

# **International Society for Horticultural Science, the XII International Conference on Grape Breeding and Genetics**

**Breeding, consumers and market issues;  
main evolutions in the vine and wine industry**

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1. Social and Market science never ceased to support wine industry, along with plant sciences;

Both sciences have evolved in accordance with new issues along the recent history of the vine and wine sector

2. As Plant Breeding is living a great revolution these days, social sciences also are showing big changes: methods become more efficient ... as consumers get harder to define !

3. New methods in social science are preparing better sharing of results and appropriation by industry

*TWO great fields in social and market sciences:*

**1/ Economics ----- Knowledge, Analysis, Law**

*Sociology*

*Economics*

*Anthropology*

*Regulation and laws*

*History etc...*

**2/ Management sciences ----- Knowledge & *Action***

**(on consumers, organizations, etc.)**

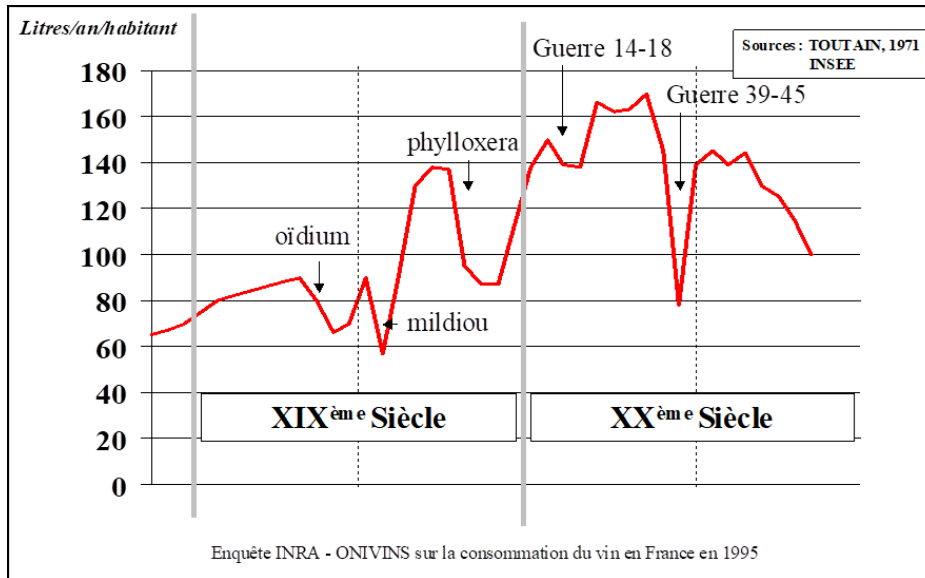
*Marketing,*

*Strategy,*

*Finance*

*Human resource management, etc.*

# 1/ The era of vine development (1850-1905)



***French wine consumption in France XIX and XX centuries : A growing demand***

Sciences, Techniques and Breeding

Mildew, Powdery Mildew, Phylloxera

Rootstock and grafts

Social and Market Sciences

History

Law : Griffe Law (1889)

Wine = fermented grapes must

No Marketing issues !

## 2/ Post Phylloxera Crisis and Solutions (1905-1935)



### Social and Market Sciences

Law: no watering and aromas,  
Repression of frauds (1907)  
Appellations of Origin (1919)

Economics:  
Price Elasticity of Vine  
Production / price

Cooperative economy

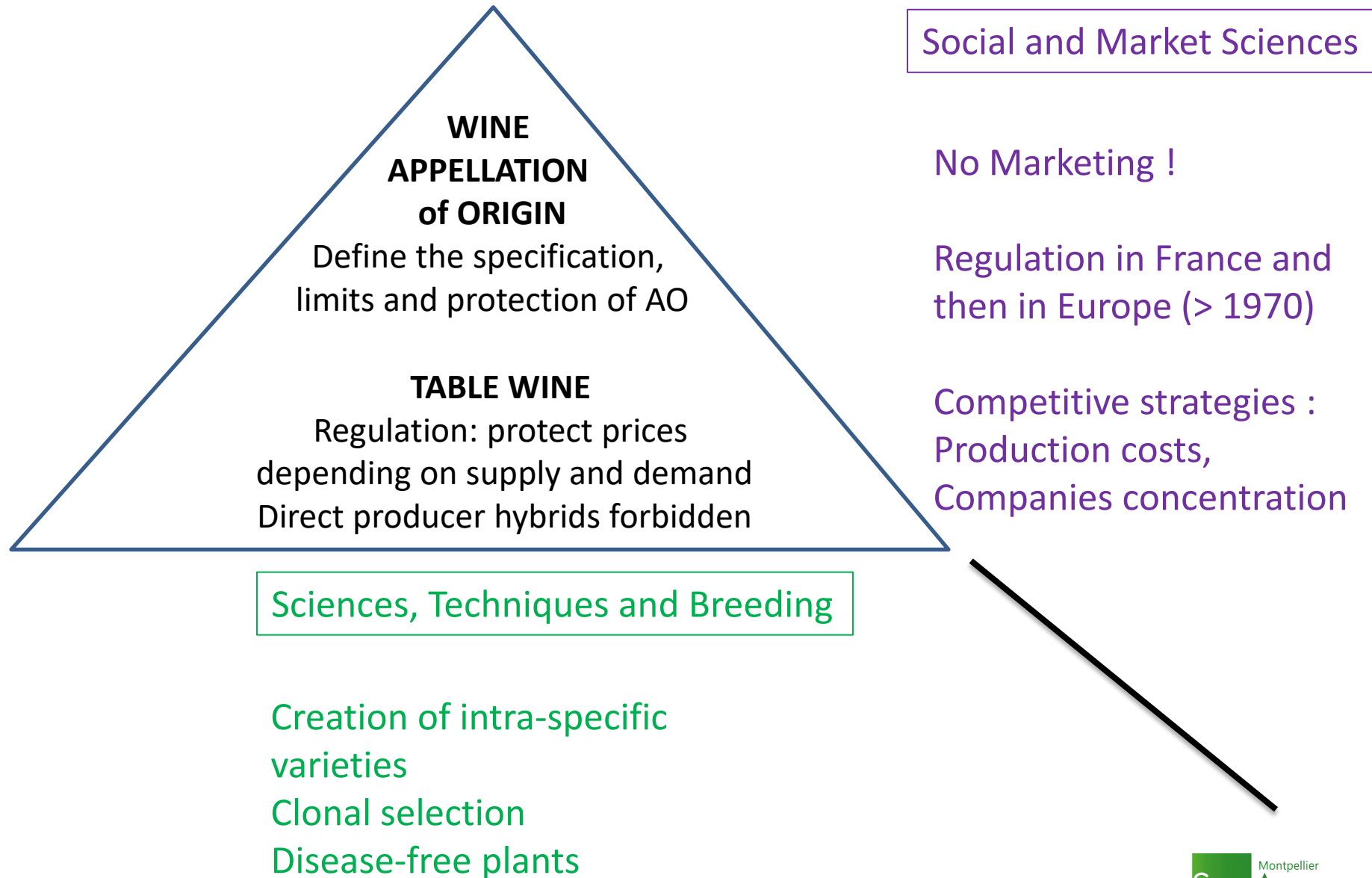
### Sciences, Techniques and Breeding

Mildew, Powdery Mildew,

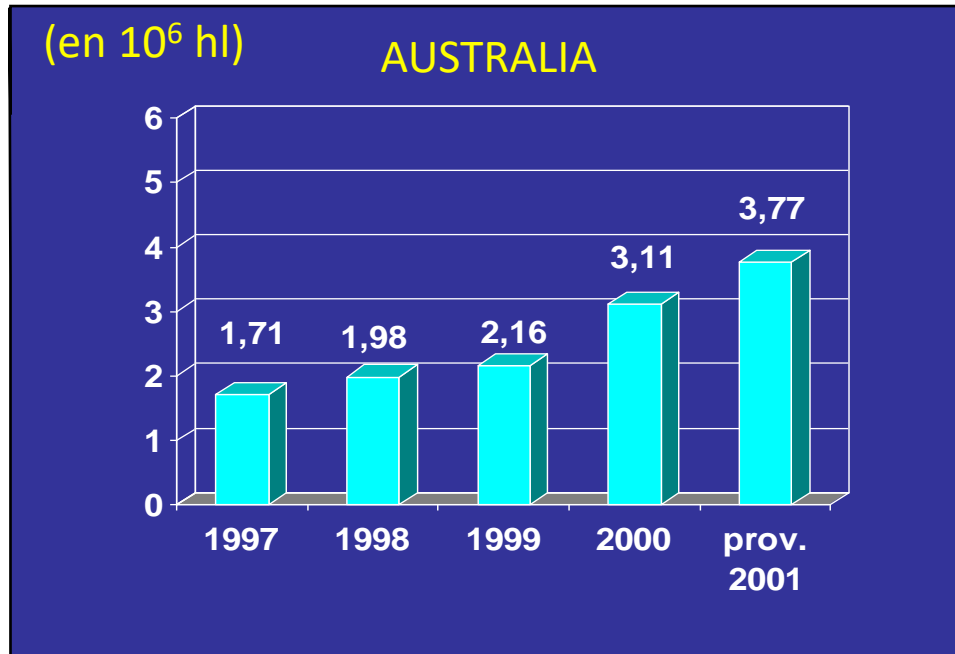
Adapting: Rootstocks to terroirs / Rootstocks to grafts

Direct producers

### *3/ The (1935-1990) period: the definition of wine 'quality' based on terroirs*



## 4/ Globalisation and the advent of marketing (1990-2010)



Sciences, Techniques and Breeding

Terroir effects  
Hydric Stress effects  
Genetic history of varieties  
Genes and grapes maturity

Social and Market Sciences

Economics: tariff and non-tariff trade barriers  
WTO versus OIV

Economic impacts of mechanization, mechanical harvesting

Marketing:  
Consumer behavior  
Distribution channels  
Communication / health

Macro strategies

# 5/ (2010- ...) big challenges bring great innovations



Social and Market Sciences

Economics:  
Experimental economics

Marketing: new tendencies

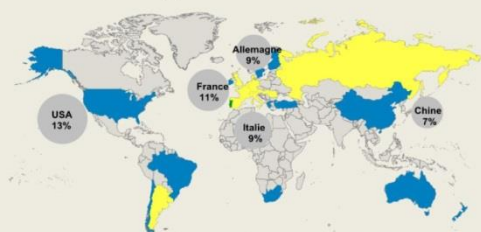
Sustainability

Post-normal science

Participative approach

## La consommation de vins dans le monde

Ces 5 pays consomment la moitié du vin du monde



Depuis 2000, la consommation a diminué surtout dans les pays traditionnellement consommateurs au profit de nouveaux pays consommateurs

Variation depuis 2000

Baisse Stabilité Hausse



## Sciences, Techniques and Breeding

Diseases Resistant varieties  
Drought Resistant varieties  
Genetic determinism of phenologic stages



# Genetics and market science to face main challenges together in the wine sector

- Market globalisation
  - New plants for new terroirs / new diseases
  - New consumer profiles to study and conquer
- Demand for Sustainability
  - Resistant plants
  - Acceptability of genetic changes by stakeholders
- Adaptation to climate change
  - Adapting plants to drought
  - Consumers acceptance of new tastes, or new origins

## « Post-normal » science - Participative approach

Sharing innovations and implement them in the industry / in the society

- Resistant varieties : Obstacles and controversies
- Climate Change : cases for inter-disciplinary workshops among researchers and dialogues with professionals and stakeholders
- Hackathons and various interdisciplinary forums organised



Thank you for your attention

