

«Café, Cacao y Vino»  
Universität St.Gallen  
Centro Latinoamericano-Suizo  
CLS-HSG  
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# "Protected Designations of Origin and conventions theory: implications for the Spanish wine industry"

José Luis Sánchez Hernández  
Professor of Economic Geography  
Department of Geography  
Universidad de Salamanca

Some figures (2018)

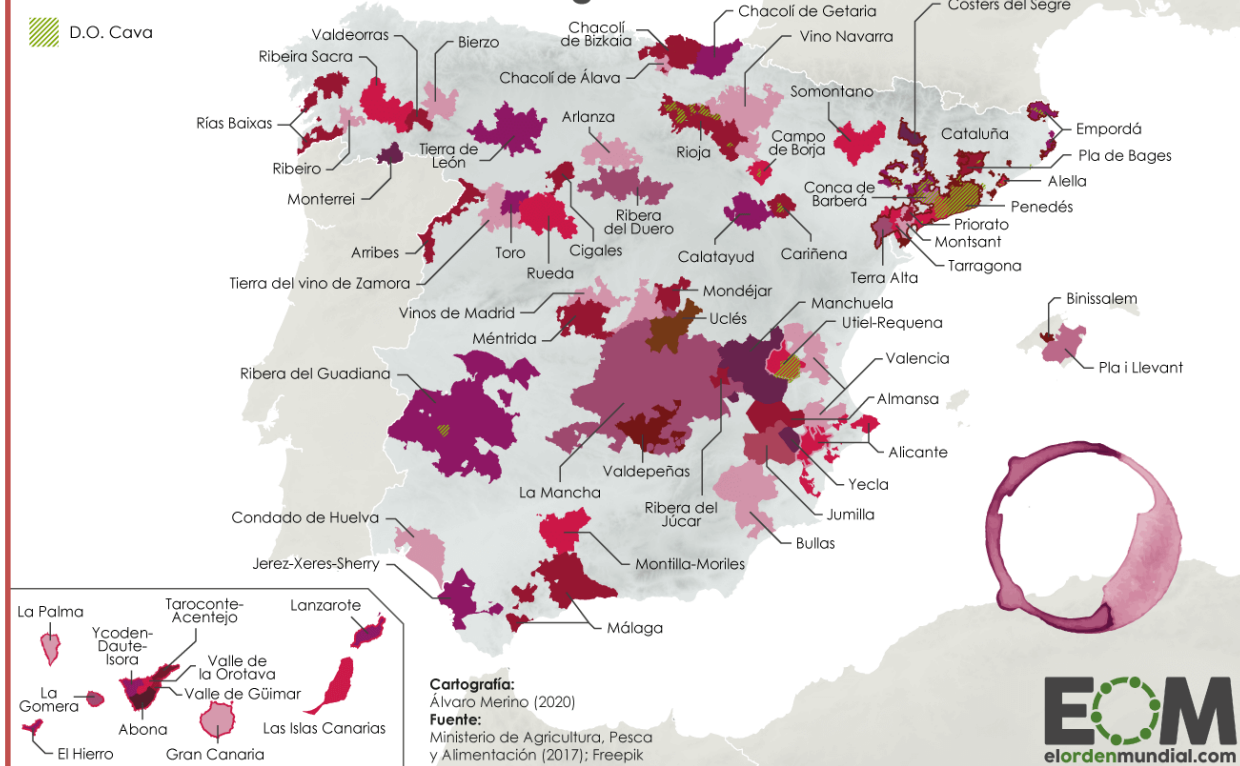
- 68 PDO + VP/VC
- 570,340 ha (60.5%)
- 115,148 producers
- 4,156 wineries
- 16,4 M hl (36.3%)

Successful arrangement  
for stakeholders and  
tool for rural and  
regional development

Why?

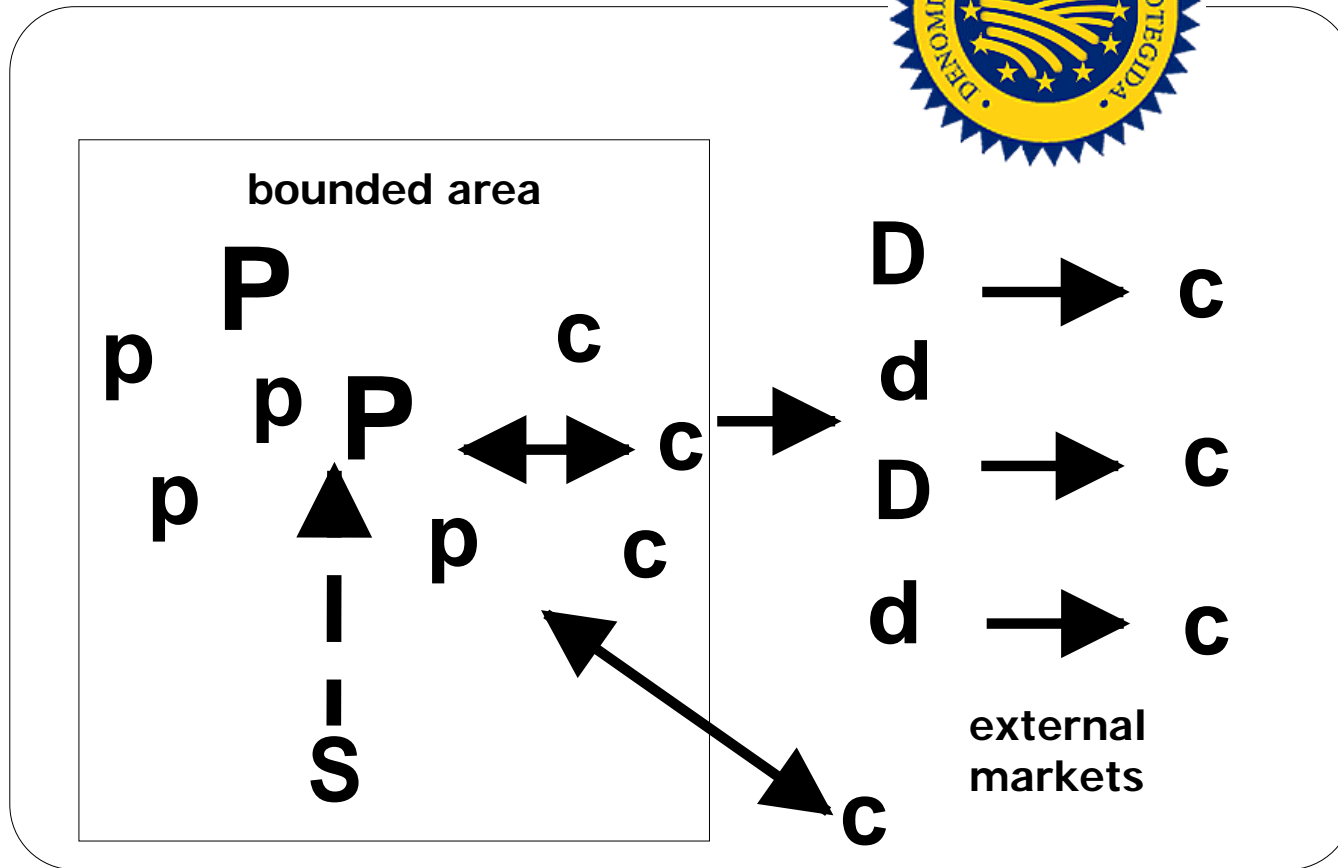
## España, el viñedo de Europa

### Áreas con denominación de origen



<https://elordenmundial.com/mapas/vinos-espana-denominacion-origen/>

# What is a wine PDO ?

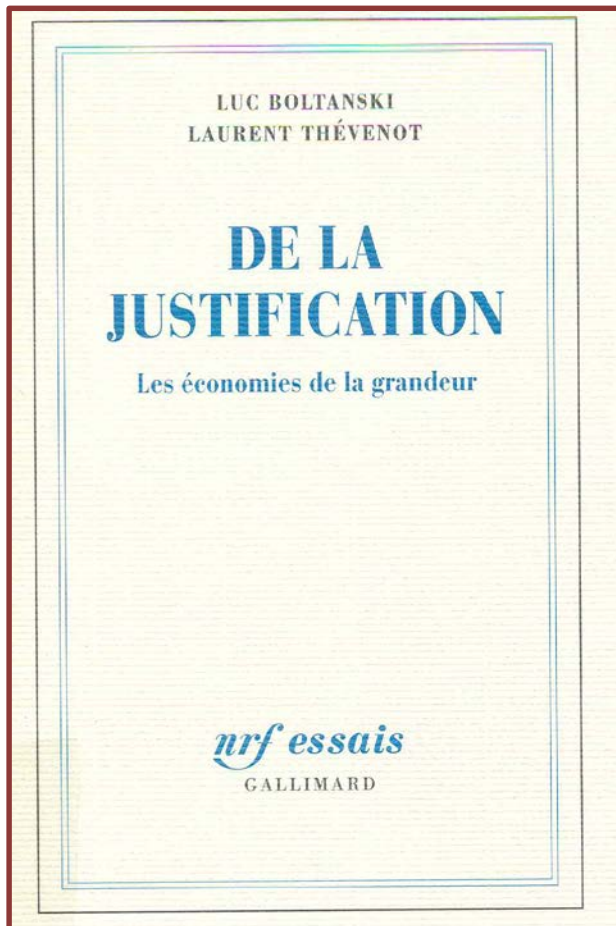


p: small local producers. P: local branches of external producers.  
c: consumers . d: small retailers. D: large retailers. S: supervisors



# PDO wine & Conventions

- L. Boltanski & L. Thévenot (1991)
- Seven 'orders' or 'logics' to assess situations, behaviours or goods.
- The industrial firm as a test field.



### *MY ARGUMENT:*

*Spanish PDOs have increased their market performance because they have been able to attach these seven attributes to their wines without losing internal coordination along the value chain*

## Seven orders of worth for wine qualification

what ?  
(product)

### Industrial: EFFICIENCY

- Scientific management
- Skilled staff
- Minimum wine standards
- Huge investment in equipment

### Commercial: PROFITABILITY

- Higher average prices
- Wider wine portfolio
- Foreign trade and markets
- Foreign tourism as a leverage

who ?  
(actor)

### Domestic: TRUST

- Wine tradition
- Attachment to territory
- Wine landscape as an asset

### Inspiration: CREATIVITY

- Winemaker as a trademark

### Public: REPUTATION

- PDO as a collective trademark
- Non-local investment
- *wine culture*: contests, events

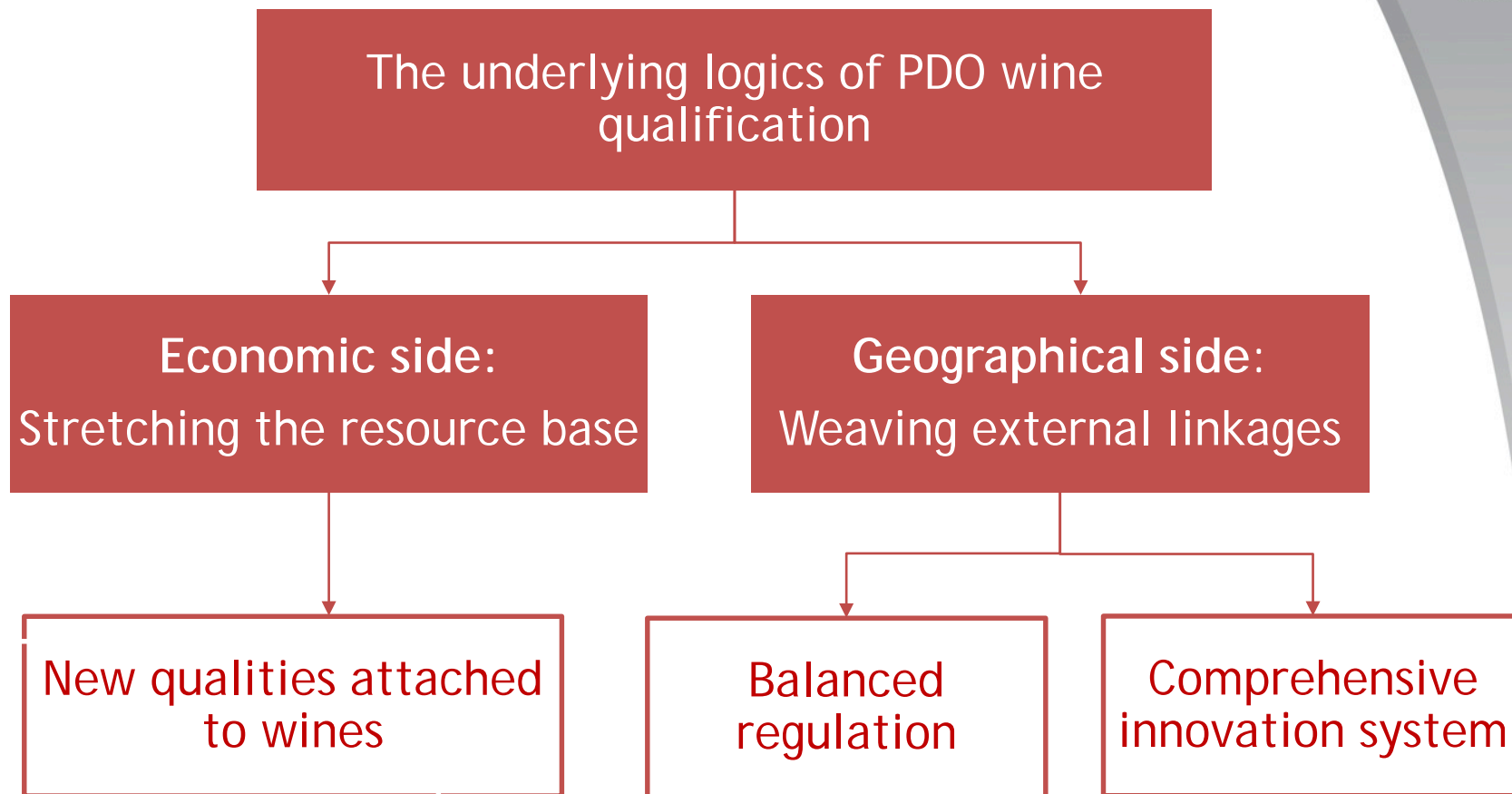
how ?  
(process)

### Civic: RESPONSIBILITY

- Rural development
- Local production
- Role of wine cooperatives
- Wine as healthy food

### Ecological: SUSTAINABILITY

- Local grapes
- Organic wines
- Grape recovery
- Adaptation to global warming







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Thanks for your attention !

