



Centro Latinoamericano-Suizo

Universidad St.Gallen

CAFÉ, CACAO Y VINO



## Sustainable practices in wineries of Castilla y León



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## **1 Introduction**

## **2 Sustainability in the wine field**

## **3 Theoretical framework: “Green” conventions**

## **4 Methodological approach**

## **5 DOs: Institutionalized conventions**

## **6 Preliminary findings**

## **7 Conclusion**



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# SUSTAINABILITY



Demeter Certified Biodynamic



Certified California Sustainable Winegrowing



Certified Organic



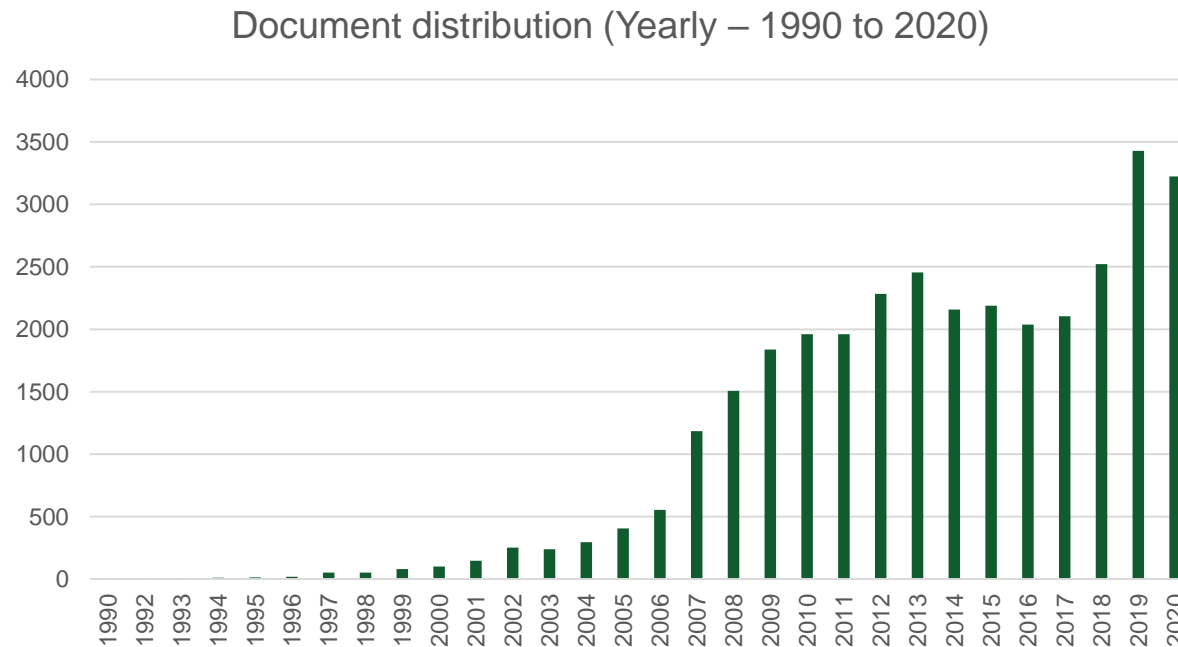
# 1 Introduction

1. Sustainability in the food field: In the agrifood business it accounts for quality of the product.
2. The case of wine.
3. Potential contribution of this thesis:
  - a) Better understanding of issues derived from the introduction of sustainability in the wine field.
  - b) Theoretical: The construction of a new convention in the field of food production.
4. Field research: Castilla y León



## 2 Sustainability in the wine field

**Evolution in time:** Quantitative development: Relatively recent trend (last 10-15 years?) according to frequency of terms in press



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## 2 Sustainability in the wine field

**Evolution in time:** Qualitative development: Resolutions of the OIV (International Organisation of Vine and Wine):

- 2004 - CST 1-2004: First resolution
- 2016 - CST 518/2016: General principles of sustainable vitiviniculture, including environmental, social, economic and cultural aspects.



### 3 Theoretical framework: “Green” conventions

1. **Research Question:** How is a shared understanding/notion of sustainability created in the wine field?
2. **Theory of Conventions:** (Boltanski&Thévenot, 1991)
  - **Quality:** The **Theory of Conventions** (TC) stresses the aspects of quality & allows to focus on the qualifying process of a product. (Wilkinson, 1997, p. 309)
    - Tension between sustainability and quality in wine.
  - **Action and justification:** Conventions are like hypothesis formulated by people about the relationship they establish between their own *actions* and the *actions* of those on whom they depend to obtain a specific goal.
    - Producers actively manage /decide about production methods and marketing.
  - **Agreement:** Allows the analysis of a plurality of collective forms of negotiation and construction.
    - In the wine field, the notion of sustainability is in the process of being created (see previous slide).
3. **Typology of conventions: Public, industrial, commercial, civic, domestic and inspirational:** Conventions regarding sustainability: Conventions are historically built, the list is not closed; thus the emergence of new ones, like “green” conventions. (Lafaye y Thévenot 1993; Thévenot, Moody y Lafaye 2000)





## 4 Methodological approach

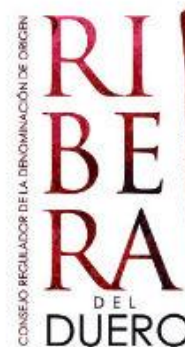
### 1. Mixed-methods approach

### 2. Data

- Qualitative: Semi-structured interviews with wine producers, distributors, institutions in two DOs.
- Quantitative: Survey with consumers (sampling to be defined).

### 3. Case selection

- Spain:
  - DO Ribera del Duero
  - DO Rueda

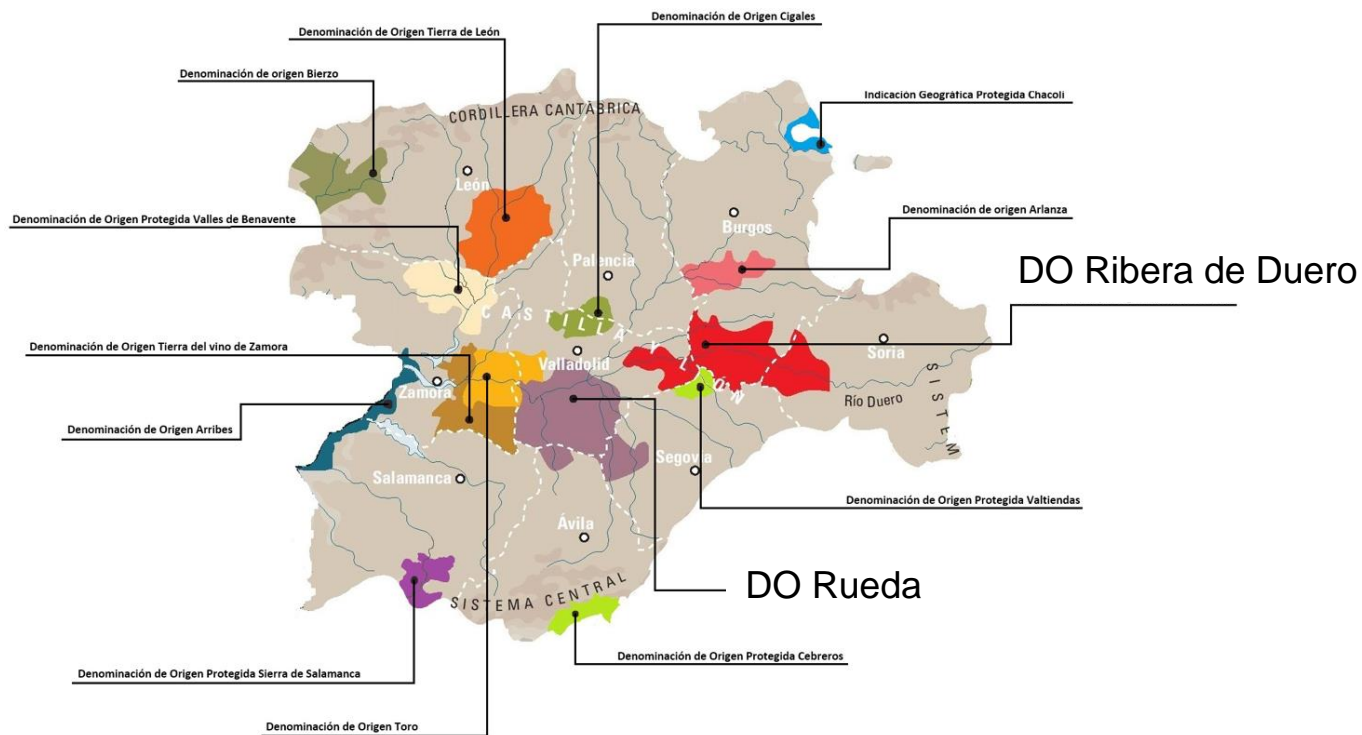






## 5 Designations of Origin: Institutionalized conventions

- Key for the “quality turn” in the last 3 decades





## 6 Preliminary findings

Insights from 10 interviews:

- **Action and justification:**

- Bio Certification: “I already have sustainability plans and use synthetic products only if necessary”
- Investment in certification (time and money): bureaucracy
- Sustainable production process is more expensive in terms of labour force needed, or the use of alternative inputs

- **Agreement:**

- Demand is scarce
- Ecology eats up your brand: “Your wine is sold because it is organic not because it is good”

- **Quality:**

- Survey with consumers (pending)
- Reasons behind disposition and buying intention are still considerably unclear
- (In Spain) Internal demand is scarce; most production gets exported to European markets





## 7 Conclusion

- Agreements and justifications of sustainability in the wine value chain
- Role of DO: «Sustainability turn»?
- Understand the role of research (and academics' social responsibility) for the diffusion of a sustainable orientation within the wine industry



Vineyards in Peñafiel, Castilla y León



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