

BEAUNE, 22 May 2018
THE ECONOMICS OF CIDER
1st International Workshop

BSB-School of Wine and Spirits Business

CAMPUS BEAUNE
6, rue Vergnette de Lamotte
21200 Beaune

9:00 Registration and coffee

10:00 Welcome Address

By Jérôme Gallo (Burgundy School of Business)

Introduction to the Economics of Cider

The Economics of Cider: Definition and Prospective

By J.F. Outreville (BSB, Dijon) and L.M. Cloutier (ESG UQAM, Montréal)

10:30 - 12:00 Session 1

1.1 Cidery Business Models in Québec: A Design Science Approach

Authors: L. Renard (ESG UQAM, Montréal) and L.M. Cloutier (ESG UQAM, Montréal)

Discussant: E. Le Fur (INSEEC Business School, Bordeaux)

1.2 The Resilience of a Traditional Activity: The Case of the French Cider Industry

Author: G. Detchenique (ESSCA, Université Caen Basse-Normandie)

Discussant: E.M. Laviolette (Toulouse Business School)

1.3 Attitude, Habits and the Willingness to Pay for Artisanal Cider

Authors: E. Le Fur (INSEEC Business School, Bordeaux) and J.F. Outreville (BSB, Dijon)

Discussant: M.-C. Pichery (Université de Bourgogne Franche-Comté)

12:00 - 14:00 Lunch

14:00 - 16:00 Session 2

2.1 Economic Case Studies of Producing Cider Apples in New York State

Authors: G. Peck (Cornell Univ., Ithaca, NY) and W. Knickerbocker (Cornell Univ., Ithaca, NY)

Discussant: E. Montaigne (Montpellier SupAgro-INRA)

2.2 Identity Reconstruction among Cidermaker Entrepreneurs in Québec

Authors: S. Arcand (HEC Montréal), E.M. Laviolette (Toulouse Business School), L.M. Cloutier (ESG UQAM, Montréal) and L. Renard (ESG UQAM, Montréal)

Discussant: G. Detchenique (ESSCA, Université Caen Basse-Normandie)

2.3 Where is the Value: Quality Control or New Property Paradigm? The Emergence of Geographical Indications in Canada

Author: P.-E. Moyse (McGill University, Montréal)

Discussant: G. Peck (Cornell University, Ithaca, NY)

2.4 Explaining the Price of Cider: A Case Study in Québec

Authors: J.F. Outreville (BSB, Dijon) and E. Le Fur (INSEEC Business School)

Discussant: L. Renard (ESG UQAM, Montréal)

16:00 - 17:00 Cider tasting