



Comparison of Risk Perceptions by Wine Producers: An Empirical Study in Chile

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Abstract. The objective of this study is to investigate the perception of Chilean wine producers on major sources of risk. We conduct a factor analysis using the Varimax rotation method and a ranking of the sources of risk in accordance with the importance assigned by producers. We analyse the impact of size and forms of participation of producers in the management (owner / shareholder or manager / administrator) on risk perception. The information was compiled between January and October 2007 through a questionnaire. The sample is composed of 104 companies from major valleys and regions of Chile. An important finding indicates that the exchange rate is seen as the principal source of risk by producers, which has an impact on monetary policy and on the availability of instruments for exchange rate risk management.

Key words: Exchange rate, factor analysis, risk management, risk perception, varimax rotation, ,