



VINO BIO

**EXPLORATORY
PROJECT**

2023-2024

Coordination

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**Experimental markets for organic
wines and product innovations**

Production under OA certification often entails additional costs, particularly in terms of yield variability. These additional costs can be partly offset by an increase in consumers' willingness-to-pay (WTP), motivated by health, environmental and/or taste considerations. However, WTP can be affected by:

1. Competition from numerous other environmental and health claims.
2. Changes in knowledge and beliefs regarding certification.

The VINO BIO project addresses these two issues in the case of wine by measuring the evolution of WTP as a function of product information in the context of experimental markets (willingness-to-pay after tasting).

The development of the organic wine sector will be studied in relation to other emblematic innovations in the wine sector whose acceptance will be assessed: upstream, varietal innovations (new grape varieties that facilitate pesticide reduction and/or adaptation to climate change); downstream, innovations concerning the reduction/elimination of

INRAE units

BSE, Bordeaux

ETTIS, Bordeaux

Oenologie, Bordeaux

SAVE, Bordeaux

Partners

New Aquitaine organic
winegrowers' association

Château Couhins

oenological inputs, often considered as a health guarantee and proof of "naturalness" for consumers.



The originality of the project lies in the implementation, by a multidisciplinary team (economics, agronomy, viticulture, oenology, etc.), of controlled experimental set-ups that guarantee relevant comparisons between wines selected on a plot-by-plot basis, and precise monitoring of their agronomic and oenological characteristics according to their production methods (natural wines, wines with no sulfites added, wines made from resistant grape varieties in OA or not, and conventional wines).

A participatory scientific approach will be adopted between researchers and actors in the field, to reflect on the consequences of the results in terms of research questions and market strategy in a context of coexistence of organic wines with other innovative products.

METABIO



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