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Wine & Human studies

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WINE DIVERSITY: PARADOX OR ECONOMIC INNOVATION?

Journal of Cultural Analysis and Social Change

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FIELD OF STUDY: A DISPUTE ON PDO REGULATIONS

PDO regulations include

- Constraints on the production **means** (**viticulture and vinification practices**: zoning, pruning, yields, fermentations...)
- Constraints on the **resulting** wine (**typical quality**)

Two opposite solutions to restore PDO's strength

- 1. Quality signs have to “inform” about quality
 - strengthened definition of the resulting typical quality and **relaxed** production constraints.
- 2. Quality is the result of a commitment of the producer towards quality
 - **relaxed** definition of the resulting typical quality and strengthened production constraints.

A STANDARD MARKETING REGIME

- A process of stabilization
 - Objectivation of consumers' 'tastes', 'preferences' and 'expectations'
 - Objectivation of the product's 'qualities'
 - ➔ to stabilize the attachment of the consumer and the product

Some customers do not fit into this process

- "I like any wine that is good!"
 - Wines have no definite qualities!
- These clients are engaged in an exploration of wine in which
- ➔ characteristics of wines (qualities) and drinkers (tastes) are changing and even eroding.
- They fuel an alternative marketing regime
- ➔ where **quality and taste** are **continuously unstabilized**

AN ALTERNATIVE MARKETING REGIME

- Driven by the **unstabilization of the goods and customers**
 - A large number of changing wines
 - Wine 'amateurs' exploring wine and its qualities
 - ➔ opposite to standard stabilization
- The unstabilized wine market recalls the art market
 - yet with legal limits (PDO regulations, legal definition of wine) to qualities exploration
 - An alternative interpretation for the “artification” process occurring in wine

BACK TO SOCIOLOGY & WINE

- The wine case: food for sociological thought
 - fuels the socio-economic analysis of the goods markets
 - Suggest connections with the sociology of art

⇒ A sociology *from* wine
- Food for the investigated **actors'** thought
 - Support the collective reasoning about the coexistence of a variety of worldviews and projects

SOCIOLOGY *IN* WINE: WITH THE ACTORS OF WINE-WORLD

- Sociological pragmatic study *in* wine
 - Study of wine actors' activities
 - Attentive to their particular ways of relating to wine
- Multidisciplinary
 - 'Following the actors': study of activity in link with a particular point, topic, question, issue...
 - Actors activity is not partitioned according to scientific disciplines
- Critique
 - Accounting for all actors' understandings
 - No sticking to the actor's accounts / No a priori distrust
 - Better inclusion of the actors within research
 - Sociological accounts help the actors to situate their actions, aims, and objectives within enlarged collective debates and discussions

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THANK YOU