Economic Evaluation of the Business Quality Systems in the Sicilian Wine Industry (through a multivariate analysis)

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This paper examines, quality in all its forms, from technical standards to certification, for some time an interesting subject both in the public and private sectors, given that it is considered an essential instrument to streamline production and management processes, to increase business competition, facilitating trade, etc. In this case of, particular interest, is the adoption of the ISO (International Organization for Standardization) certification for quality management systems. These are voluntary agreements for all businesses, therefore the ISO is a helpful tool that meets both the requirements of business and the broader needs of society.

The agrifood sector has started to pay attention to the ISO certification perceiving the strategic value, which provides confidence, reducing uncertainty and managing risk in a globalized world to achieve relevant International Standards, along with the adoption of product certifications. The quality of products (PDO, PGI, STG), biological and systematic preventive approach to food safety (Haccp). Voluntary standardizations provide appropriate measures to ensure business-to-business relations and also final consumers. Today, this theme is important for the Sicilian wine market which is experiencing a crucial phase of market requalification and repositioning with the adoption of quality systems.

The aim of this paper is to understand if the Sicilian wine industry which has an ISO certification takes into account the degree of satisfaction after reaching a period of application of the implementation of certification standards. With regard to this, certified business have been provided with a specially prepared questionnaire and value judgements have been collected (assigning grades), on the business capacity of adaptability, operational problems etc. After collecting considerable judgements and difficult analyses we suggest to implement a “main components analysis”, to summarize and to consider ISO quality systems in the wine businesses of our study.

This reveals that the results of the first data processing underline that the certified Sicilian wine business recognize ISO for disseminating technology and innovation, facilitating trade, establishing efficient processes and making them more effective, ensuring the quality of products and services. We thus argue that all these factors need a strategic quality management with the adoption of modular vertical integration management of quality (vineyards, fertilizing, plants protection, harvesting, processing, bottling, etc.), as has been taking place in other countries for some time, to improve the quality of products and to establish basics for successful marketing.

Author’s Keywords: wine industry, quality management system, ISO certification, PDO, PGI, STG