

OENOMETRICS XIII



Call for Paper
Bordeaux (France)
Friday 26 & Saturday 27
may 2006



ENITA de Bordeaux

Oenometric : at the origin (1838), measurement of the richness of the alcohol wines; widening suggested: science devoted to the measurement of the activities and products related to the wines and alcoholic drinks..

Scientific Committee : **M. Ciaschini (U. Macerata)**, K. Anderson (U. Adelaïde), O. Ashenfelter (U. Princeton), J. Bentzen (U. Aarhus), F. Bourdon (U. Bourgogne), P. Combris (Inra), O. Gergaud (U. Reims), E. Giraud-Heraud (Inra-ESR), I. MacAvinchey (U. Aberdeen), D. Meulders (U. Bruxelles), M.C. Pichery (U. Bourgogne), R. Plasman (U. Bruxelles), H. Serbat (Fed-Eco), F. Seyte (U. Montpellier), K. Storchmann (U. Yale et Trêves), A. Szabó (Budapest), M. Terraza (U. Montpellier).

Local Committee : **J. Paillet (ENITA Bordeaux)**, D. Dubourdieu (U. Bordeaux), P. Cambar (CRVA), F. Durieu (Ecole de Bordeaux management), R. Feredj (CIVB), J-C. Hinnewinkel (U. Bordeaux), Y. Lung (U. Bordeaux), D. Saintout (FCA), B. Solans (FCA)

This call is addressed to all those which want to bring their knowledge, based on data, objective information with the wine sector

The quantified approach of the analyzed problems is privileged

TOPICS

Production : process and costs of production - regional specificities and reorganizations of the vineyards, regional or national policies - strategies of production, repositioning of the products - impact of MCO - cooperation and international competition - new vineyards - environmental protection.

Consumption and Marketing : consumption functions - market segmentation - means and techniques of information (marketing, publicity, Internet) - distribution systems and intermediaries (traders, brokers, restoration, great and average surfaces, direct sales, ...) - brands of wine - skills and knowledge of buyers.

Price formation: hedonistic approaches, auction prices, winegrape contracts and demand.

Societal and legal aspects: regulation, labels - labellings (Controlled-calling, type of wines, homologations and approvals, ...) - taxation - health and security, medical aspects (social costs of alcoholism, medical use) - legal aspects, effects of the regulation on safety (transport, workplace, ...) - geography of the territories - tourism and wine trails.

Vineyard and wine: new varieties - biological process - GMO, plant diseases-entomological aspects, organoleptic characteristics of the products - sensorial competences, wine tasting.

Deadline: February 27 2006

For further details, visit our website: www.vdqs.net

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