUTE OF AGRICULTURAL ECONOMICS, SAO PAULO, BRAZIL),
YASUO OHE, SHIMEI SHIMOURA (BOTH GIBA UNIVERSITY, JAPAN)

ARE THERE SIMILARITIES BETWEEN WINE TOURISTS PROFILE IN SAO PAULO, BRAZIL
AND THOSE IN YAMANASHI, JAPAN?

LAURENCE COGAN, CLAUDE CHAPUIS,
STEVE CHARTERS, BENOIT LECAT
(ESC DIJON, FRANCE)

KEY DRIVERS OF SUCCESS FOR WINE TOURISM IN BURGUNDY: COMPARISON
BETWEEN CÔTE D'OR & BEAUJOLAIS

BRIAN SCHUETER (MOONSTRUCK MEADERY, USA),
CELIANA PENNISI (MENDOZA, ARGENTINA)

MEAD PRODUCTION, ADDING VALUE TO ARGENTINA

11:20 - 12:35
ROOM - AULA MAGNA - FAC. ODONTOLOGIA
SESSION #2D: MISCELLANEOUS TOPICS 1
CHAIR: NEAL HULKOWER,
MCINNIVILLE, OR, USA

NEAL HULKOWER (MCINNIVILLE, OR, USA)
OLGA MUROV, BENAIDA GHIDMI
(both TEXAS TECH UNIVERSITY, USA)
CYNTHIA HOWSON
(UNIVERSITY OF WASHINGTON, TACOMA, USA),
PIERRE LY
(UNIVERSITY OF PUGET SOUND, USA)
STÉPHANE GAUVIN
(LAVAL UNIVERSITY, CANADA),
ERIC LAONIDE
(CELLIERSINTELLIGENTS.COM, FRANCE)

MINIMUM PERCENT ERROR-ZERO PERCENT LINE REGRESSION FOR WINE ECONOMISTS
DEMAND ANALYSIS OF BEER CONSUMPTION IN THE U.S.
IS CHINA THE NEXT ARGENTINA?
WHAT EMERGING WINE REGIONS HAVE IN COMMON
IS THIS A BUBBLE IN MY BORDEAUX?
OPTIMIZING CELLAR MANAGEMENT USING PRICE FORECASTS

12:40 - 14:00
LUNCH BREAK - CONGRESS TENT

14:30 - 14:30
ROOM - CELINDRO CENTRAL CICUNC
PLENARY SESSION: WELCOME 2015 & OUTLOOK 2016
KARL STORCHMANN
AAWE & NEW YORK UNIVERSITY, USA
ALEJANDRO GENNARI
UNIVERSIDAD NACIONAL DE CUYO, ARGENTINA
JEAN-MARIE CARDEBAT
UNIVERSITY OF BORDEAUX, FRANCE

ARMANDO BERTRANOU
(NATIONAL AGENCY FOR PROMOTION OF SCIENCE AND TECHNOLOGY, ARGENTINA)

THE NATIONAL SCIENCE AND TECHNOLOGY SYSTEM AS RELATED TO ARGENTINE VITIVINICULTURE

DANIEL LEMA
(NATIONAL INSTITUTE OF AGRICULTURAL TECHNOLOGY, ARGENTINA)

THE ECONOMICS OF RESEARCH AND INNOVATION: PRIVATE NEEDS AND PUBLIC POLICY

ALDO BIONDOLOLLO
(UNCuyo, ARGENTINA)

INVESTMENT IN R&D AS A MEANS OF PRODUCT DIFFERENTIATION AND INTERNATIONALIZATION OF A SMALL FAMILY TYPE WINERY

ROBERTO BORGO
(UNCuyo, ARGENTINA)

BASIC AND APPLIED RESEARCH IN THE ARGENTINE VITIVINICULTURE

NORBERTO RICHARDI
(INSTITUTO ENOLOGICO DE INVESTIGACION RICHARDI, ARGENTINA)

RESEARCH AND DEVELOPMENT: A VIEW FROM GRAPE PRODUCTION AND THE WINEMAKING INDUSTRY

CARLOS TIZIO
(ARGENTINE ACADEMY OF VINE AND WINE, ARGENTINA)

A RESEARCH AGENDA FOR GRAPE WINE PRODUCTION IN ARGENTINA

16:30 - 17:00
COFFEE BREAK - CONGRESS TENT
17:00 - 18:15
ROOM - CILINDRO CENTRAL CICUNC

SESSION #4A: CLIMATE CHANGE & SUSTAINABILITY
CHAIR: DAN MOSCOVICI
STOCKTON UNIVERSITY, USA

DAN MOSCOVICI
(STOCKTON UNIVERSITY, USA)
WHAT IS SUSTAINABILITY & SUSTAINABLE WINE?
LOCAL BEGINNINGS, GLOBAL IMPLICATIONS

MARYAM HARIHI
(NEW YORK UNIVERSITY, USA)
WINE, LABOR, AND CLIMATE CHANGE:
HOW WILL ACCESS TO LABOR DETERMINE THE
RESILIENCE OF WINERIES IN THE FUTURE

MICHAEL SHANNON, ALASTAIR REED
(both MELBOURNE POLYTECHNIC, AUSTRALIA)
USING BIG DATA TO INVESTIGATE THE
INFLUENCE OF CLIMATE AND DEMOGRAPHY ON
WINE CONSUMER HABITS

BRITTA NIKLAS
(UNIVERSITY OF BOCHUM, GERMANY)
IMPACT OF ANNUAL WEATHER CHANGES ON
OUTPUT, QUALITY AND PROFITS OF WINE
PRODUCERS IN GERMANY

17:00 - 18:15
ROOM - CILINDRO NORTE CICUNC

SESSION #4B: REGULATION AND POLITICS
CHAIR: JON HAF,
UNIVERSITY OF GEISENHEIM, GERMANY

ALDO BIONDOLILLO
(UNCuyo, ARGENTINA)
STRENGTH AND GOVERNANCE: THE CROSSROADS
OF ARGENTINE VITIVINICULTURE

JUAN PEDRO BRANDT
(SECRETARY OF AGRICULTURE
OF ARGENTINA)

DARIO GAETTA, PAOLA CORSINOV
(UNIVERSITY OF VERONA, ITALY)
THE POLITICAL ECONOMY OF TRADITIONAL
TERMS

GORDON RAUSCHER
(UC BERKELEY, USA)

JIMENA ESTRELLA,
ALEJANDRO CENABIL
LEONARDO SANTONI
(ALL UNCuyo, ARGENTINA)

JON HAF, ERIK SCHWEICKERT,
JAVIER GIL-ALBARELLOS
(UNIVERSITY OF GEISENHEIM, GERMANY)

THE HOT PUNCH FOR 'GLÜHWEIN' - A
MULLED WINE BATTLE

17:00 - 18:15
ROOM - AULA MAGNA ODONTOLOGIA

SESSION #4C: DEMAND 1
CHAIR: PAUL NUGENT
UNIVERSITY OF EDINBURGH, UK

PAUL NUGENT
(UNIVERSITY OF EDINBURGH, UK)
RACE, TASTE AND THE GRAPE IN SOUTH
AFRICA: CONSUMPTION IN THE SOUTH
AFRICAN WINE INDUSTRY FROM 1690 TO THE
PRESENT

HAYAN SONG, GAN ZHIXUAN,
WILLIAM CARTER
(both HONG KONG POLYTECHNIC
UNIVERSITY, HONG KONG)
WILLINGNESS TO PAY FOR WINE: A STUDY OF
HONG KONG WINE CONSUMERS

LISHA ZHANG, JAMES SEALE
(both UNIVERSITY OF FLORIDA, USA)
DEMANDS FOR IMPORTED AND DOMESTICALLY
PRODUCED WINE IN THE UNITED STATES

OSCAR MELO, JAVIER CORTÉS
(UNIVERSITY OF CHILE, CHILE)
ESTIMATION OF A DEMAND SYSTEM FOR
ALCOHOLIC BEVERAGES IN SANTIAGO, CHILE

17:00 - 18:15
ROOM - CILINDRO SUR CICUNC

SESSION #4D: ORGANIZATION 1
CHAIR: LAURA ABRAHAM
UNIVERSIDAD NACIONAL DE CUYO, ARGENTINA

RICARDO PALMA
(UNCuyo, MENDOZA, ARGENTINA)
IMPACT OF THE SMART GRID IN THE
OPTIMIZATION OF REGIONAL WINE SUPPLY
CHAIN

LAURA ABRAHAM, OSVALDO RORY,
ESTHER SANCHEZ, ALFREDO FONZAR,
LAURA ALTURRIA ET AL.
(ALL UNCuyo, ARGENTINA)
DIAGNOSTIC OF CORPORATE SOCIAL
RESPONSIBILITY PRACTICES IN MENDOZA
WINE COMPANIES AND THEIR RELATIONSHIP
TO FOREIGN DIRECT INVESTMENT

RAUL NOVELLO,
MAXIMILIANO BATTISTELLA
(both INST. NACIONAL DE TECNOLOGIA
AGROPECUARIA, ARGENTINA)
OPTIMIZING THE USE OF RESOURCES
THROUGH THE IMPLEMENTATION OF A NEW
ORGANIZATIONAL HARVEST MODEL IN THE
REGION OF CUYO, ARGENTINA

RAUL NOVELLO,
MAXIMILIANO BATTISTELLA
(both INST. NACIONAL DE TECNOLOGIA
AGROPECUARIA, ARGENTINA)

19:00 - ABOUT 23:00
CONFERENCE DINNER: BODEGA SEPTIMA

BUSES LEAVE FROM CICUNC AT 18:30 AND RETURN AT 23:00 TO HYATT HOTEL.
MAY 28, 2015

BUSES LEAVE FROM HYATT HOTEL AT 8:15

9:00 – 11:00
ROOM – CILINDRO CENTRAL CICUNC
SESSION #5A: PRICES
CHAIR: PHILIPPE MASSET,
ECOLE HÔTELIERE DE LAUSANNE, SWITZERLAND

PHILIPPE MASSET,
JEAN-PHILIPPE WEISSKOPF
(both ECole HOTELIERE DE LAUSANNE,
SWITZERLAND)

The Price of Swiss Fine Wines

GRAICELA ANDRANGO
(INIA, ECUADOR)

DetermInantS of the Argentinean Wine
Price: A Hedonic Model

ELIZABETH CANALES
(KANSAS STATE UNIVERSITY, USA)

Benoît Faye, Eric Le Fur,
Stéphanie Prat
(ALL INSEE BORDEAUX, FRANCE)

Dynamics of Main Alternative Assets -
Real Estate, Art and Fine Wine Prices:
Evidence from Short- and Long-run
Co-Movements

MIGUEL ANGEL FIERRO
(UNIV DE CONCEPCION, CHILE)

Market Values for the Attributes of
Bottled Chilean Wine: An Estimate Hedonic
Price

RODRIGO ROMO
(UNIV DEL BIO-BIO, CHILE)

José Gil
(UNIV POLITECNICA DE CATALUNYA, SPAIN)

PHILIPPE MASSET,
JEAN-PHILIPPE WEISSKOPF
(both ECole HOTELIERE DE LAUSANNE,
SWITZERLAND)

The Evolution of Parker Scores and Its
Influence on Wine Prices

9:00 – 11:00
ROOM – CILINDRO SUR CICUNC
SESSION #5B: PRODUCTION
CHAIR: MÉCHEL S. PAGGIE,
FRESNO STATE UNIV, USA

RAÚL NOVELLO,
MAXIMILIANO BATTISTELLA,
MARÍA EUGENIA PALOMAS
(ALL INST NACIONAL DE TECNOLOGÍA
AGROPECUARIA, ARGENTINA)

MICHEL S. PAGGIE, SERHAT ASCI,
FUMIKO YAMAZAKI, SANJIANG GU
(ALL FRESNO STATE UNIVERSITY, USA)

JON H. HANE
(GEISENHEIM UNIVERSITY, GERMANY)

LAURA ALTURRIBA,
JUAN SOLSONA,
(both UNCGUYO, ARGENTINA)

PIÑAR JANO
(UNIVERSIDAD ADOLFO IBÁÑEZ, CHILE)

JIMENA ANDRUEJ, NICOLÁS CATTI,
OMAR MIRANDA
(ALL INTEL, ARGENTINA)

RAÚL NOVELLO
(INST NACIONAL DE TECNOLOGÍA
AGROPECUARIA, ARGENTINA)

DEAN MCCORKLE, REBEKA DUBENSON,
ED W. HELLMAN, DAN HANSELKA
(Texas A&M, USA)

KEITH GUNNETT
(RE2 INC., USA) ET AL

Investment Analysis in Drive Systems of
High Productivity and Low Operating
Cost for Grapes in San Juan, Argentina

An Economic Analysis of Late Harvest
Grape Production: A Quest for Higher
Quality Wine in Warm Climate Regions

Vertical Integration in the Azerbaijani
Wine Business

Costs of Production of Grapes:
Identification of Factors Affecting the
Competitiveness and Sustainability of
Companies

Farming, Entrepreneurship,
and Market Access: Evidence from
Chilean Wine Grapes

Technical Efficiency in Wine Grapes
Production: A Stochastic Frontier
Analysis for San Juan, Argentina

Exploring Robotic Technology for Wine
Grape Production
9:00 – 11:30
ROOM = CELINDRO NORTE CICUNC
SESSION #5C MARKETING
CHAIR: GUSTAVO FERREIRA, VIRGINIA TECH, USA

MIGUEL ANGEL FIERRO, ALEJANDRO CHANDIA
(THIRD UNIVERSIDAD DE CONCEPCION, CHILE)
POSITIONING OF BOTTLED WINE IN THE
SUPERMARKET CHANNEL IN CHILE

MINGYANG QU, BRADLEY BICKARD
(THIRD CORNELL UNIVERSITY, USA), MARCO COSTANI-GRO
(COLORADO STATE UNIVERSITY, USA)
RETAIL WINE AVAILABILITY AND PRODUCT
DIVERSITY

HERVÉ REMAUD, FLORINE LIVAT
(THIRD KEDGE BORDEAUX, FRANCE)
SOMMELIERS, RESTAURANTS AND WINE PRICE
markup

ANDREA VITTELI, STEFANO MASSAGLIA,
DANIELLE BOITTA; PRESENTED BY
ALESSIO LAZZARI
(ALL UNIVERSITÀ DI TORINO, ITALY)
THE USE OF NEW MEDIA IN THE BREWERIES AND
WINERIES OF CUNEO DISTRICT (NW ITALY)

LUCA ROSSETTO, SAMUELE TRESTINI,
LUCI GALLETTI, VASCO BOATTO
(ALL UNIVERSITY OF PADUA, ITALY)
PUBLIC RELATIONS PERFORMANCE FOR
PROMOTING ITALIAN WINES IN FOREIGN
COUNTRIES

LUCA ROSSETTO, SAMUELE TRESTINI,
LUCI GALLETTI, VASCO BOATTO
(ALL UNIVERSITY OF PADUA, ITALY)
THE ROLE OF BRANDED WINES IN THE ITALIAN
WINE MARKET

GUSTAVO FERREIRA
(VIRGINIA TECH, USA)
UNDERSTANDING TASTING ROOMS:
A LITERATURE REVIEW

11:30 – 11:30
ROOM = AULA MAGNA EAC, ODONTOLOGÍA
SESSION #5D TASTING
CHAIR: GEOFFREY LEWIS,
MELBOURNE BUSINESS SCHOOL, AUSTRALIA

ROBIN GOLDSTEIN
(UC DAVIS, USA)
PRICE-QUALITY INVERSION, UNEXPECTED
EFFECTS OF INFORMATION SIGNALS ON
CONSUMER EXPERIENCE IN WINE, BEER,
AND OTHER ILEDONIC PRODUCT MARKETS

ROBERT RODGSON
(FIELDBOOK WINERY, USA)
DO EXPERTS LIKE MORE EXPENSIVE WINES?

JING CAO, LYNE STOKES
(THIRD SOUTHERN METHODIST
UNIVERSITY, USA)
INVESTIGATION OF THE ASSOCIATION
BETWEEN JUDGE AGREEMENT AND FACTORS
IN A MAJOR WINE COMPETITION

ANDREA VITTELI, STEFANO MASSAGLIA,
DANIELLE BOITTA; PRESENTED BY
ALESSIO LAZZARI
(ALL UNIVERSITÀ DI TORINO, ITALY)
THE USE OF NEW MEDIA IN THE BREWERIES
AND WINERIES OF CUNEO DISTRICT
(NW ITALY)

RODRIGUES HEBER, JORDI BALLESTER,
DOMINIQUE VALENTIN
(ALL UNIVERSITÀ DE BOURGOGNE DIJON,
FRANCE)
WINE MINERALITY:
A SOCIAL REPRESENTATION APPROACH

GEOFFREY LEWIS
(MELBOURNE BUSINESS SCHOOL,
AUSTRALIA), BENÖFT LICAT
(ESC DIJON, FRANCE)
DO THE FRENCH HAVE SUPERIOR PALATES...
BUT NO BETTER SENSE OF VALUE?
AN EXPERIMENTAL STUDY

DEONTO MARKS
(UNIVERSITY OF WISCONSIN-WHITWATER, USA)
HOW HARD CAN THIS BE?
WINE LEARNING AS A CORSHIAN KNOT

11:30 – 11:20
COFFEE BREAK - CONGRESS TENT
SESSION #6A: ARGENTINA
CHAIR: ALDO BIONDOLILLO
UNIVERSIDAD NACIONAL DE CUYO, ARGENTINA

ALDO BIONDOLILLO
(UNIVERSITY OF ARGENTINA)

ECONOMETRIC ANALYSIS OF THE ARGENTINE WINE MARKET

SUSANA GORDELLO, JUAN TUGORES
(UNIVERSITY OF BARCELONA, SPAIN), GABRIELA LIZANA
(APOEM MENDOZA, ARGENTINA)

SEMI-HIDDEN FACTORS IN THE CRISIS OF VITICULTURE IN MENDOZA

CARLOS ARTHAGGLE
(UNIVERSITY OF ARGENTINA), LEONARDO GONZÁLEZ LEQUEU, ALFREDO AGUIAR
(RELOM FOUNDATION, ARGENTINA)

THE IMPACT OF THE ARGENTINE WINE INDUSTRY CRISIS ON THE DIFFERENT LINKS OF THE PRODUCTION CHAIN

JORGE A. DAY
(UNIVERSITY OF ARGENTINA)

OVER-PRODUCTION OR RECESSION? CAUSES OF THE LOW PRICES OF TABLE WINE IN ARGENTINA

SESSION #6B: DEMAND
CHAIR: MARIANNE MCGARRY WOLF,
CALIFORNIA POLYTECH, USA

MARK A. BONN,
(FLORIDA STATE UNIVERSITY, USA)

PRODUCT AND BRAND ATTRIBUTES, SPENDING BEHAVIOR AND ATTITUDE FUNCTION THEORY: A SEGMENTATION ANALYSIS OF THE US LUXURY WINE MARKET

MAX PISSE
(UNIVERSITY OF BAHIA, BRAZIL)

GIVING WINE AS A PRESENT, BUYING PROCESS, SYMBOLISM AND MEANING FOR BRAZILIAN CONSUMERS

MARIANNE MCGARRY WOLF,
MITCH WOLF,
(CALIFORNIA POLYTECH, USA)

IS THERE A TARGET CONSUMER FOR FAIR TRADE WINE IN THE UNITED STATES?

GEORGES GIRAUD, MONIA SÁUL,
YVES LEFUR
(AGROSUP DIJON, FRANCE)

ARE FRENCH WINE CONSUMERS CLOSER TO MINERVE OR BACCHUS?

SESSION #6C: ORGANIZATION II
CHAIR: GUENTER SCHAMEL
FREE UNIVERSITY BOZEN-BOLZANO, ITALY

DONALD CTR
(BROCK UNIVERSITY, CANADA), CHRIS SIMES
(QUEENS UNIVERSITY, CANADA)

THE INTER-ORGANIZATIONAL TRUST OF THE ACTORS IN A WINE CLUSTER AS A DISTINGUISHING ELEMENT FOR ITS COMPETITIVENESS

ETIENNE CHOPAY
(UNIVERSITY OF SANTIAGO, CHILE)

CAN GERMAN WINE COOPERATIVES COMPETE ON QUALITY?

GUENTER SCHAMEL
(FREE UNIVERSITY BOZEN-BOLZANO, ITALY)

MARTIN KUNC
(UNIVERSITY OF WARWICK, UK)

MAPPING THE USE OF OPERATIONS RESEARCH IN THE WINE INDUSTRY

SESSION #6D: NON-WINE, HEALTH
CHAIR: SONYA HUFFMAN,
IOWA STATE UNIVERSITY, USA

KYRRE RICKERTSEN
(NORWEGIAN UNIVERSITY OF LIFE SCIENCES, NORWAY), GEIR WEHLER GUSTAVSEN, ARNEST VYRUM
(NORWEGIAN AGRICULTURAL ECONOMICS RESEARCH INSTITUTE, NORWAY)

FISH CONSUMPTION ACROSS GENERATIONS: A LIFE CYCLE APPROACH

WALLACE L. HUFFMAN,
KATIE LACEY
(IOWA STATE UNIVERSITY, USA)

CONSUMER DEMAND FOR POTATO PRODUCTS AND WILLINGNESS TO PAY FOR LOW ACRYLAMIDE, SULFITE FREE, FRESH POTATOES AND POTATO DICES: EVIDENCE FROM LAB AUCTIONS

SONYA HUFFMAN
(IOWA STATE UNIVERSITY, USA), MARIAN RIZOV
(MIDDLESEX UNIVERSITY BUSINESS SCHOOL, LONDON, UK)

DIET, LIFESTYLE AND HAPPINESS: APPLICATION TO RUSSIAN DATA

MICHAEL DARBY, DOUGLAS NELSON
(TULANE UNIVERSITY, USA)

WINE, ALCOHOL, AND CARDIOVASCULAR HEALTH: REVISITING THE HEALTH BENEFITS OF WINE IN THE FRAMINGHAM HEART STUDY
12:40 - 14:00
LUNCH BREAK - CONGRESS TENT

14:00 - 16:00
ROOM - CILINDRO CENTRAL CICUNC
SESSION #7: PLENARY: HISTORY
CHAIR: KYM ANDERSON
UNIVERSITY OF ADELAIDE, AUSTRALIA

STEVE STEIN
(UNIVERSITY OF MIAMI, FLORIDA, USA)
THE HISTORY OF THE ARGENTINE WINE IN 3 GLASSES

STEVE STEIN
(UNIVERSITY OF MIAMI, FLORIDA, USA)

EVA FERNÁNDEZ
(UNIVERSIDAD CARLOS III DE MADRID, SPAIN), VICENTE PINILLA
(UNIVERSITY OF ZARAGOZA, SPAIN)
THE WINE INDUSTRY IN SPAIN: RESPONSES TO DOMESTIC AND GLOBAL MARKET FORCES, 1850-2010

KYM ANDERSON
(UNIVERSITY OF ADELAIDE, AUSTRALIA)
GROWTH AND CYCLES IN AUSTRALIA’S WINE INDUSTRY: A COMPARATIVE ECONOMIC HISTORY, 1843 TO 2013

WILLEM H. BOSSOFF
(PRESENTED BY NICK VINK)
(BOTH UNIVERSITY OF STELLENBOSCH, SOUTH AFRICA)
THREE HUNDRED YEARS OF CYCLICALITY IN SOUTH AFRICAN WINE PRODUCTION

JULIAN ALSTON,
JIM LAPSLEY
(BOTH UC DAVIS, USA)
A BRIEF ECONOMIC HISTORY OF THE U.S. WINE INDUSTRY

16:00 - 16:30
COFFEE BREAK - CONGRESS TENT

16:30 - 17:45
ROOM - CILINDRO CENTRAL CICUNC
SESSION #8A: MISCELLANEOUS TOPICS 2
CHAIR: OLIVIER GERGAUD,
KEDGE BUSINESS SCHOOL, BORDEAUX, FRANCE

JEAN-MARIE CARDERAT
(UNIVERSITY OF BORDEAUX, FRANCE), OLIVIER GERGAUD (KEDGE BUSINESS SCHOOL, BORDEAUX, FRANCE), PIERRE RÉGEAUX (IMPERIAL COLLEGE LONDON, UK)
THE DETERMINANTS OF RESTAURANT WINE MARK-UPS: DOES MORE INTENSE COMPETITION LEAD TO MORE UNIFORMITY?

WILLIAM FOSTER, GUSTAVO ANDRÉZ, OSCAR MELO, JORGE ORENGA (ALL PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE)
IS THERE A “WINE PREMIUM” IN RURAL LAND VALUES?

OLIVIER GERGAUD (KEDGE BUSINESS SCHOOL, BORDEAUX, FRANCE), ANDREW PLANTINGA (UC SANTA BARBARA, USA), AURELIE BINGE-VAL-DELEIZE (UNIVERSITÉ DE RÉIMS, FRANCE)
ANCHORING AND PROPERTY PRICES: THE INFLUENCE OF ECHELLES DES CRU RATINGS ON LAND SALES IN THE CHAMPAGNE REGION OF FRANCE

PHILIPPE MASSET, JEAN-PHILIPPE WESSIKOFF (BOTH ÉCOLE HOTELLIERE DE LAUSANNE, SWITZERLAND), DENOIT FAYE, ERIC LE FUR, STÉPHANIE PRAT (BOTH INSEEC BORDEAUX, FRANCE)
RED OBSESSION: THE ASCENT OF FINE WINE IN CHINA

16:30 - 17:45
ROOM - CILINDRO SUR CICUNC
SESSION #8B: REPUTATION AND REGION 2
CHAIR: ALESSIO LAZZARI,
UNIVERSITÀ DI TORINO, ITALY

JON HANE, ERIK SCHWEICKERT,
ANA KHEHARI-SHIVILI (ALL UNIV GEISENHEIM, GERMANY)
PDO AND PGI IMPORTANCE FOR GEORGIAN WINE PROMOTION - WILL GEORGIA BENEFIT FROM GEOGRAPHICAL INDICATION AT INTERNATIONAL MARKET?

FELIPE BASTERRICA
(UNIVERSIDAD CATÓLICA DEL URUGUAY)
IS URUGUAY A NEW WORLD COUNTRY? A COMPARATIVE STUDY AGAINST ARGENTINA, AUSTRALIA, CHILE, NEW ZEALAND, SOUTH AFRICA AND UNITED STATES

MARCO QUINTANA-RECO
(VIÑEDOS Y CAVA LOMA DE PUNTALARGA, COLOMBIA)
OVERCOMING INHERITED FEARS AND COMPLEXES OF DISTANT COLONIAL TIMES IN TROPICAL COOL CLIMATE VITICULTURE. THE PUNTALARGA WINE GROWING PROJECT

ANDREA DAL VECCHIO, ALESSIO LAZZARI, DANIELLE BORRE, SILVIA GUIDONI, STEFANO MASSAGLIA (ALL UNIVERSITÀ DI TORINO, ITALY)
PERCEPTION OF THE CONCEPT OF SUSTAINABILITY IN WINERIES PRODUCING VALLE D’AOSTA DOC
16:30 – 17:45
ROOM – AULA MAGNA FAC. ODONTOLOGÍA
SESSION #8C: REPUTATION AND REGION 2
WHERE AND WHEN TO OPTIMIZE
CHAIR: ADELINE UCAGLIA,
BORDEAUX SCIENCE AGRO, FRANCE

JULIEN CADOT
(ISC BUSINESS SCHOOL, FRANCE),
ADELINE UCAGLIA
(BORDEAUX SCIENCE AGRO, FRANCE)

PATRICIO RUBIO, LIONEL VALENZUELA,
TERESA ARENAS, PILAR GARATE,
FERNANDO YANINE (ALL UNIV TÉCNICA
FEDERICO SANTA MARÍA, CHILE),
SERGIO MACURANA
(POINTEFICA UNIVERSIDAD DE CHILE)

RICARDO PALMA, GABRIELA TOMBASCELLI,
RAYMUNDO FORRADERAS
(UNIV NACIONAL DE CUYO, ARGENTINA),
JOICE GOES, LAURENCE SAGLIETTO
(UNIVERSITÉ DE NICE, FRANCE)

GUSTAVO FERREIRA
(VIRGINIA TECH, USA)

COOPERATIVE STRATEGY AND LIQUIDATION IN
THE BORDEAUX WINE INDUSTRY

FUNDAMENTALS OF A SYSTEMATIC
METODOLOGY TO ACHIEVE SUSTAINABILITY IN
THE STRATEGIC MODELS OF THE WINERY

WHERE AND WHEN TO OPTIMIZE THE WINE
SUPPLY CHAIN IN THE SUSTAINABILITY ASPECTS
- COMPARATIVE ANALYSIS FOR THE REGIONS OF
THE SOUTH-EAST OF FRANCE AND MENDOZA

AN ECONOMETRIC ANALYSIS OF THE IMPACT OF
EXTENSION VITICULTURE PROGRAMS IN VIRGINIA

16:30–17:45
ROOM – CILINDRO NORTE CICUNC
SESSION #8D: GLOBAL AND TRADE
CHAIR: ALDO BIONDOLILLO,
UNIVERSIDAD NACIONAL DE CUYO, ARGENTINA

ALDO BIONDOLILO (UNCuyo,
ARGENTINA), RUDOLPH ESCALONA
(GAUDICHA WINE THINKING, ARGENTINA)

ANTOINE BOUET (UNIV BORDEAUX,
FRANCE), CHARLOTTE EMLINGE
(CEPHI, FRANCE), VIOLA LAMANI
(UNIV BORDEAUX, FRANCE)

HILDEGARD CARMING, KATHRIN
STROHM, WALTER HIRSCHMEYER
(ALL THÜNEN INSTITUTE OF FARM
ECONOMICS, GERMANY)

KANAE MUSHA, TAKAO IDA
(Both SAPPORO UNIVERSITY, JAPAN)

ECONOMETRIC ANALYSIS OF ARGENTINE
BOTTLED WINE EXPORTS

THE DETERMINANTS OF COGNAC EXPORTS AND
THEIR STRUCTURE BY QUALITY

LOW PROFITS IN GRAPE PRODUCTION FOR BULK
WINE – RESULTS FROM AN INTERNATIONAL
BENCHMARKING AT THE FARM LEVEL

RECENT SITUATION AND FUTURE PERSPECTIVE
OF JAPANESE WINE IN HOKKAIDO

19:00 – ABOUT 23:00
CONFERENCE DINNER
DIVINA MARGA

* *
BUSES LEAVE FROM CICUNC AT 18:00
AND RETURN AT 23:00 TO HYATT HOTEL
MAY 29, 2015

9:00 – 18:00
TOUR OF MENDOZA VINEYARDS AND WINERIES

CATENA ZAPATA WINERY VISIT & TASTING
SALENTIN WINERY LUNCH & VISIT & TASTING

* BUSES LEAVE FROM HYATT HOTEL AT 9:00
 AND RETURN AT 18:00 TO HYATT HOTEL

MAY 30, 2015

9:00 – 18:00
TOUR OF MENDOZA VINEYARDS AND WINERIES

CASARENA WINERY VISIT & TASTING
ZUCARDI WINERY AND OLIVE OIL FARM
LUNCH & VISIT & TASTING

* BUSES LEAVE FROM HYATT HOTEL AT 9:00
 AND RETURN AT 18:00 TO HYATT HOTEL