Wine economics and economists in Europe: a story
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At the end of the 80s and in Europe, aspects of vitiviniculture were almost untreated by economists. The technical aspects (culture, biology, ampelography, phytosanitary protection, winemaking, ...) were treated by agronomists, biologists, ampelographers, wine maker, ... (Roger, 2010). Marketing people were already in this field. The aim of this presentation is to relate the story of VDQS (Vineyard Data Quantification Society) then EuAWE (European Association of Wine Economists, 2008 in Collioure) since a first and founding meeting in Geneva in December 1988. Economists and Econometricians decided to create a group devoted to wine and its different fields; their fundamental concern was to serve the actors of the wine sector with the scientific techniques of analysis mastered by econometricians and quantitative economists. The founding members were from France, Switzerland, Belgium, Netherland. In this domain, this first French association wishes to gather all the European specialists, and the world's best specialists about wine. The objective set out in the statutes were to promote the exchange of research in theoretical and applied enometrics, to promote relationships between its members, to encourage teaching and research, to establish contacts with individuals and groups who have similar interests.

A first meeting in Porrentruy (1991) proved that this new field had potential interest. The beginnings were labored and recognition of the interest of this search topic was difficult with the colleagues who saw there only a pleasant occasion with libations. For this new field in Economics, very few academic people use to have enough research to present, wine being a marginal concern for them. It’s why meetings were organized only every 18 months. It's only since 2000 that regular meetings stand each year. It was necessary to invest the theme for research and publications. Research in wine applied economic techniques for analysis of markets, models of consumption, demand analysis beyond the analysis of usual behaviors in marketing, hedonic analysis from Rosen, 1974; statistical processing tools were privileged.

From the first symposia, non-European economists joined (from USA, Australia, New-Zeeland, Japan, South Africa). Beyond talks between confirmed researchers, meetings provoking fruitful exchanges, offering opportunities and possibilities of stays of young PhD students in foreign teams, permitting also new research fields. Originally from wine producing countries, it appeared then that the wine people's concerns were often specific to a country because of the mode of management of the markets (purchase of the grapes, separation of activities, ...), different situations and concerns from one country to another one. If beginnings have been difficult, 27 years and 25 meetings after, the field has its place. European countries (10) have hosted the meetings as well as two American countries (North with USA, South with Chili).

An important problem: to publish in economic review has been a difficulty; even if a paper was technically perfects, it could not interest the readers of economics reviews. The same difficulty has arisen with attempts to publish books. Such a situation did not incite teachers to invite young researchers in such a field. However meetings were an opportunity for them to improve their research. and theses were developed in France (Reims, Montpellier, INRA Paris, Bordeaux, Toulouse, ...), Italy, Spain ... with a new generation of young people more involved than in the past in the wine economy. Fortunately, the situation has changed.
After classical fields for Economists and wine industry such as demand, production, market, international trade, security, health ..., an opening to new aspects appeared as absolutely necessary because more and more relevant for wine industry. May be the first one has been introduced as a consequence of the global warming with its effects (both positive and negative) on viticulture and wine industry; some geographers, climatologist (Jones, 2009) use precise statistical information and methods. Then wine appears as a financial support for investment (concept of fine wines), new category of researcher have been interested (Masset, 2010); also legal aspects (Georgopoulos 2014) with internationalization of trade (competition concerns, protection of products and consumers, ...). More recently, experimental economics and tourism development have been introduced and motivated numerous analytical and statistical studies. These various research introduce too risk and environmental aspects. A reference work was published by Palgrave macmillan "Wine Economics: Quantitative Studies and Empirical Applications" (2013) awarded by International Organisation of Vine and Wine: OIV in 2014. Moreover, interest of the multidisciplinary aspects of the vineyard and the wine were largely helped by the creation of the UNESCO Chair "Culture and Traditions of Wine" founded in October 2006 at the University of Burgundy. Some information will be given concerning the website of VDQS, other wine association (AWBR - Academy of Wine Business Research since 2003 with marketing and business, AAWE since 2007 in USA) and wine publications, as well as the development of the teachings concerning this field.

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