



[AGST INTERNATIONAL COLLABORATIVE COURSE]

生物資源経済学特別講義 III B

SPECIAL LECTURE ON NATURAL RESOURCES ECONOMICS III B

# Wine Economics and Market Chain

by Prof. Etienne Montaigne

(Montpellier SupAgro, France)

The purpose of this course is to initiate Kyoto students in the understanding of the European and French wine economy according to the methods of the “filier” analysis or Market chain analysis, in the tradition of the French agro-food and rural economy. The vine is a perennial plant producing, mainly in France, a processed product: the wine, with a strong symbolic and cultural load, but also containing alcohol. The lecture will sensitize the students to the structural inertias, to the major factors of evolution and regional specialization as well as to the specificity within a zone of mono-production. The analysis of biological and economic crises will provide elements of understanding and justification for public intervention. The lecture presents the historical elements of the organization of a sector, laws and institutions regulating products and markets. These laws and regulations are path-dependent on the economic and social events, in a kind of loop step by step.



**Prof. Etienne Montaigne** (Professor of Food and Rural Economy, Montpellier SupAgro, France)

- **This course is designed to be worth 1 credit.**
- **For credits:** Registration via KULASIS is already closed.
- **For non-credit participation:** Register with Mr. KURODA by emailing him your name, affiliation, and student ID number **by Feb 23**. Registration for non-credit participation will be accepted on a first-come and first-served basis and will be closed upon reaching full capacity.

AGST (Asian Platform for Global Sustainability & Transcultural Studies)  
Social Sciences and Humanities Unit  
Japan Gateway: Kyoto University Top Global Program

Feb/Mar 2018

[COURSE SCHEDULE]

28 <sup>th</sup> Feb	10:00-12:00	13:00-15:00
1 <sup>st</sup> Mar	10:00-12:00	13:00-15:00
2 <sup>nd</sup> Mar	10:00-12:00	13:00-15:00

[VENUE]

**ROOM E217**

Faculty of Agriculture Main Bldg.

[COURSE CONTENTS]

- **History: Transformations of viticulture in Languedoc**
  - The XIX century
  - Differentiation and quality: end of century mutations
- **The wine CMO revisited**
  - Principles
  - International market context
  - The 1999 wine CMO reform
  - The 2008 last reform of EU wine CMO
- **Standards and quality wine in the transformation of the winegrowing sector in the Languedoc**
  - Denominations as standards
  - Dynamics- Learning Trajectories- Uncertainty- Path dependency
- **Value chains-filières-Sector studies: methodology and recent developments illustrated in applications**
  - Classic approaches
  - Renewal and enhancements

For more details  
including map of the venue,  
visit our website

[http://www.reseco.kais.kyoto-u.ac.jp/en/news/20180130\\_1238](http://www.reseco.kais.kyoto-u.ac.jp/en/news/20180130_1238)

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