The idea of a group of Economists and Econometricians members of Applied Econometric Association (AEA)

* to open a new field of research after Health Econometrics, they choose wine

* after an intense brainstorming during years 1989-1990

a name – an association

a neutral and non wine meeting place for a first conference,

A name: OEnométrie - Enometrics from Oenomètre

Instrument for measuring the alcohol level of wine

Science dedicated to the measurement of activities and products related to wines and spirits

From yesterday in a restaurant in Beaune
An association

Vineyard Data Quantification Society

misappropriation of the acronym AOVDQS
Appellation d’Origine
Vins Délimités de Qualité Supérieure

born during the Second World War, formalized in 1949
fallen into disuse during the 80s

but importance of DATA and QUANTIFICATION

The first association of Econometricians and Economists
in the field of wine
http://www.vdqs.net/fr/
http://www.vdqs.net/uk/

* A success then a desire and decision to continue
  because of potential interest
  There was matter for economists
  And a lot of friendly meetings!

* An opportunity to provide useful advice on the correct use
  of statistical data and their relevant processing
  by newly proposed quantitative techniques
  (especially for the use of time series)

A first meeting
neutral and non wine place
Porrentruy (canton of Jura in Switzerland)
a small town just over 6000 inhabitants

An experiment in April 1991
13 presentations

employment, price, inventory management, harvest
declaration, market and international trade,
but also medical analysis, road safety ...

The official creation
The statuses have been deposited at
Préfecture de Dijon (Côte d’Or, France)
July 15, 1991

VDQS appeared on
"Journal Officiel de la République française"
JO August 7, 1991
Founding meeting
28 April 1991

17 Founding members from France (9), Switzerland (4), Belgium (3), Netherland (1)

The fundamental concern was

* to serve the actors of the wine sector
* with the scientific techniques of analysis mastered by econometricians and quantitative economists

The objectives

* to gather all the European specialists, and the world's best specialists about wine
* to promote the exchange of research in theoretical and applied econometrics
* to promote relationships between members
* to encourage teaching and research
* to establish contacts with individuals and groups who have similar interests

9 European Presidents
Enometrics

* a new field, with a quantitative, human, social, cultural, spatial, temporal vision, ...

* a study of alcoholic beverages in economic, cultural, social and medical aspects ... in both positive and negative dimensions

non-European Economists joined from the second meeting

Verona 1993 - Orley Ashenfelter
« Weather and the quality of vintage wine how efficient is the market? »

Napa Valley 2001 - Kym Anderson

USA, Australia, New-Zealand Japan, South Africa

27 years after
25 meetings after

Welcome in Dijon in 2018
Capital City of Ducs de Bourgogne
Capital City of Bourgogne

UNESCO Chair “Culture et Traditions du vin” supported by Université de Bourgogne
the only chair in the world devoted to wine

Future headquarters of the Cité Internationale de la Gastronomie et du Vin
25 conferences in Europe (23) and America (2)

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
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<tr>
<td>1991</td>
<td>Porrentruy (CH)</td>
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<td>Dijon (F)</td>
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<td>2006</td>
<td>Bordeaux (F)</td>
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<td>2008</td>
<td>Collioure (F)</td>
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<td>2001</td>
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<td>Angers (F)</td>
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<td>2013</td>
<td>Taíca (Chili)</td>
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<td>2015</td>
<td>Brno (Czech republic)</td>
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<td>2017</td>
<td>Bologne (I)</td>
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But the beginnings were difficult

* some colleagues saw only conferences as a pleasant occasion with libations and happy moments without serious discussions

* very few academic people use to have enough research to present a paper every year

* wine was a marginal concern for academic people or a recreation, a personal interest

And a new designation

EuAWE

Collioure - 2008

* difficulties to access and publish in economics review (refusal of *The Economic journal*) to publish a paper, technically perfect "but that would not interest the readers!"

* hesitation of Professors to propose researches for new PhD students, may be not recognized or accepted by the profession for an academic career

* but expertise provided to young researchers in the use of statistical techniques and interpretations of the result

* statistical processing tools were privileged
a turning point in the mid-90s with statistical works and use of statistical data based on behavioral models

- particularly hedonic model from Rosen (1974) or discrete choice models (70s)

- annual meetings as early as 2000

2000 Nobel Prize Daniel McFadden
“for his development of theory and methods for analyzing discrete choice”

In 2001 in Napa Valley, he welcomed “the year’s annual meeting of the Vineyard Data Quantification Society, an international group that focuses on the quantitative and analytic study of vineyard and wine technologies”

The occasion of a fantastic tasting of wine from his historic “ghost” winery property in Soda Canyon - Simboli 1995
Cabernet Sauvignon 79%  Cabernet Franc 15%  Petit Verdot 6%

For young researchers

- multiple opportunities and possibilities

- fruitful exchanges with seniors

- opportunity of building academic networks

- opportunity to consider postdoctoral stays in foreign laboratories and teams
Research and Theses in Wine Economics

The conferences were an opportunity to encourage the development of teaching and research in the field of wine economics.

First theses in Reims, Paris I, Paris II, Montpellier, Perpignan, Bordeaux, Toulouse, ...

and new PhD in Economics from 2000 ready and accepted for an academic career.

An innovation with Experimental sessions

* sealed bidding in three conditions
  blind tasting, partial information, full information
  Ajaccio 1998

* champagne tasting and pricing
  Reims - Epernay 2000

Wine Tasting of red wine and Sensorial Evaluation

organized by Pascal Schlich
INRA and Centre des Sciences du Goût et de l’Alimentation (CSGA)
with statistical treatment by Bernard Burtschy
Dijon 2004

American wine Napa Valley 2001
Beer tasting Namur 2009

Sicilian wines Palermo and Sweet wines Marsala 2010
New fields – new aspects

in economics and neighboring fields

more and more relevant for viticulture and wine industry

Tourism and wine tourism
wine roads

Silvia Gatti (Bologne)
Ajaccio - 1998

Climatology and consequences of global warming

Greg Jones
(Southern Oregon University then Linfield College)
Dijon, 2004

Legal aspects - Wine and Law

Théodore Georgopoulos
(Université de Reims)
Palerme, 2010

Director of the "Law & Wine" program
Droit du vin et santé publique
OIV Award -2016
Financial assets for investment in wine

**Philippe Masset et Jean-Philippe Weisskopf**
École Hotelière de Lausanne
Angers, 2011

Experimental Economics and WTP - Willingness To Pay
de-alcoholization to mitigate the effect of global warming

**Pierre Combris - Eric Giraud-Héraud (INRA)**
Lyon 2014

Sustainable vinegrowing and winemaking
in multiple occasions
by colleagues from ENITAB (École nationale supérieure
des sciences agronomiques de Bordeaux) then

**Bordeaux Sciences Agro**

Opening of new courses and new diplomas
in the field of wine
tourism, culture, social and human sciences
history, geography, archeology
climatology ...

to respond to a new social demand
* Universities and Business schools
  Groupe ESC Dijon Bourgogne
  Mastère spécialisé
  “Commerce international des vins et spiritueux”
  late 80s
* general and professional curriculum
* continuing education, short skills training
* DU – Diplômes d'Université in Culture, Wine tourism, Tasting, ...

Awards

* Samantha Schmid Award since 2008

VDQS – EuAWE: a precursor in organization of International Scientific Wine Conferences

AWBR Academy of Wine Business Research
10 International Conferences since 2013
next January 2019 – Stellenbosch

AAWE American Association of Wine Economists
11 International Conferences since 2007-2008
next June 2018 – Ithaca (NY – USA)

* Liquid Assets Award personaly offered by Orley Ashenfelter (2002-2008)

* Local or regional Prize for the Outstanding Presentation then for the Best young researcher
Scientific diffusion - Publication

difficult beginnings

* some contributions published in 4 Scientific Cahiers of OCVE - Observatoire des conjonctures vinicoles européennes
  N°1 April 1997   N°2 September 1998
  N°3 March 2000  N°4 July 2011


Scientific diffusion - Publication

A review (2008-2012) when open documents online


Academic Associations

International Association of Agricultural Economists

Towards a prosperous, sustainable, well-nourished world!

Academy of Wine Business Research

and a private institution

A website

http://www.vdqs.net/fr/
http://www.vdqs.net/uk/index.asp

With  VDQS Activities  News

WineEcoReports

Bibliographic records

Internet Resources
Journals and Reviews

Agricultural Economics
Journal of the International Association of Agricultural Economists (IAAE) (Vol 1 – 1986)
https://onlinelibrary.wiley.com/journal/15740862

International Journal of Wine Business Research
http://academyofwinebusiness.com/?page_id=33

Journal of Wine Research (Vol 1 - 1990)
Founded by the Institute of Masters of Wine
https://www.tandfonline.com/toc/cjwr20/current

Journal of Wine Economics (Vol 1 -2006)
Journal of the American Association of Wine Economists (AAWE)
https://www.wine-economics.org/journal/

Wine Economic and Policy (Vol 1 -2012)
Production and Hosting by Elsevier B.V. on behalf of UniCeSV, University of Florence
https://www.journals.elsevier.com/wine-economics-and-policy/

Some books of conferences speakers

By way of conclusion

* the initiators of EuAWE are proud to have opened a new field of academic research

* they are quite satisfied having succeeded in bringing together the world’s viticultural countries

* they are proud to have allowed young researchers to invest this field
Thanks for your attention