



HAL
open science

Wine cooperatives performance determinants : a comparative analysis between Italy and France

Sabina Bianchini, Jean-Pierre Couderc, Andrea Marchini

► To cite this version:

Sabina Bianchini, Jean-Pierre Couderc, Andrea Marchini. Wine cooperatives performance determinants : a comparative analysis between Italy and France. 7. AIEA2 Congress, organized together with Legacoop-agroalimentare, Confcooperative-Fedagri, Ascat-UNCI, AGCI-Agrital The Role of Cooperatives in the European Agro-food System May 28th-30th 2008, Bologna, Italy, May 2008, Bologna, Italy. 18 p. hal-02822368

HAL Id: hal-02822368

<https://hal.inrae.fr/hal-02822368>

Submitted on 6 Jun 2020

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

Wine Cooperatives Performance determinants: a comparative analysis between Italy and France.

Sabina Bianchini

PhD. Student-Perugia University/
Agricultural attaché assistant at the French Embassy in Rome

Jean-Pierre Couderc

Assistant Professor
Montpellier SupAgro,
Centre international d'études supérieures en sciences agronomiques

Andrea Marchini

Associate Professor
Faculty of Agriculture
Perugia University

It is quite difficult to highlight the importance of cooperatives around the world due to their varying fortunes during the past century and furthermore, it is difficult to imagine their future, but if we take into consideration only the wine sector in Italy and in France, we can see that the cooperative lobby is responsible for more than 50% of the production in both of the countries.

Once stated the importance of cooperatives our mission is to describe what determine the huge difference between healthy cooperatives and cooperatives with some pathological problems. Does it depend on their size? Does it depend on the way they are managed? Does it depend on how or whether they innovate or not? Does it depend on other factors?

Our research aims to underline how the performance of wine cooperatives changes according to the introduction or not of simple variables in the management of the cooperative.

Analysing different cooperation theories elaborated in the past 50 years, which are: a) the cooperative as the vertical integration of a certain number of farms, b) the cooperative as a private (and independent) firm and c) the cooperative as a coalition of firms which act in a collective or collaborative manner, we find the most suitable approach to sustain our

hypothesis, i.e. the cooperative seen as a vertical integration (see Emelianoff, 1942; Robotka, 1953, Saccomandi, 1992).

The economists and agro-economists paid a lot of attention to what really influences the performance of cooperatives. But to make a projection in such a difficult market, at least in Europe, due to political uncertainty (wine CMO reform), higher competition and decreasing consumptions, is so important that this subject becomes crucial.

We will try to answer to this question using a deductive system and by listing a certain number of Cooperatives Performance determinants, by classifying and examining them.

We will focus on the problems inside the cooperative; we will only partially investigate on the pre-production phase (way to buy/receive the inputs) and in the post-production phase (way to remunerate the members/selling the outputs).

After that, we will use a questionnaire to 25 cooperatives on the organization and management of wine cooperatives in Italy (specifically in Umbria, a region in the centre of Italy), and in France (in particular on the Languedoc-Roussillon, a region in southern France). The total amount of data will be processed with a multivariable analysis (using SPSS.15 software) to find links between structural variables, management approach and performance results.

We have already collected the necessary data¹ which will be processed during the next weeks. The paper we will present will be part of a wider research that we are carrying out in about the cooperatives in the agrofood industries.

JEL Classification Q010; Q130

¹ The data concerning cooperatives in Languedoc Roussillon region are provided by MOÏSA research unit (based in Montpellier, FRANCE).

Sabina Bianchini

PhD. Student-Perugia University

Agricultural attaché assistant at the French Embassy in Rome

sabina.bianchini@missioneco.org

Tel. +39 06 6819 1523

Fax +39 06 6833 724

Jean-Pierre Couderc

Management sciences Assistant Professor

Centre International d'Etudes Supérieures en Sciences Agronomiques (Montpellier SupAgro)

couderjp@supagro.inra.fr

Tel. +33 - 04 99 61 28 67

Andrea Marchini

Food and agricultural marketing Associate Professor

Faculty of Agriculture - Perugia University

amarchin@unipg.it

Tel. +39-075 585 6276

Fax. +39-075 585 6263