

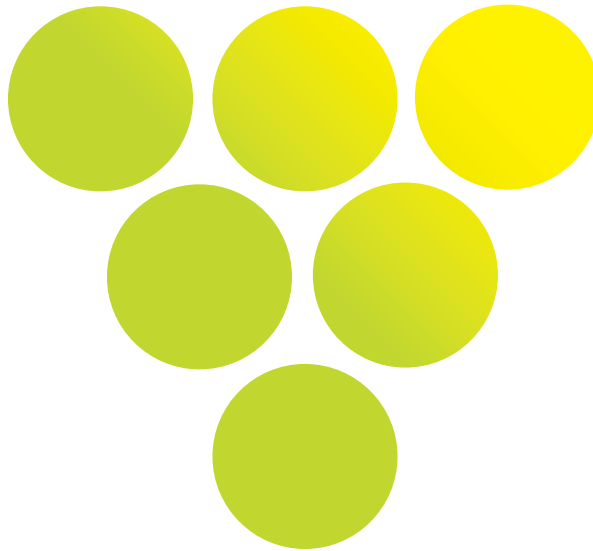
Society for  
Quantitative  
Gastronomy  
**SQG**

American  
Association of  
Wine Economists  
**AAWE**

Vineyard Data  
Quantification  
Society  
**VDQS**

# enometrics

wine economics



Trier, May 23-26, 2007

Rheinland-Pfalz



MWVLW/MBWJK

German Wine Institute  
Mainz, Germany



Vereinigte Hospitien  
Trier, Germany



VEREINIGTE HOSPITIEN

University of  
Trier, Germany



Whitman College  
Walla Walla, WA, USA

**WHITMAN**  
COLLEGE

VDP Grosser Ring, Weingut Clemens Busch, Puenderich, Weingut Bernhard Huber, Malterdingen,  
Bischöfliche Weingüter, Trier, Tourist-Information Trier, Mosel-Saar-Ruwer Wein e.V., Trier,  
Priesterseminar, Trier, Staatliche Weinbaudomäne Avelsbach, Trier,  
Center for Enology & Viticulture, Walla Walla Community College, Walla Walla, WA

**AMERICAN ASSOCIATION  
OF WINE ECONOMISTS**  
First Annual Meeting

**VINEYARD DATA  
QUANTIFICATION SOCIETY**  
14th Annual Meeting

Trier, May 23-26, 2007

**PROGRAM**

**Wednesday, May 23**

**Welcome Reception and Registration**

17.00-20.00

Promotions-Aula  
Priesterseminar Trier  
Jesuitenstraße 13  
Trier

American Association of Wine Economists AAWE

## **Thursday, May 24**

University of Trier, Campus II, Behringstrasse

**08:15 – 09:00**

**Registration and Coffee**

**09:00 – 10.00 Welcome and Introduction (K 101)**

Prof. Dr. Dieter Sadowski, University of Trier

Dr. Steffen Schindler, German Wine Institute

**10.30-12.00 Global Warming (K 101) Chair: Orley Ashenfelter**

**Climate Change Adaption Strategies in Viticulture**

M. Stock, T. Kartschall and M. Wodinski (Potsdam Institute for Climate Impact Research)

**Identification of Stochastic Processes for an Estimated Icewine Temperature Hedging Variable**

D. Cyr and M. Kusy (Brock University)

**Wine and Global Warming in Alsace: Evidence from the Little Ice Age**

K. Storchmann (Whitman College)

**Using a Hedonic Model of Solar Radiation to Assess the Economic Effect of Climate Change**

O. Ashenfelter (Princeton University) and K. Storchmann (Whitman College)

**12.00-12.30 Pre-Lunch Talk (K 101):**

**Wine and Rural Development: The Example of Walla Walla**

Steve van Ausdle (President, Walla Walla Community College)

***12.30-14.00 Lunch at University***

Vineyard Data Quantification Society VDQS

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Prof. Dr. Dieter Sadowski, University of Trier

Dr. Steffen Schindler, German Wine Institute

### **10.30-12.00 Tasting, Evaluation, Reputation (HZ 203)**

**Effects of Non Sensory Cues on Perceived Quality: the Case of Low Alcohol Wine**

J. Masson (Montpellier SupAgro), F. D'Hauteville (Montpellier SupAgro) and P. Aurrier (U. Montpellier II)

**The Value of Designations of Origin in Emilia-Romagna**

S. Gatti (University of Bologna)

**Popularizing Wine Consumption in the Korean Market**

Kim Bok-rae (Andong National University)

**Brand Image and Regional Reputation: Does it Pay Off to Outperform Your Regional Peers?**

G. Schamel (Free University of Bozen-Bolzano)

**The Social Dimension of 'Goods of Taste', Application to Wine Labels**

C. Terrien and D. Steichen (IUT de l'Aisne)

***12.30-14.00 Lunch at University***

**14.00-15.30 Tasting and Evaluation (K 101) Chair: Bernd Frick**

**Assessing the Reliability of Wine Tasting**

D. Cicchetti (Yale University)

**Standards for Quality and the Coordinating Role of Critics**

G. Hsu (UC Davis), R. Roberts (Emory University) and A. Swaminathan (UC Davis)

**Identifying Different Influences of the Evaluation of Wine**

G. Szolnoki (Research Institute Geisenheim)

**Tracing International Wine Marketing Research**

R. Arnold (University of Heilbronn)

**Break**

**16.00-17.30 Critics and Reputation (K 101) Chair: Guenter Schamel**

**The Cost of Ignorance: Reputational Rents in the Market for Tuscan Reds**

K.G. Persson (University of Copenhagen)

**Reputation and Firm Survival in a Competitive Environment:**

**Empirical Evidence from the German Wine Industry**

B. Frick (University of Witten/Herdecke)

**Critical Exposure and P-Q Relationships for New World Wine in the U.S. Market**

P. Roberts (Emory University) and R. Reagans (Carnegie Mellon University)

**A Live in Wine: Ernest Gallo (1909-2007)**

T. Lima (CSU East Bay) and N. Schroder (Blue Weasel Productions)

***18.00 – 19.30 Guided Tour through Birth House of Karl Marx***

***19.30 – open end Dinner at Viehmarkt-Thermen Trier  
(ruins of Roman bath)***

*Sponsored by State of Rhineland-Palatinate, German Wine Institute,  
and Mosel-Saar-Ruwer Wein e.V.*

# Vineyard Data Quantification Society VDQS

## **14.00-15.30 Environment (HZ 203)**

### **First Approach of the Economic Implications of Climate Change Within the Wine Sector**

F. Bourdon, M.-C. Pichery (Université de Bourgogne)

### **Economic Evaluation of Technical Practices : a Model of Wine Growing Farms**

A. Ugaglia, B. DelHomme and J. Steffe (ENITA Bordeaux)

### **For an Environmental Approach to Vineyard Protection**

A. Ugaglia, B. DelHomme and A. Elitcher (ENITA Bordeaux)

### **Are Voluntary Environmental Approaches (VEA) in Vine Growing a Support for Product Differentiation Strategies?**

C. Cazals (Université de Bordeaux IV)

## ***Break***

## **16.00-17.30 Market Structure I (HZ 203)**

### **Do Expert Ratings or Economic Models Explain Champagne Prices in Scandinavia?**

J. Bentzen and V. Smith (Aarhus School of Business, University of Aarhus)

### **Determinants of Export Performance in SMEs: The Case of the French Wine Industry**

C. Maurel (University of Avignon)

### **The Greatest French AOC: A Signal of Quality for the Best Wines.**

D. Menival (Univeristé de Reims)

### **Forecasting Wine Crops: An Application to the Hérault's Department**

L. Aymard and M. Terraza (Université de Montpellier)

### **University-Industry Networks in the Wine Industry: Comparing Chile, South Africa and Italy**

A. Morrison (U del Piemonte Oriental), E. Giuliani (U. Sussex), Carlo Pietrobelli (U. di Roma Tre) and Roberta Rabelloiti (U. del Piemonte Oriental)

### **Millesimée Pas Opéré versus Gran Cuvée Sâfin Estimation of a Hedonic Price Function for the Franciacorta Bollicine** M. Galizzi (University of Brescia)

***18.00 – 19.30 Guided Tour through Birth House of Karl Marx***

***19.30 – open end Dinner at Viehmarkt-Thermen Trier  
(ruins of Roman bath)***

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and Mosel-Saar-Ruwer Wein e.V.*

American Association of Wine Economists AAWE

**Friday, May 25**

University of Trier, Campus II, Behringstrasse

**08:30 – 09:00**

**Registration and Coffee**

**09:00 – 12.00 Quantitative Gastronomy (K 101) Chair: Victor Ginsburgh**

***Keynote Speech:***

***Is Breakfast Really Free?***

***Evidence from French and Italian Hotels***

***George Johnson (University of Michigan)***

***Break***

**Reading the Plate**

N. Dudek (Israel)

**Portuguese Menus in the 19th Century**

I. Drumond Braga (University of Lisbon)

**What are bollicine good for? Experimental Evidence on Individual Preferences on Food-Wine Matching** M. Galizzi (University of Brescia and New York University)

**Explaining the Determinants of Prices in Top European Restaurants**

F. Warzynski (University Carlos III Madrid and Aarhus School of Business)

**Quality Evaluation by Experts and Consumers: Evidence from a Sample of New York City Restaurants** O. Gergaud (University of Reims), K. Storchmann (Whitman College) and V. Verardi (Free University of Brussels and University of Namur)

***12.00-14.30 Lunch at Staatsweingut Domäne Avelsbach***

*Wine Sponsored by Domäne Avelsbach*

Vineyard Data Quantification Society VDQS

**Friday, May 25**

University of Trier, Campus II, Behringstrasse

**10.00 – 12.00 VDQS General Assembly (HZ 203)**

***12.00-14.30 Lunch at Staatsweingut Domäne Avelsbach***

*Wine Sponsored by Domäne Avelsbach*

**14.30-16.00 Market Structure (K 101) Chair: Donald Cyr**

**Overview of the German Wine Market: Situation and Business Challenges**

J. Hanf (Leibniz Institute for Agriculture Development) and E. Schweickert (KIRBIS)

**The New Structure of the California Wine Industry**

T. Lima (CSU East Bay) and N. Schroder (Blue Weasel Productions)

**Corporate Strategies under Economic Regulations**

R. Kuehl (University of Giessen) and E. Schweickert (KIRBIS)

**Storage Based Financial Engineering in German Wine Business**

E. Schweickert (KIRBIS) and J. Hanf (Leibniz Institute for Agriculture Development)

**An Assessment of State Sponsored Agriculture Commodity Programs:**

**The Case of Texas Wine Marketing Assistance Programs**

R. Hanagriff, M. Lau and S. Rogers (Sam Houston State University)

***Break***

**16.30-18.30 Society and Politics (K 101) Chair: Karl Storchmann**

**Balancing Between Tradition and Innovation.**

**French Wines from the Bordeaux and the Languedoc-Roussillon Regions**

S. Catellano and O. Ivanova (EDHEC Business School)

**Bowling Alone, Drinking Together**

P. Buonanno (University of Bergamo) and P. Vanin (University of Padua and Pompeu Fabra University)

**New Wines in Old Wineskins? Is Globalization Good for Wine Drinkers in the United States?**

O. Gokcekus and A. Fagnoli (Seton Hall University)

**An Econometric Analysis of a Wine Import Function for Brazil**

S. Schommer (IMPA, Brazil)

**New Wines in Old Bottles? The Case of Quality Wines and Distillation Measures in the EU**

E. Salies (OFCE) and B. Steiner (University of Alberta)

# Vineyard Data Quantification Society VDQS

## **14.30-16.00 Society and Politics (HZ 203)**

### **Positioning of Wine Regions: Old or New World Branding Models**

C. Easingwood (Manchester Business School)

### **Do Taxes Produce Better Wine?**

M. Ljunge (University of Copenhagen)

### **Recent Trends on Mergers, Acquisitions and Financial Investments in the Wine Sector**

A. Coelho, J.P. Couderc and J.-L. Rastoin (SupAgro Montpellier)

### **A Bioeconomic Model to Train Interdisciplinary Research on Reducing Phytosanitary Operations in the Vineyards**

C. Deola (INRA), B. Léger (INRA), O. Naud CEMAGREF) and A. Ugaglia (ENITA Bordeaux)

## ***Break***

## **16.30-18.30 Market Structure II (HZ 203)**

### **Capital Structure Determinants: an Empirical Study of French Companies in the Wine Industry** J.-L. Viviani (Université de Montpellier I)

### **Intangible Capital and Performance: the Case of the French Wine Industry**

P. Amadieu and J.-L. Viviani (Université de Montpellier I)

### **Vineyard Protection: Intellectual Property Rights and Sanitary Standards**

E. Ceyhun (London South Bank University)

### **Business Networks and Market Power in the French AOC Wine Industry**

J. Calvet (U. Avignon), N. Guibert (U. Avignon) and J. Villaret (Inter-Rhone)

### **Adapting to New Market Demands : Two Initiatives by the Bordeaux Wine Industry**

P. Mora (Bordeaux Ecole de Management)

### **Collective Bargaining Strategy for Quality Investment in the AOC vineyards**

J.-B. Traversac (INRA) and D. Steichen (Université de Picardie)

**18.30 - open end**

**Reception and Dinner at  
Vereinigte Hospitien Trier**

*Dinner and Wine sponsored by Vereinigte Hospitien Trier*

## **Saturday, May 26**

Bus Tour to Bernkastel

Boat Tour and Vineyard Site Tasting from Bernkastel to Traben-Trarbach with Wilhelm Haag and Katharina Prüm

Picnic and Wine Tasting in Village of Pünderich  
with Rita and Clemens Busch

### Schedule

9.15 Departure from Porta Nigra in Downtown Trier

11.00 Arrival in Bernkastel

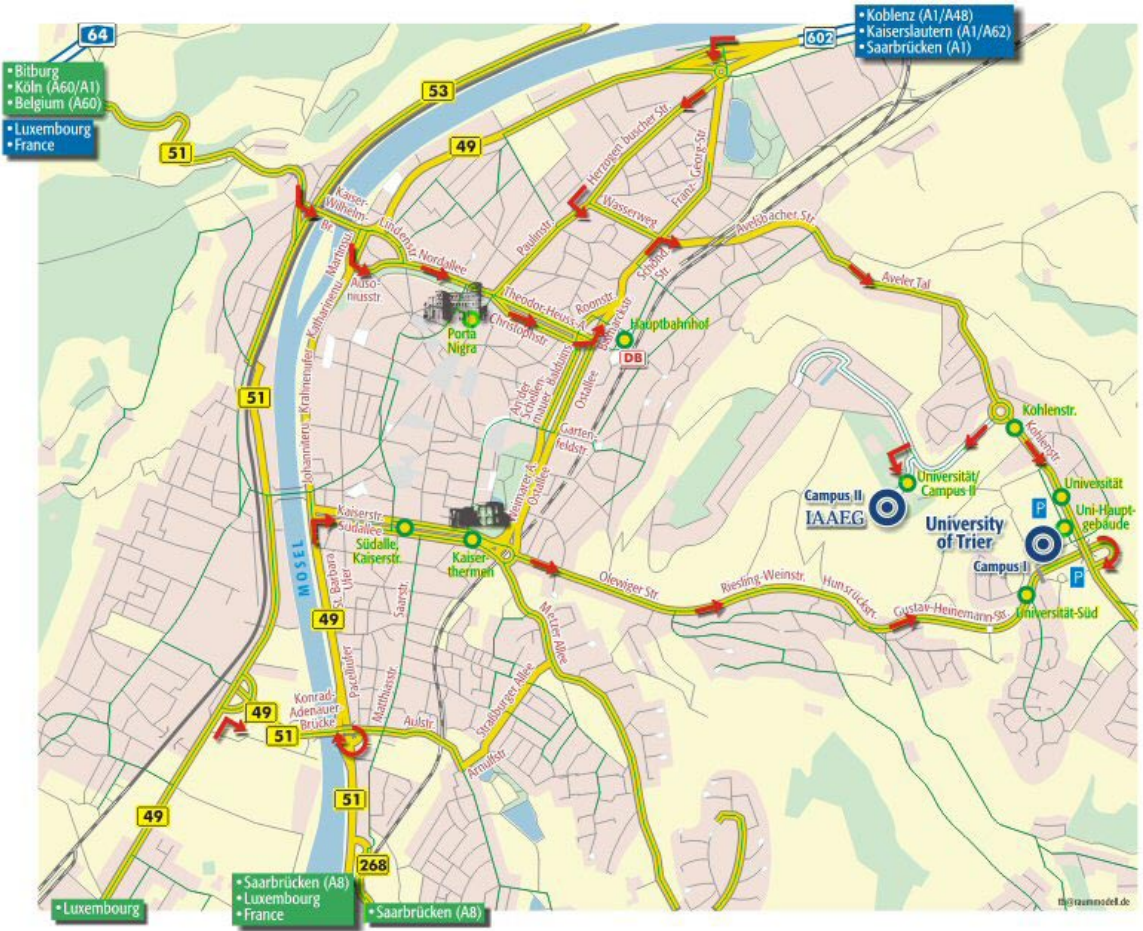
14.00 Boat Departure to Traben-Trarbach

15.45 Arrival in Traben-Trarbach, Bus to Pünderich

18.30 Departure from Pünderich

20.00 Arrival in Trier

*Wine Tastings Sponsored by VDP Grosser Ring and  
Weingut Clemens and Rita Busch, Pünderich*



In case you get lost, call Karl Storchmann's cell phone number:  
 +1-646-644-2852 (U.S.A.)