Competitiveness of Wine Cooperatives: Typology of Success Strategies of Aquitaine's Wine Cooperatives
Vincent BERNATHA-DUFAUR, Frédéric COURET, Maryline FILIPPI
USC 2032 GAIA ENITAB-INRA SAD UMR CNRS 5113 GREThA, Bordeaux
v-bernatha@enitab.fr, f-couret@enitab.fr, m-filippi@enitab.fr

The French wine cooperatives are a deeply heterogeneous group. First there is an uneven weight of this kind of enterprise in every French vineyard. Around 70% of Languedoc-Roussillon’s wine production is produced by cooperatives while only 29 % in Aquitaine. The scope of cooperatives products is different among vineyard. They supply most of Languedoc-Roussillon Protected Appellation of Origin (PAO) wines, but cooperatives use of PAO is stronger in Val de Loire if we compare to their weight in the production. Added to that, financial and economical performances of French wine cooperatives are very heterogeneous.

Theses cooperatives are facing a changing market where national wine consumption is decreasing, and requiring more premium wines and international market is rising steadily. Foreign competition becomes stronger. Therefore, the stake of competitiveness of French wine cooperatives is more and more important. But, the heterogeneity of these companies implies to sort them through typologies in order to assess the diversity of cooperatives. The aim of this paper is to evaluate the competitiveness and the competitiveness’ factors of Aquitaine’s wine cooperatives.

Firstly we will review the competitiveness and performance notions. Many studies about cooperatives performance use financial ratios. However, the specificities of agricultural cooperatives about members’ payments imply a new of measuring their performance. We will make a point on competitiveness literature.

In a second part, we will measure competitiveness and competitiveness factors of Aquitaine wine cooperatives. The data are composed of two databases. The first one is built from various databases (LIFI, EAE, “enquête petites cooperatives”) and brings all French wine cooperatives together. The second one is the result of a survey on a sample composed of fourteen Aquitaine’s wine cooperatives. Our method consists in classifying cooperatives thanks to a cluster analysis of French wine cooperatives. Concerning our sample cooperatives, the belonging to a group reveals their relative characteristics and performance. It will permit to assess the competitiveness of these cooperatives. Secondly, we will assess strategies of our sample cooperatives through a cluster analysis with the aim to make a typology of strategies. The analysis of sample’s enterprise costs permits to study the strategies of cost, in particular commercial costs by kind of product.

Finally, we will proceed to a description of success strategies for Aquitaine's wine cooperatives.