

SEMINÁRIO  
Variedades resistentes,  
alternativa aos fungicidas?

Interreg Sudoe

VINO VERT

www.vinovert.eu



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REFLEXÃO

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“Vinhos limpos e bons, Vinhedos responsáveis e empreendedores, Arbitragens dos consumidores”

Social responsibility: a requirement of competitiveness?  
Responsabilidade social: um requisito de competitividade?

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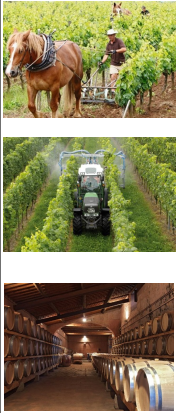
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## VINOVERT

A competitividade à prova da evolução da procura de vinho



Sobrecustos de produção e capacidade real de modificar as estratégias e os comportamentos


Possibilidade de conversão das explorações e de redução dos pesticidas nas parcelas

Análise dos pesticidas presentes no ambiente e no vinho

Redução dos produtos enológicos e garantias de « Naturalidade »



Procura real dos consumidores e cidadãos



<b>GT1,GT2,GT3:</b> Análise da viabilidade técnico-económica dos novos procedimentos-novos produtos (análises custo-benefício)  <b>GT4:</b> Análise dos problemas organizacionais e de comportamento	<b>GT1</b> Inovações varietais e desafios técnico-económicos:  Castas resistentes  Líder : <b>INRA Montpellier</b>	<b>GT2</b> Práticas ambientais e de sanidade:  Produção integrada e biológica, balanço ambiental das empresas  Líder: <b>CREDA</b>	<b>GT3</b> Enologia e mercados:  Redução dos produtos enológicos (especificamente, sulfitos), nos vinhos "Bio" e "Natural". Rotulagem e alegações saúde.  Líder: <b>Univ Bordeaux (GREThA)</b>
<b>Ação 1 :</b> Inovações produtos e viabilidade técnico-económica	<ul style="list-style-type: none"> <li>INRA Montpellier</li> <li>INRA Bordeaux</li> <li>INIAV</li> <li>ADVID</li> </ul>	<ul style="list-style-type: none"> <li>IRTA</li> <li>INRA Bordeaux</li> <li>Martin Codax</li> <li>ISA</li> <li>Univ Compostelle</li> </ul>	<ul style="list-style-type: none"> <li>Univ Bordeaux (Enologie)</li> <li>ISA</li> <li>Coop Buzet</li> <li>Dão Sul ?</li> </ul>
<b>Ação 2 :</b> Inovações na produção e resultados obtidos	<ul style="list-style-type: none"> <li>INRA Montpellier</li> <li>INIAV</li> <li>Ramos Pinto ?</li> </ul>	<ul style="list-style-type: none"> <li>IRTA</li> <li>INRA Bordeaux</li> <li>Martin Codax</li> <li>Univ Compostelle</li> </ul>	<ul style="list-style-type: none"> <li>Univ. Bordeaux</li> <li>ISA</li> <li>Coop Buzet</li> <li>BioLaffort</li> <li>Ecofiltra</li> </ul>
<b>Ação 3 :</b> Procura dos consumidores e mercados experimentais	<ul style="list-style-type: none"> <li>INRA Montpellier</li> <li>INIAV</li> <li>Univ. Bordeaux (GREThA)</li> </ul>	<ul style="list-style-type: none"> <li>CREDA</li> <li>Univ Bordeaux</li> <li>Ramos Pinto</li> </ul>	<ul style="list-style-type: none"> <li>Univ Bordeaux (GrethA et Enologie)</li> <li>INIAV</li> <li>SLU, Uppsala</li> </ul>
<b>GT4 :</b> Organização da fileira e enquadramento institucional.  Líder : <b>ISA</b>	<b>Ação 1:</b> Comportamentos viticultores e empresas	ISA, Univ. Bordeaux, CREDA, Coop Palmela, Coop Tutiac, Coop Martin Codax	
	<b>Ação 2 :</b> Relações interprofissionais	ISA, Univ. Bordeaux, CREDA, CIVL, <b>IVDP, CIVB, PTV</b>	
	<b>Ação 3:</b> Legislação	ISA, Univ. Bordeaux, CREDA, <b>OIV</b>	

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Research










## Resistant varieties and market acceptance: an evaluation based on experimental economics

CONV STANDARD	CONV PREMIUM	ORGANIC	RESISTANT
 45% Sauvignon 25% Chenin/Arriloba 30% Viognier IGP Aude IFT = 19,3 IFT without bioctrl=16,9	 50% Roussanne 30% Grenache B 20% Viognier AOP Languedoc IFT = 12,7 IFT without bioctrl=12,7	 100% Viognier IGP Aude/ Hauterive IFT = 6,2 IFT without bioctrl = 2	 100% Bouquet 3159 Vin de France IFT = 3 IFT without bioctrl = 2
4,70 €	8,90 €	8,00 €	6,00 €

Fuentes Espinoza *et al.* 2018. Resistant grape varieties and market acceptance: an evaluation based on experimental economics. *OENO One*, 2018, **52**, 3, 247-263



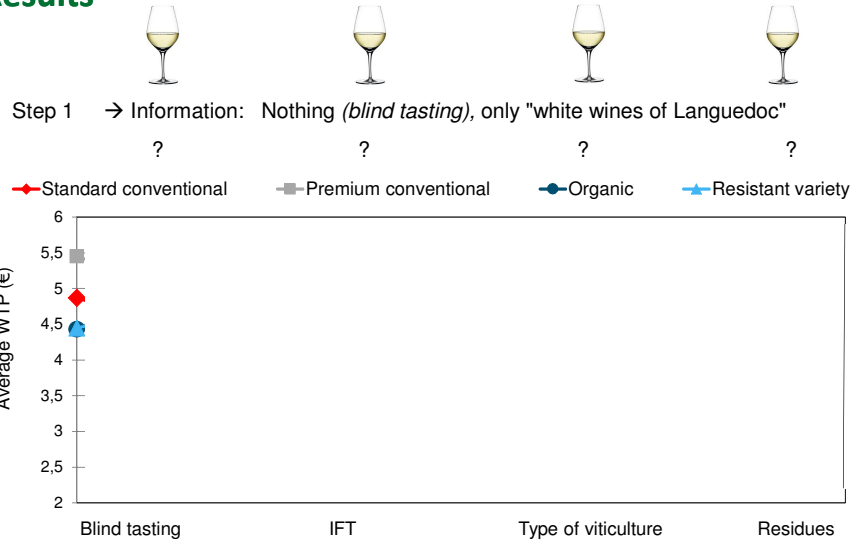
## Experimentation protocol (panel of 163 consumers, 82 women, 81men, average age of 50.8 years (22-81 years old)).

	STANDARD	PREMIUM	BIO	RESISTANT
ETAPE 1 : blind tasting				
ETAPE 2 : IFT	IFT = 16,9	IFT = 12,7	IFT = 2	IFT = 2
ETAPE 3 : type of viti	Conventional wine Traditional grape varieties	Conventional wine Traditional grape varieties	Organic wine Traditional grape varieties	Wine disease-resistant grape variety
ETAPE 4 : residues	Residues of 6 pesticides applied to the vine	Residues of 3 pesticides applied to the vine	Copper Residues	No residues 

**“What is your willingness to pay (WTP) for a bottle of each wine?”**

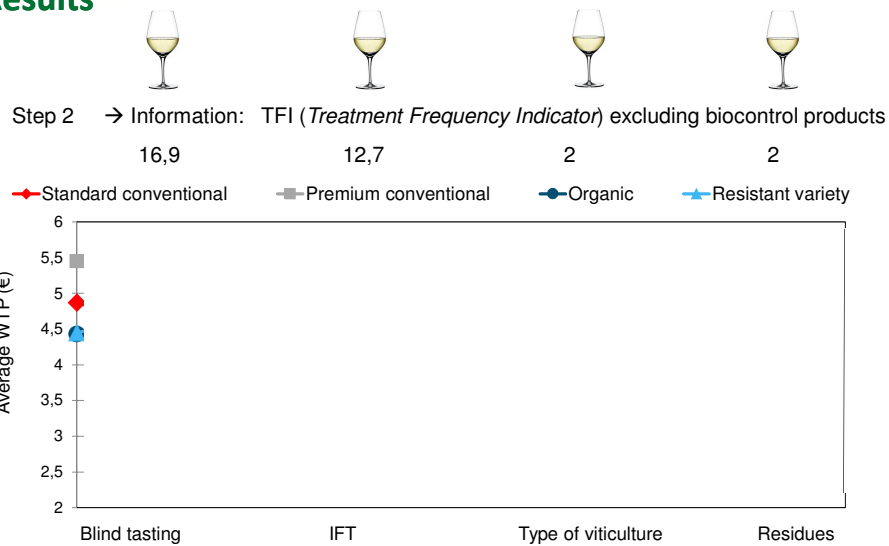
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Results



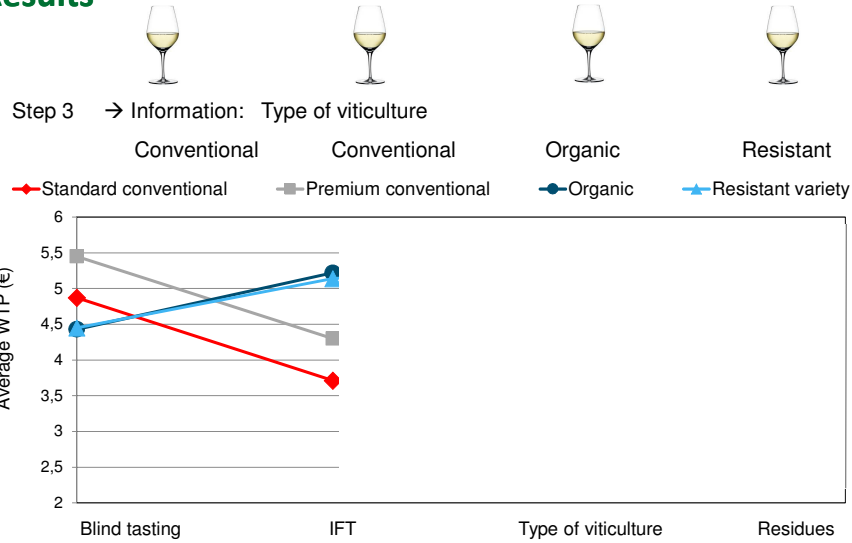
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Results



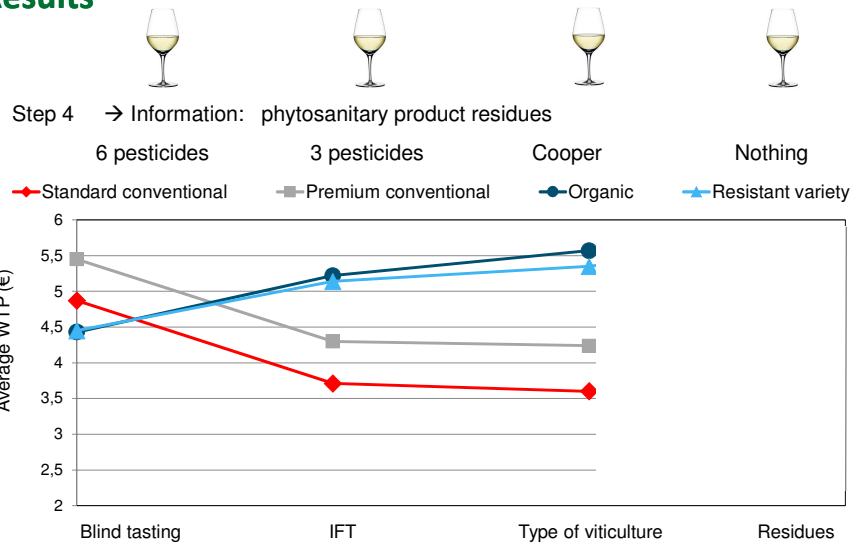
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Results



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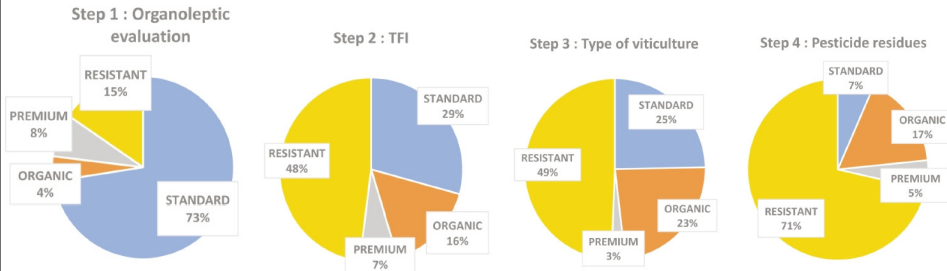
Results



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## Results: Market shares (%) for the 4 wines for each step



- More than half of market share is likely to be taken up by wines from resistant varieties which could gradually replace standard conventional wines;
- Organic wines will probably have a production margin provided that they control the use of copper and production cost overruns;
- Premium conventional wines are likely to retain their minority role in consumption due to their sale price, but they should retain their market share due to their organoleptic quality;
- Standard conventional wines will probably be replaced gradually by wines from resistant varieties.

Fuentes Espinoza *et al.* 2018. Resistant grape varieties and market acceptance: an evaluation based on experimental economics. *OENO One*, 2018, **52**, 3, 247-263