

Malvasias of the Mediterranean
4th Symposium

Certification, Traceability and
Regional Wines

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Forewords

- Regional wine value depends on the emotions it raises in the conscious consumer.
 - **Which EMOTIONS ???**
- Emotions are stimulated by quality and origin “signs”
 - **Which SIGNS?**
- “Signe” management is in the hands of the producing system.
 - **What RELIABILITY?**

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In Western Countries consumption is next to saturation, with decreasing satisfaction, disturbing and sometime stressing.

Traditional economic theories have reduced effectiveness in explaining consumption phenomena

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Since the '80s it was clear that clients didn't look any longer for the *mere goods possess/consumption in itself*, but that, on the contrary, they preferred an *emotional relationship* with products, seeking for a *personal dimension in consumption*.

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In the rich and “liquid” society

- Consumer acts within a modern liquidity context, with changing scenarios where wishes prevail on needs, real and virtual situations combine to become the most relevant ways to approach the world outside and its products (Bauman, 2000)

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The displaying of daily life (vetrinizzazione)

- In the “liquid society” there is a *shift from consuming to showing* with a perceivable “showcase effect” (vetrinizzazione)
 - (relationship with own body, aesthetic care, privacy ostentation till death showing as the “last showcase” display ...)
- A deep modification of communication techniques is required

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De-materialization of real consumption objects

- In the *Modern Age* goods were valued according to their usage value
- In *Post-modern society* goods are valued as symbols and signs to *communicate own identity*
- As a consequence, *goods de-materialize in signs, symbols and communication devices*
(Motorcycles and jeans are examples of the transformation from usage value into bravery and individualism symbols)

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Desires, emotions

- When needs are satisfied, desires suggest and guide consumer choice
- Consumption expires in a brief moment, desires are linked to immateriality, they may be displaced over time and satisfied in different ways
 - For a present ... chocolate candies... different brands of chocolate candies... a tie....a book)
 - Desires arise from emotions

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Individualism, hedonism, consumption trends

- As far as *hedonism* is no more subject to moral blame, *pleasure and mass consumption* are socially legitimated (*a secularized and laic happiness, made of small daily pleasures*)

consumption as an identity message

- To involve emotions and desires, *a consumption act* communicates as well as a language and becomes a message system anyway

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New consumer profile

- In the “liquid society”, *individualism*, heterogeneity, paradox, otherness prevail; consumer will be *eclectic, creative, imaginative*, far away from the classical *homo economicus* rationality
- According to Fabris (2003) consumer is *independent, interested in talking with the production world; competent, more informed about products content and origin of raw material; hard to please, demanding more attention toward its own needs; selective, flexible; holistic*, when choosing among usage values, social symbols and contents; *pragmatic* and realistic toward the market
- BRIEFLY: *mature, competent* but also *eclectic and pragmatic*

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The needs of the regional wine consumer

- The profile of the regional wine consumer is similar to the new modern consumer
- He appreciates the “*regional wine*” as opposed to “*mass international wine*”
- With the regional wine he feels autonomous, *different from the mass*, he will be strongly interested *in wine origin and composition*, discussing with the producer, he will keep a *strong link with the past* with all the *warranties of the modern product* (Sorbini e Al., 2006)

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- The territorial/regional wine consumer will seek for the *correspondence between the wine and his needs*
- He will search for *complete information*
- He will *ask the producer about real wine facts*
- *Winery communication and objective certification* will help him choosing till fidelity

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Certification allows conscious and pragmatic consumer choosing *wine following his emotions and feelings*, without worries and anxiety

Certification allows *artisan producer* to show himself consumer-friendly in a credible way.

Traceability and certification opportunities

- The origin problem
- Limits to traceability
- Certification' opportunities

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- **The problem of the “origin”**
 - We had stormy decades...
 - From the war of DOC origin denomination (aimed at excluding the competitors)...
 - ... To war against consumers, attracted by “sister” DOC
 - Finally the war against... “public controls”

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Since a decade we can test wine origin, its varietal composition. We do this “ex post”, that is analysing the final product

Such a radical opportunity promises to lead, by way of adequate communication, to the end of “wars” and to halt the skepticism about the *declared wine origin*

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- Different methodologies are at work. ***Isotopic mineral approach***, where the combined use of isotopic profiles, mineral elements (often in traces) together with representative data banks and sound statistic models, have proved one of the most effective tools to detect origin. ***Metabolic profiling***, targeted to the botanical origin detection (variety, clone). ***Bio-molecular approaches***. Genomic proteo-chemicals (iso-enzymes) approaches applied all along to identify and determine grapes variety and in phylo-genetic studies. At present the application of these genomic approaches to varietal correspondence of wines is not completely disclosed

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Traceability limits

Traceability has been introduced as a way to go *inside the production black box*, since always a *source of apprehension and skepticism* for the consumer

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- The limit
 - A necessary tool, but...
 - It only allows to detect the responsible and to assign penalties
 - Not effective as a deterrent against complex frauds
 - It complicates the relationships with controllers

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Opportunities of certification

(Sometimes misunderstood in the place of traceability

traceability is imposed and it's suffered by the producing system, **certification** is always a producer choice)

The explicit aim is allowing a third organization to certify all what a consumer should know about the product

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Difference lies in the expectation of those who are submitted to controls

- During traceability one hopes that troubles are not detected
- During certification one hopes to know where the problems are to take care of them and get the certification document

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The basic difference and the value of the message ,

- a. almost always negative from traceability
- b. almost always positive in the case of certification, which provides warranted information

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Certification opportunities are enormous

Certification allows to follow and *certify each production phase*, including those involving *ethical and social values* which may prove relevant to the consumer

The next challenge will be *microclimate certification* which affected the producing year

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Current limit of the communication about certification

....almost always, availability of certifications seems “*to end*” producer’s commitment

....actually the real producer’s commitment should concern to “push” certifications toward the final consumer

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Regional wines certifications

Regional wines shows distinguishing characters in comparison with commercial and international wines

These characters are all certifiable attributes, at moderate costs and with small organizational problems

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- Regional wines like malvasias have all of the attributes that modern and conscious consumers search for.
- These characters can be certified, *modern digital communication* can make certifications effective messengers, commonly available for all consumers
- These tools valuing regional wines can eliminate the typical incertitude that the normal consumer perceives about wine

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Certification with the right **communication**

could be

for modern and conscious consumers

the safe bridge

towards the fidelization for regional wines