

Comparison of local and global wine, Switzerland

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Introduction

- Local and global wine value chains in Switzerland and France
- 2 wine value chains under study:
 - Red wines in the Valais Canton (e.g. Cornalin)
 - Jean Pierre Chenet (in common with France)
- Criteria of distinction between local and global wine:
 - The physical/geographical distances
 - The kind of resources used (e.g. grape variety)
 - The mode of handling (bottle or bulk)
 - The mode of selling (direct sales or supermarkets)
 - The number of intermediaries in the chains
 - The volumes of production

Research Objectives

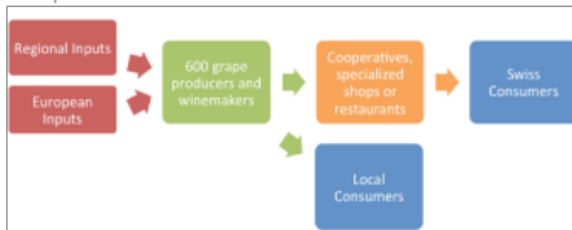
- To analyse the main structures, interrelationships and complementarities between the global and local supply chains for both countries taking into account nature of upstream and downstream relations.
- To examine along the whole supply chain the main performance issues related to diversified attributes and topics such as climate change, resource use, biodiversity, territoriality, food quality and traceability.
- To identify consumer behaviour and practices in relation to wine buying and consumption, including health and nutritional issues and information availability.

Case studies: Local Wine in Switzerland



The local chain: Le Cornalin

- Autocthon variety from the canton Valais
- Little and arduous production
- Endogen consumption
- Little supermarket distribution in Switzerland
- No export abroad



Chain category	Descriptive Parameters	FRANCE	SWITZERLAND
Local	Type of product / Category / Name	Still red wine Various local vine varieties PDO label and without label	Still red wine Various local varieties AOC/PDO label e.g. <i>Cornalin</i> grape variety
	Geographical scope of FSC	Wine production and commercialisation in the <i>Héroult</i> vineyard	Specific grape variety from Valais Canton (SW) Only in Switzerland
	Organization for production / Farmers	Familial domains, direct sale	Group of winemakers, individuals
	Processing –retailing-	Process and retail by winemakers. Bottles sales	
	Marketing channels	Direct sale at winery Patrimonial activities: wine tourism	Sale to 1 intermediary in <i>Héroult</i> Restaurants, hotels, specialized stores
Global	Type of product / Category / Name	PDO in bottle	Bulk wine Pays d'OC (PGI France)
	Geographical scope of FSC	Production in Languedoc-Roussillon region, consumption in Switzerland	
	Organization for production / Farmers	Big domains, small cooperatives	Grape-growers, cooperative members, big cooperatives, unions
	Processing –retailing-	Traditional + Technological wine making process Bottling in the producing region and exported	Industrial import in bulk by traders-bottling in Switzerland
	Marketing channels	Specialized stores, restaurants	Restaurants and retailers, supermarket chains in Switzerland

Method: Attributes and Indicators

Attribute	Indicator	Stage relevance	Data source
Biodiversity	Land management practices	Vineyard	Interviews
	Species Conservation practices		
	Agro-biodiversity		
Consumer behaviour	Willingness to pay	Consumer	Secondary data
	Taste of preference (palatability)		
	Criteria of purchase		
	Convenience		
Contribution to economic development	Fiscal Commitment	Input to retail	Secondary data
	Contribution to employment		
	Economic Productivity		
	Builds human capital		
Creation and distribution of added value	Resource optimization	All stages	Interview
	Net Income		
	Distribution of added value across the chain		
	Wage Level		
Food safety	Gross added Value	Production stages	Secondary data
	Biological, chemical and physical hazards		
	Food safety standards and controls		
	Artificial additive		
	Alcohol content		
Governance	Beneficial nutrients	Vineyard	Interview/secondary data
	Platform for decision making		
	Condition to market entry and expansion		
	Fraud management within the chain		
	Price decision making		
	Complexity of transactions		
Information and communication	Availability of information	All stages	Interview
	Communication along the chain		
	Product Labeling		
	Reflective and shared learning		
Pollution	GHG Reduction Target	All stages	Interview/ Secondary data
	GHG emissions		
	Public Health		
	Soil acidification		
Resource use	Water Pollution Prevention Practices	Big firms, Vineyard	Secondary data
	Water Use Practices		
	Soil and nutrients management practices		
	Material Use practices		
Territoriality	Energy Use practices	Vineyard	Interview/ secondary data
	Productivity		
	Association of product with territory		
	Social cohesion and Conviviality		
	Use of a traditional production process and preservation of local know-how	Vineyard	Interview

Data collection

- Interviews: quantitative and qualitative data collection directly with actors.
- Secondary data: national or regional statistics as well as scientific studies will complete lacking or imprecise data.
- Direct observations: direct observation of packages and websites especially concerning information available.

State of research

- Delay in conducting interviews (started at the end of October 2014).
- Biological problems at the production stage due to the *Suzukii Drosophila*
- Comparison and discussion with the French global chain remains to be done.