

**Joined Scientific Program-  
Vineyard Data Quantification Society  
European Association of Wine Economists  
American Association of Wine Economists**

**Wednesday May 23<sup>rd</sup> 2007**

17h00– 20h00 : Registration Desk and Welcome Drink

**Thursday May 24<sup>th</sup> 2007**

08h15– 08h45 : Registration Desk

**08h45– 09h45 : Opening Session**

Welcome Speech

Dieter **Sadowski**

Director of the Institute of Labour Law and Industrial Relations  
in the European Community, Trier University

Keynote Speech

Steffen **Schindler**

German Wine Institute  
Introduction to German Wines

**10h15– 12h15 : Environment**

Chaired by Orley **Ashenfelter**

Pour une gestion environnementale de la protection du vignoble  
Adeline Ugaglia, Bernard DelHomme, Aline Elitcher, ENITABordeaux

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

Clarisse **Cazals**, Université de Bordeaux IV

First Approach of the Economic Implications of a Climate Change within the Wine Sector  
Françoise **Bourdon**, Marie-Claude **Pichery**, Université de Bourgogne

Elaboration d'un modèle technico-économique pour évaluer le coût des pratiques  
techniques respectueuses de l'environnement sur une exploitation viticole

Adeline **Alonso Ugaglia**, Bernard DelHomme, Jérôme Steffe, ENITABordeaux

Climate Change Adaptation Strategies in Viticulture

Manfred Stock, Thomas Kartschall, Martin Wodinski, Potsdam Institute for Climate  
Impact Research

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

Karl **Storchmann**, Whitman College

Using a Hedonic Model of Solar Radiation to Assess the Economic Effect of Climate  
Change: The Case of Mosel Valley Vineyards

Orley **Ashenfelter**, Princeton University; Karl Storchmann, Whitman College

12h15– 12h30 : Brief Intervention

Steve **van Ausdle**

President of the Walla Walla Community College  
About Walla Walla Reds Wines

**13h30 – 15h30 : Wines' World Trade**

Chaired by Robert **Plasman**

Popularizing Wine Consumption in Korean Market

Kim **Bok-rae**, Andong National University

Do Expert Ratings or Economic Models Explain Champagne Prices in Scandinavia?  
Jan **Bentzen**, Valdemar **Smith**, Aarhus School of Business, University of Aarhus

Déterminants de la performance export des PME : application aux entreprises  
vitivinicoles françaises

Carole **Maurel**, University of Avignon

New Wine in Old Wineskins? Is Globalization Good for Wine Drinkers in the United States?  
Omer Gokcekus, Andrew Fargnoli, Seton Hall University

Critical Exposure and P-Q Relationships for New World Wines in the U.S. Market  
Peter W. Roberts, Emory University, Ray Reagans, Carnegie Mellon University

An Econometric Analysis of a Wine Import Function for Brazil

Susan **Schommer**, Instituto de Matemática Pura e Aplicada (IMPA)

Tracing International Wine Marketing Research - a Three Ways Assessment

René C. G. **Arnold**, Dipl. Betriebswirt (FH)

**16h00 – 17h00 : Financial**

Chaired by ? AAWE

Collective Bargaining Strategy for Quality Investment in the AOC Vineyards

Jean-Baptiste **Traversac**, INRA, Daniel Steinchen, Université de Picardie

Capital Structure Determinants: an Empirical Study of French Companies in the  
Wine Industry

Jean-Laurent **Viviani**, Université de Montpellier

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

Alfredo **Coelho**, Jean-Pierre Couderc, Jean-Louis Rastoin, SupAgro Montpellier

Torage-Based Financial Engineering in German Wine Business

Erik Schweickert, KIRBIS AG, Jon H. Hanf, Leibniz Institute for Agricultural

Development in Central and Eastern Europe

**17h30 – 19h30 : Wine Supply**

Chaired by Maurizio **Ciaschini**

Do Taxes Produce Better Wine?

Martin **Ljunge**, University of Copenhagen

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

Christophe **Deola**, Bertrand Léger, INRA; Olivier Naud, Cemagref, Adeline Ugaglia,  
ENITABordeaux

Forecasting Wine Crops: An Application to the Herault's Department

Leslie **Aymard**, Michel Terraza, Université de Montpellier

Balancing Between Tradition and Innovation – French Wines from the Bordeaux  
and the Languedoc-Roussillon Regions

Sylvaine Castellano, Olga Ivanova, EDHEC

Identification of Stochastic Processes for an Estimated Icewine Temperature  
Hedging Variable

Don Cyr, Martin Kusy, Brock University

Corporate Strategies under Economic Regulations in the German Wine Growing Industry  
Rainer Kuehl, University of Giessen, Erik Schweickert, KIRBIS AG

An Assessment of State Sponsored Agriculture Commodity Programs:

The Case of the Texas Wine Marketing Assistance Program

Roger D. Hanagriff, Michael H. Lau, Sara Rogers, Sam Houston State University

Reputation and Firm Survival in a Competitive Environment: Empirical Evidence  
from the German Wine Industry

Bernd **Frick**, Witten/Herdecke University

New Wines in Old Bottles? The Case of Quality Wines and Distillation Measures in the EU  
Evens Salies, OFCE, Bodo Steiner, University of Alberta

20h00 Dinner in the Ruins of Roman's Bath

(sponsored by German Wine Institute)

Friday May 25<sup>th</sup> 2007

The assistance and the participation in conferences SQG are free for the participants of VDQS-AAWE conferences

### Society of Quantitative Gastronomy

09h30 – 10h00 : Keynote Speech

Is Breakfast Really Free? Evidence from French and Italian Hotels

George E. **Johnson**

Department of Economics – University of Michigan

10h30 – 12h00 : Session SQG

Chaired by

Reading a Plate

Nir **Dudek**

Portuguese Menus in 19<sup>th</sup> Century

Isabel M. R. Mendes **Drumond Braga**, Universidade de Lisboa

What are bollicine Good for?

Experimental Evidence on Individual Preferences on Food-Wine Matching

Matteo Maria **Galizzi**, University of Brescia and University of York

Explaining the Determinants of Price in Top European Restaurants

Frédéric **Warzynski**, Universidad Carlos III de Madrid and Center for Corporate Performance, Aarhus School of Business

Quality Evaluation by Experts and Consumers: Evidence from a Sample of New-York City Restaurants

Olivier **Gergaud**, Université de Reims et Université de Paris 1

Karl Storchmann, Whitman College

Vincenzo Verardi, Université Libre de Bruxelles et Université de Namur

### 13h30 – 15h00 : Intellectual Properties

Chaired by ? (AAWE)

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

Guenter **Schamel**, Free University of Bozen-Bolzano

The Social Dimension of 'Goods of Taste', Application to Wines Labels

Christophe **Terrien**, IUT de l'Aisne

Vineyard Protection: Intellectual Property Rights and Sanitary Standards

Elci **Ceyhun**, London South Bank University

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

David **Menival**, Université de Reims

The Value of Designations of Origin in Emilia-Romagna

Silvia **Gatti**, University of Bologna

Investissement immatériel et performance: cas des entreprises vitivinicoles françaises

Paul **Amadiou**, Jean-Laurent Viviani, Université de Montpellier I

### 15h30 – 16h30 : Others

Chaired by ? (AAWE)

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

Andrea Morrison, U. del Piemonte Oriental, Elisa Giuliani, U. Sussex,

Carlo Pietrobelli, U. di Roma Tre, Roberta **Rabelloti**, U. del Piemonte Oriental

Overview of the German Wine Market – Situation and Business Challenges

Jon H. Hanf, Leibniz Institute for Agricultural Development in Central and Eastern Europe, Erik Schweickert, KIRBIS AG

A Live in Wine: Ernest Gallo (1909 – 2007)

Tony Lima, California State University, Norma Schroder, CEO

Réseaux d'entreprises et pouvoir de marché dans la filière vin en France

Jacques **Calvet**, Nathalie Guibert, U. Avignon; Jérôme Villaret, Inter-Rhone

### 17h00 – 19h30 : Consumption and Tasting

Chaired by Marie-Claude **Pichery**

Adapting to New Market Demands: Two Initiatives by the Bordeaux Wine Industry  
Pierre **Mora**, Bordeaux Ecole de Management

Millesimée Pas Operè versus Gran Cuvée Satin Estimation of a Hedonic Price

Function for the Franciacorta Bollicine

Matteo **Galizzi**, U. of Brescia

Effects of Non Sensory Cues on Perceived Quality : the Case of Low Alcohol Wine  
Josselin **Masson**, François D'Hauteville, Montpellier SupAgro; Philippe Aurrier, U. Montpellier II

Positioning of Wine Regions: Old or New World Branding Models

Chris **Easingwood**, Manchester Business School

Assessing the Reliability of Wine Tasting: Differentiating Levels of Clinical and Statistical Meaningfulness

Domenic **Cicchetti**, Yale University

The New Structure of the California Wine Industry

Tony Lima, California State University, Norma Schroder, CEO

Standards for Quality and the Coordinating Role of Critics

Greta Hsu, University of California, Peter W. Roberts, Emory University, Anand **Swaminathan**, University of California

Identifying Different Influences of the Evaluation of Wine

Gergely **Szolnoki**, Research Institute of Geisenheim

Bowling Alone, Drinking Together

Paolo Buonanno, University of Bergamo,

Paolo Vanin, University of Padua & Pompeu Fabra University of Barcelona

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

Karl Gunnar **Persson**, Institute of Economics, University of Copenhagen

20h00 Visiting the older cellar of Germany : reception and dinner  
(sponsored by Vereinigte Hopitien)

### Saturday May 26<sup>th</sup> 2007: Tasting and Tourism

09h30 : Departure for transfer by bus to BernKastel

12h00 : Arrival

15h00 : Boatship to Traben-Trarbach

Tasting wines on board

16h30 : Transfer by Bus to Pünderich

Brunch and Tasting with Clemens and Rita Busch

18h30 : Return to Trier by bus

Nota: - Names written in fat size are those of persons who come to Trier (or have submit the contribution and not yet confirm);  
- The ~~crossed~~ contributions are those which will not be presented at Trier. At least, the abstract of the communication is on-line  
- The ~~crossed~~ names are those of persons who will not present to Trier