

ENOMETRICS VIII

Giannini Foundation & Vineyard Data Quantification Society
Napa Valley
21 - 22 May 2001

Napa Valley College Upper Valley Campus
1088 College Avenue, St Helena
The college is on the Southwest corner of Pope Street and the Silverado Trail

Conference Program

May 21 (Monday)

9:15 Welcoming Remarks by Orley Ashenfelter, Dale Heien and Robert Plasman

Session 1: Wine Market Demand and Supply 9:30 - 12:00

Kym Anderson, University of Adelaide and Glyn Wittwer, University of Adelaide
"Projecting the World Wine Market in 2005: Impacts of Structural and Policy Changes"

Christine Boizot, INRA Paris, "Demand System Estimation With Aggregated Price Index"

Olivier Gergaud, U. Reims and Annick Vignes, U. Reims, "Twilight of the Idols or How One Tastes Champagne with a Hammer"

Evens Salies, University of Perpignan, "A Model of Supply Responses for Table Wines"

Valdemar Smith, University of Aarhus, and Jan Bentzen, University of Aarhus, "Did the French Nuclear Tests Under the Mururoa Atoll Affect the Export of French Wine to Denmark?"

Jeffrey LaFrance, University of California Berkeley, "Optimal Storage and Aging of Wine"

Discussant: Dale Heien, University of California Davis

Lunch 12:00 - 1:30 (at the College)

Session 2: Determinants of Wine and Grape Quality 1:30 - 4:00

Orley Ashenfelter, Princeton University, and Karl Storchman, Yale University, "A Hedonic Model of the Determinants of Mosel Vineyard Quality"

Greg Jones, Southern Oregon University, and Michael White, Utah State University, "Climate Change and Trends in Global Wine Quality"

Sébastien Lecocq, INRA Paris, Pierre Combris, INRA Paris and Michael Visser, CREST Paris, "Is the Average of Expert Tasters' Grades a Good Quality Indicator?"

Olivier Gergaud, ECARES and Victor Ginsburgh, Université Libre de Bruxelles, "Red Wines from the Haut-Médoc: Endowments, Production Technologies and Quality"

Philippe Mahenc, University of Perpignan, and Valérie Meunier, University of Toulouse, "Forward Market and Signal of Quality"

Guenter Schamel, University of Berlin, and Kym Anderson, University of Adelaide, "Wine Quality and Winery, Regional and Varietal Reputations"

Eileen Brooks, Harvard University "Countries as Brands: International Trade in Wine"

Discussant: Daniel McFadden, University of California Berkeley

Session 3: Field Trip and Degustation: 4:30 pm Robert Mondavi Winery

Dinner: 6:30 Trinchero Family Estates – Zinfandel Lane

May 22 (Tuesday)

Session 4: Property Rights and Structure: Effects on the Wine Market 9:30 -12:00

Christian Barrère, University of Reims, and Walter Santagata, University of Torino, "Property Rights, Designations of Origin and Wine Industrial Districts"

Claire Chambolle, INRA Paris, "AOC Versus Marque: Quelle Stratégie pour les Producteurs?"

Carole Doucet, University of Bordeaux, "Structure du Vignoble Bordelais et Impact Économique Local"

Bernd Frick, University of Greifswald, "Does Ownership Matter? Product Prices and Product Quality in the German Wine Industry"

Catherine Laporte, ENESAD Dijon, "The Appellation d'Origine Contrôlée: an Efficient Way to Solve the Problem of Asymmetric Information for the Wine Quality Market"

Eric Giraud-Heraud, Charles Arnaud, Hakim Hammoudi, INRA Paris, "Barrières aux Échanges et Gain de l'Harmonisation des Taxes"

Discussant: Victor Ginsburgh, Free University of Brussels

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Lunch 12:00 - 1:30 (at the College)

Wine Tasting During Lunch: Roman Weil, University of Chicago, "The Death of the Vintage Chart: Parker vs. Prial"

Session 5: Pricing of Grapes and Wine: Contracts and Market Structure, Causes and Consequences 1:30 - 3:30

Pierre Combris, INRA Paris, "Assessing the Effect of Information on the Reservation Price for Champagne"

Jean-Baptiste Traversac, INRA Dijon, "Le Rôle des Stratégies Individuelles dans la Détermination du Prix"

Rachael Goodhue, Dale Heien, Hyunok Lee, and Daniel Sumner, University of California, Davis "Contracts, Quality and Industrialization in Agriculture: Hypotheses and Empirical Analysis of the California Winegrape Industry"

Dale Heien, University of California Davis, "Price Formation in the California Winegrape Economy"

N. Westergaard-Nielsen*, Esben Agerbo**, Tor Eriksson* and Preben Bo Mortensen**CLS and NCRR, University of Aarhus and The Aarhus School of Business, "Alcoholism and labour market outcomes: employment and earnings - a comparison with other mental illnesses"

Discussant: Orley Ashenfelter, Princeton University

Session 6A: The Role of Geography in the Economics of Vineyards 4:00 - 5:30

Silvia Gatti, University of Bologna, "Experiences of Oenologic Tourism in Italy"

Attila Szabo, Botos E., Kollanyi L., Szenteleki K. Kecskemet and Budapest, "Geographical Information Systems for Vineyards Cadastral Inventarization"

Karoly Szenteleki, Lakner Z., University of Budapest, "The Hungarian Vine Sector on the Threshold of Entering the European Union"

Adina Merenlender, David Newburn, Emily Heaton, Susan Mahler, and Peter Berck, University of California Berkeley, "Mapping and Forecasting Vineyard Development in Sonoma County"

Discussant:

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Session 6B: Econometric Studies of Wine Grape Production 4:00 - 5:30

David Zilberman, University of California Berkeley "Economic Impacts of the Glassy Winged Sharpshooter on California's Fruit Growers"

Hervé Briand, INAO Paris, "L'Appellation d'Origine Contrôlée: des Contraintes au Service de la Réussite Économique"

Robert Eyster, Sonoma State University, Dale Heien, UC Davis and Eric Sims, Robert Mondavi Winery, "Granger Causality and California Winegrape Plantings"

Hyunok Lee and Daniel Sumner, University of California Davis, "Econometrics of Grape Prices in California: The Roles of Grape Supply, Location, Variety, Market Power and Contracted Quality Limits"

Discussant: Danielle Meulder, Free University of Brussels

Awards and Presentations (followed by an informal degustation and dinner): 5:30 pm

Chair: Marie-Claude Pichery, Université de Bourgogne et LATEC

The Award "Verona d'Oenometric" for the Outstanding paper

The Napa Valley Prize for the Outstanding Presentation