

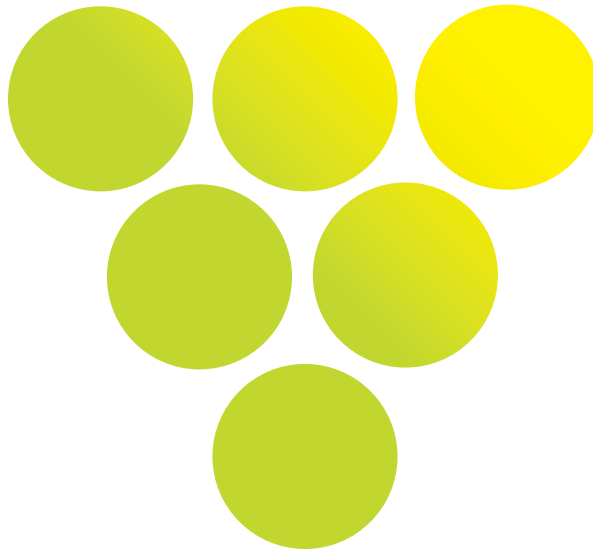
Society for
Quantitative
Gastronomy
SQG

American
Association of
Wine Economists
AAWE

Vineyard Data
Quantification
Society
VDQS

enometrics

wine economics



Trier, May 23-26, 2007

Rheinland-Pfalz



MWVLW/MBWJK

German Wine Institute
Mainz, Germany



Vereinigte Hospitien
Trier, Germany



VEREINIGTE HOSPITIEN

University of
Trier, Germany



Whitman College
Walla Walla, WA, USA

WHITMAN
COLLEGE

VDP Grosser Ring, Weingut Clemens Busch, Puenderich, Weingut Bernhard Huber, Malterdingen,
Bischöfliche Weingüter, Trier, Tourist-Information Trier, Mosel-Saar-Ruwer Wein e.V., Trier,
Priesterseminar, Trier, Staatliche Weinbaudomäne Avelsbach, Trier,
Center for Enology & Viticulture, Walla Walla Community College, Walla Walla, WA

**AMERICAN ASSOCIATION
OF WINE ECONOMISTS**
First Annual Meeting

**VINEYARD DATA
QUANTIFICATION SOCIETY**
14th Annual Meeting

Trier, May 23-26, 2007

PROGRAM

Wednesday, May 23

Welcome Reception and Registration

17.00-20.00

Promotions-Aula
Priesterseminar Trier
Jesuitenstraße 13
Trier

American Association of Wine Economists AAWE

Thursday, May 24

University of Trier, Campus II, Behringstrasse

08:15 – 09:00

Registration and Coffee

09:00 – 10.00 Welcome and Introduction (K 101)

Prof. Dr. Dieter Sadowski, University of Trier

Dr. Steffen Schindler, German Wine Institute

10.30-12.00 Global Warming (K 101) Chair: Orley Ashenfelter

Climate Change Adaption Strategies in Viticulture

M. Stock, T. Kartschall and M. Wodinski (Potsdam Institute for Climate Impact Research)

Identification of Stochastic Processes for an Estimated Icewine Temperature Hedging Variable

D. Cyr and M. Kusy (Brock University)

Wine and Global Warming in Alsace: Evidence from the Little Ice Age

K. Storchmann (Whitman College)

Using a Hedonic Model of Solar Radiation to Assess the Economic Effect of Climate Change

O. Ashenfelter (Princeton University) and K. Storchmann (Whitman College)

12.00-12.30 Pre-Lunch Talk (K 101):

Wine and Rural Development: The Example of Walla Walla

Steve van Ausdle (President, Walla Walla Community College)

12.30-14.00 Lunch at University

Vineyard Data Quantification Society VDQS

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Dr. Steffen Schindler, German Wine Institute

10.30-12.00 Tasting, Evaluation, Reputation (HZ 203)

Effects of Non Sensory Cues on Perceived Quality: the Case of Low Alcohol Wine

J. Masson (Montpellier SupAgro), F. D'Hauteville (Montpellier SupAgro) and P. Aurrier (U. Montpellier II)

The Value of Designations of Origin in Emilia-Romagna

S. Gatti (University of Bologna)

Popularizing Wine Consumption in the Korean Market

Kim Bok-rae (Andong National University)

Brand Image and Regional Reputation: Does it Pay Off to Outperform Your Regional Peers?

G. Schamel (Free University of Bozen-Bolzano)

The Social Dimension of 'Goods of Taste', Application to Wine Labels

C. Terrien and D. Steichen (IUT de l'Aisne)

12.30-14.00 Lunch at University

14.00-15.30 Tasting and Evaluation (K 101) Chair: Bernd Frick

Assessing the Reliability of Wine Tasting

D. Cicchetti (Yale University)

Standards for Quality and the Coordinating Role of Critics

G. Hsu (UC Davis), R. Roberts (Emory University) and A. Swaminathan (UC Davis)

Identifying Different Influences of the Evaluation of Wine

G. Szolnoki (Research Institute Geisenheim)

Tracing International Wine Marketing Research

R. Arnold (University of Heilbronn)

Break

16.00-17.30 Critics and Reputation (K 101) Chair: Guenter Schamel

The Cost of Ignorance: Reputational Rents in the Market for Tuscan Reds

K.G. Persson (University of Copenhagen)

Reputation and Firm Survival in a Competitive Environment:

Empirical Evidence from the German Wine Industry

B. Frick (University of Witten/Herdecke)

Critical Exposure and P-Q Relationships for New World Wine in the U.S. Market

P. Roberts (Emory University) and R. Reagans (Carnegie Mellon University)

A Live in Wine: Ernest Gallo (1909-2007)

T. Lima (CSU East Bay) and N. Schroder (Blue Weasel Productions)

18.00 – 19.30 Guided Tour through Birth House of Karl Marx

***19.30 – open end Dinner at Viehmarkt-Thermen Trier
(ruins of Roman bath)***

*Sponsored by State of Rhineland-Palatinate, German Wine Institute,
and Mosel-Saar-Ruwer Wein e.V.*

Vineyard Data Quantification Society VDQS

14.00-15.30 Environment (HZ 203)

First Approach of the Economic Implications of Climate Change Within the Wine Sector

F. Bourdon, M.-C. Pichery (Université de Bourgogne)

Economic Evaluation of Technical Practices : a Model of Wine Growing Farms

A. Ugaglia, B. DelHomme and J. Steffe (ENITA Bordeaux)

For an Environmental Approach to Vineyard Protection

A. Ugaglia, B. DelHomme and A. Elitcher (ENITA Bordeaux)

Are Voluntary Environmental Approaches (VEA) in Vine Growing a Support for Product Differentiation Strategies?

C. Cazals (Université de Bordeaux IV)

Break

16.00-17.30 Market Structure I (HZ 203)

Do Expert Ratings or Economic Models Explain Champagne Prices in Scandinavia?

J. Bentzen and V. Smith (Aarhus School of Business, University of Aarhus)

Determinants of Export Performance in SMEs: The Case of the French Wine Industry

C. Maurel (University of Avignon)

The Greatest French AOC: A Signal of Quality for the Best Wines.

D. Menival (Univeristé de Reims)

Forecasting Wine Crops: An Application to the Herault's Department

L. Aymard and M. Terraza (Université de Montpellier)

University-Industry Networks in the Wine Industry: Comparing Chile, South Africa and Italy

A. Morrison (U del Piemonte Oriental), E. Giuliani (U. Sussex), Carlo Pietrobelli (U. di Roma Tre) and Roberta Rabelloiti (U. del Piemonte Oriental)

Millesimèe Pas Operè versus Gran Cuvèe Satin Estimation of a Hedonic Price Function for the Franciacorta Bollicine M. Galizzi (University of Brescia)

18.00 – 19.30 Guided Tour through Birth House of Karl Marx

***19.30 – open end Dinner at Viehmarkt-Thermen Trier
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*Sponsored by State of Rhineland-Palatinate, German Wine Institute,
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American Association of Wine Economists AAWE

Friday, May 25

University of Trier, Campus II, Behringstrasse

08:30 – 09:00

Registration and Coffee

09:00 – 12.00 Quantitative Gastronomy (K 101) Chair: Victor Ginsburgh

Keynote Speech:

Is Breakfast Really Free?

Evidence from French and Italian Hotels

George Johnson (University of Michigan)

Break

Reading the Plate

N. Dudek (Israel)

Portuguese Menus in the 19th Century

I. Drumond Braga (University of Lisbon)

What are bollicine good for? Experimental Evidence on Individual Preferences on Food-Wine Matching M. Galizzi (University of Brescia and New York University)

Explaining the Determinants of Prices in Top European Restaurants

F. Warzynski (University Carlos III Madrid and Aarhus School of Business)

Quality Evaluation by Experts and Consumers: Evidence from a Sample of New York City Restaurants O. Gergaud (University of Reims), K. Storchmann (Whitman College) and V. Verardi (Free University of Brussels and University of Namur)

12.00-14.30 Lunch at Staatsweingut Domäne Avelsbach

Wine Sponsored by Domäne Avelsbach

Vineyard Data Quantification Society VDQS

Friday, May 25

University of Trier, Campus II, Behringstrasse

10.00 – 12.00 VDQS General Assembly (HZ 203)

12.00-14.30 Lunch at Staatsweingut Domäne Avelsbach

Wine Sponsored by Domäne Avelsbach

14.30-16.00 Market Structure (K 101) Chair: Donald Cyr

Overview of the German Wine Market: Situation and Business Challenges

J. Hanf (Leibniz Institute for Agriculture Development) and E. Schweickert (KIRBIS)

The New Structure of the California Wine Industry

T. Lima (CSU East Bay) and N. Schroder (Blue Weasel Productions)

Corporate Strategies under Economic Regulations

R. Kuehl (University of Giessen) and E. Schweickert (KIRBIS)

Storage Based Financial Engineering in German Wine Business

E. Schweickert (KIRBIS) and J. Hanf (Leibniz Institute for Agriculture Development)

An Assessment of State Sponsored Agriculture Commodity Programs:

The Case of Texas Wine Marketing Assistance Programs

R. Hanagriff, M. Lau and S. Rogers (Sam Houston State University)

Break

16.30-18.30 Society and Politics (K 101) Chair: Karl Storchmann

Balancing Between Tradition and Innovation.

French Wines from the Bordeaux and the Languedoc-Roussillon Regions

S. Catellano and O. Ivanova (EDHEC Business School)

Bowling Alone, Drinking Together

P. Buonanno (University of Bergamo) and P. Vanin (University of Padua and Pompeu Fabra University)

New Wines in Old Wineskins? Is Globalization Good for Wine Drinkers in the United States?

O. Gokcekus and A. Fagnoli (Seton Hall University)

An Econometric Analysis of a Wine Import Function for Brazil

S. Schommer (IMPA, Brazil)

New Wines in Old Bottles? The Case of Quality Wines and Distillation Measures in the EU

E. Salies (OFCE) and B. Steiner (University of Alberta)

Vineyard Data Quantification Society VDQS

14.30-16.00 Society and Politics (HZ 203)

Positioning of Wine Regions: Old or New World Branding Models

C. Easingwood (Manchester Business School)

Do Taxes Produce Better Wine?

M. Ljunge (University of Copenhagen)

Recent Trends on Mergers, Acquisitions and Financial Investments in the Wine Sector

A. Coelho, J.P. Couderc and J.-L. Rastoin (SupAgro Montpellier)

A Bioeconomic Model to Train Interdisciplinary Research on Reducing Phytosanitary Operations in the Vineyards

C. Deola (INRA), B. Léger (INRA), O. Naud CEMAGREF) and A. Ugaglia (ENITA Bordeaux)

Break

16.30-18.30 Market Structure II (HZ 203)

Capital Structure Determinants: an Empirical Study of French Companies in the Wine Industry J.-L. Viviani (Université de Montpellier I)

Intangible Capital and Performance: the Case of the French Wine Industry

P. Amadiou and J.-L. Viviani (Université de Montpellier I)

Vineyard Protection: Intellectual Property Rights and Sanitary Standards

E. Ceyhun (London South Bank University)

Business Networks and Market Power in the French AOC Wine Industry

J. Calvet (U. Avignon), N. Guibert (U. Avignon) and J. Villaret (Inter-Rhone)

Adapting to New Market Demands : Two Initiatives by the Bordeaux Wine Industry

P. Mora (Bordeaux Ecole de Management)

Collective Bargaining Strategy for Quality Investment in the AOC vineyards

J.-B. Traversac (INRA) and D. Steichen (Université de Picardie)

18.30 - open end

**Reception and Dinner at
Vereinigte Hospitien Trier**

Dinner and Wine sponsored by Vereinigte Hospitien Trier

Saturday, May 26

Bus Tour to Bernkastel

Boat Tour and Vineyard Site Tasting from Bernkastel to Traben-Trarbach with Wilhelm Haag and Katharina Prüm

Picnic and Wine Tasting in Village of Pünderich
with Rita and Clemens Busch

Schedule

9.15 Departure from Porta Nigra in Downtown Trier

11.00 Arrival in Bernkastel

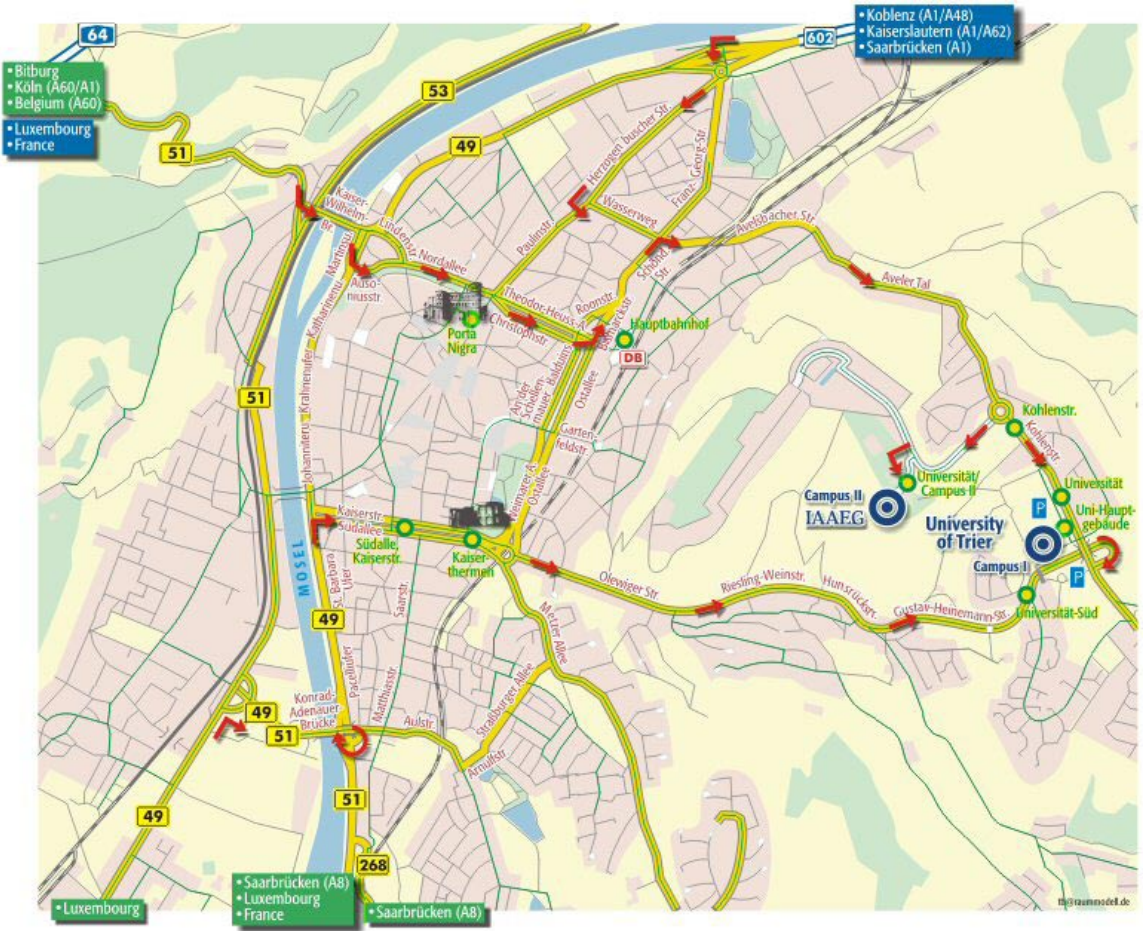
14.00 Boat Departure to Traben-Trarbach

15.45 Arrival in Traben-Trarbach, Bus to Pünderich

18.30 Departure from Pünderich

20.00 Arrival in Trier

*Wine Tastings Sponsored by VDP Grosser Ring and
Weingut Clemens and Rita Busch, Pünderich*



In case you get lost, call Karl Storchmann's cell phone number:
 +1-646-644-2852 (U.S.A.)