

# OENOMETRICS XIV



**Call for Paper**  
**Trier (Germany)**  
Thursday 24 & Friday 25  
may 2007

**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:** **J. Pailler (ENITA Bordeaux)**, K. Anderson (Australian National U.), O. Ashenfelter (U. Princeton), J. Bentzen (U. Aarhus), F. Bourdon (U. Bourgogne), , M. Ciaschini (U. Macerata), P. Combris (Inra), S. Gatti (U. Bologne), O. Gergaud (U. Reims), E. Giraud-Heraud (Inra-ESR), D. Hoffmann (Forschungsanstalt Geisenheim), D. Meulders (U. Bruxelles), M.C. Pichery (U. Bourgogne), R. Plasman (U. Bruxelles), G. Schamel (Humboldt-U. Berlin), H. Serbat (Fed-Eco), M. Terraza (U. Montpellier).

**Local Committee :** **K. Storchmann (U. Yale et Trêves)**, L. Clemens (U. Treves), B. Frick (U. Witten/Herdecke), F. Irsigler (U. Treves), D. Sadowski (IAAEG)

***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.- impacts of global warming

**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 (appellation contrôlée, 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-enological aspects, organoleptic characteristics of the products -sensoral competences, wine tasting.

**Deadline : February 25, 2007**

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