



Are Voluntary environmental Approaches (VEA.) in the Vine Growing a Support for Products Differentiation Strategies?

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The aim of the article: It is a usual thought that firms adhere to voluntary environmental approaches (VEA.) in order to build their “green” reputation. We mobilize here the worlds of production approach, and realize an empirical work to show that the aim of the VEA, in the vine growing, do not fit with only one search for products differentiation.

We present an analysis of the variety of the VEA. The VEA is a generic term that means : “ all the free contracts of the firms aiming at improving their environmental performance beyond legal requirements, in the limits of formal or informal system”.

Today, various empirical and theoretical works show strategic dimension of VEA: response to requirements of distributors... Consequently, opportunist and environmental behavior could explain emergence of VEA.

In the vine growing, the VEA are diversified but joint however around two types of practices a priori alternative: organic farming (OF) or integrated farming (IF). Each one of them joining in various labels, private marks...

The article aim is to analyze these various strategies of differentiation through the worlds of production model suggested by the economy of conventions. This model enables to focus on these strategies by locating them in a coherent space where producers and applicants coordinate each other. Thus, each product is defined by an environmental quality and constitutes the focal point of the coordination of the activities within a possible world of production protecting the environment. Then, it is possible to demarcate the protective real world of the environment in which the producers move. Consequently, the plurality of the VEA can be analyzed through a limited number of coherent frameworks which constitute a model where four possible world of production protecting the environment are articulated.

Two principal stages of work are presented in this article. First of all, we explain the construction of the model of possible worlds of production protecting the environment. Then, we present the real worlds of protector production of the environment based upon an investigation carried out by postal way near 1600 wine growers registered in OF or IF.

Secondly, we carry out an applied econometric study, leading to match the coexistence of various real worlds of protector production of the environment within the vine growing. This work results show that strategies of differentiation of the products currently hold a limited place. They also reveal that in this supply chain, each VEA. lies on a set of coherent reference marks shared by the producers.