Formation of Regional Associations of Wine Producers in the Czech Republic

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This paper describes the main reasons for the formation of new regional association of wineries, based on a different origin for wines in the wine region of Moravia in the southeast part of the Czech Republic.

This research aim is to create a plan for new development of such associations on the basis of results of localization factors. There coefficient of localization is used for identification of cluster, macro-analytical tool recommends by Porter (1994). New method is to use a concentration factor, which is concentration of potential vineyards for certification in the associations and compared with concentration of vineyards in the region. Results are compared with already operating on associations for the appellation in Austria DAC.

Viticulture and wine industry in the Czech Republic has undergone over the last twenty years extensive reform and has experienced a significant shift from the quantitative orientation of production towards high quality. Cooperation winemakers and wineries eminently contributed to positive changes and the overall transformation. They were traced changes in consumer preferences in the Czech wine market. Consumers are placing more emphasis on the selection of wine on its descent from a particular area, growing community and the individual grower. The dynamic development of the wine category, major changes in market and consumer demand are the main causes for the formation of associations of small and medium-sized wineries.

There is new system for appellations wine “Vina Originální Certifikace - VOC”, which means wines of original certification. The paper specifically introduces two new associations for appellation system: VOC Znojmo and VOC Modré Hory. These alliances are described in the context of the establishment, operation, development and expansion, respectively the possibility of involvement of additional organizations suppliers and research institutions. There are seven regional associations with the DAC title, DAC means "Districtus Austrae Controllatus" and it is appellation system for certification wine in certain wine-producing regions in Austria.

For all researched regional associations were calculated localization factors and concentration factors of vineyards. When comparing these results, coefficients were observed in approximately similar values for both the DAC associations in Austria, as well as associations of VOCs in the Czech Republic. Based on the experience of newly emerging VOC system of appellations was setting up a plan of formation association with the proposed methodological approach.

Open cooperation between associations VOC appellation and other entities involving suppliers, customers, research institutions and universities has the possibility of creating an institutionalized wine cluster. The observed association of the DAC, which was founded as the first, already used by some elements of cooperation specific to cluster together in the form, such as joint marketing, research and education. The forming new associations working together on a common VOC presentation and marketing, and expect further expansion of joint activities, such as education, research, and joint sales activities.

Some practical experience of the new members of wine associations mentioned in this paper may find applications in other wine regions.

Key words: association, cluster, consumer preferences, DAC, VOC, wine origin