The optimizing the use of resources through the implementation of a new organizational model vintage in Region of Cuyo, Argentina

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ABSTRACT

In Argentine viticulture, it is in the task of vintage where certain structural flaws that undermine the profitability of most of primary producers are mainly accentuated. This is because this task demands, in a relatively short period of time, a significant number of workers and requires a logistics in the supply chain of raw materials to the industry that, the current organization of the work process prevents its compliance in a timely manner. The most characteristic of this organization of the work process in vintage is that the grape grower, individually, organizes the logistics of supply chain to the industry. Thus, competition between producers is generated both by human resources as by the transport. This leads that, during the wine manufacturing process, downtimes appear, jointly to inputs peaks, exceeding raw material processing capacity. This situation causes, not infrequently, appear long queues of trucks to enter the winery, causing increased costs of harvesting and transportation and quality losses of raw material. The aim of this study is to measure the efficiency loss of a cooperative winery in terms of resource utilization for not implementing a new organizational model vintage, where the winery becomes in a "control center", with the function of organize the grape harvesters groups according to diary processing capacity. To this end, the application of harvest logistics software developed for this purpose, which allows ordering the entry of trucks to the winery is used, the mobility of the grape harvester groups and the beginning of harvest in each farm. As a result of the new organization of the work process the number of trucks used and the number of workers needed is improved up to 50%, which allows producers to reduce transaction costs and improve profitability.

Key words: logistics, organization, grape, Mendoza, San Juan