

Editorial

With this issue the first volume of *Enometrica* is accomplished. The themes cover a range of topics that go from wine tourism and region-of-origin effect to trade and pricing models; from competitiveness of the wine industry to wine and health economics, from wine and global warming to expert and peer pressure in wine tasting. Undoubtedly the last two decades have seen an ever growing interest in the problems connected with wine and vineyard, emerging in the applied field. The initiatives of our Association, among which, in the first place, the tradition of annual international meetings, have provided a forum for discussion and comparison of experiences and outcomes that come to light in a variety of frameworks throughout the world, and a ground for ordering and systematising a corpus of applied works emerging from daily practice. The first volume of *Enometrica* appears, then, in the year of our fifteenth meeting, held in *Collioure*, last May. *Collioure* is also the name of a wine produced there in one of the smallest AOC *vignards* in France. The ancient terraced vines in the hills behind the town also provide tiny sunbaked grapes for the *Banyuls* wine. The wines are the result of hard labor; vintage is extremely difficult due to the steep slopes on which the vines grow. The wine-growers can be very proud of their work: a great deal of love and courage is needed to cultivate grapes on those hills where no machinery can be used.

At least, as a metaphor, it could be said that it's a volume that smells of the sea and, as the object of our interest, ripened at the sun, specifically the sun of the Mediterranean. It consists in fact of nine contributions, selected by the referees and then reworked by the authors accordingly, to compose a bouquet of contributions that gives notice and reason of the research work that is developing throughout the world. Following the twofold path of many post-industrial processes, in their simultaneously local and global nature, the instances emerging within the local economic framework sum up and come into view as well as general problems of interest to the global audience of practitioners and scholars. And if the light of *Collioure* has been a source of inspiration for artists of the highest calibre that immortalized the small *Catalan* harbour in their works, that light and that Mediterranean environment also motivates the first volume of *Enometrica*.

The four papers in this number add up to the five works in the previous, to compose the whole volume. Here and there the contributions emerge as answers to specific problems arising in a definite local environment, but in fact develop into attempts at providing a method to broaden the tool set of wine economics. The opening is devoted, with a paper by *Malika Madelin*, *Jean-Pierre Chabin* and *Cyril Bonnefoy*, to the problem global warming, as perceived in the vineyards in terms of sooner yields and changes in the alcohol concentration and acidity, with a dis-

cussion on the possible impacts of a change in the wine typicity on the geographic repartition and on the qualitative hierarchy of the vineyards. The applied study performs a comparison of two representative sites of the Beaune vineyards. The second paper, by Johan van Rooyen and Dirk Esterhuizen, refers to the problem of competitiveness in an emerging country among wine producers: South Africa. The market performance of the wine industry is considered in terms of ability to sustain a country's wine trade in the global environment, not a position given once and for all but a process to be assessed in relative sense over time. Views and opinions of wine executives on factors enhancing and constraining competitiveness are systematized in a formal model in order to identify strategic approaches to sustain competitiveness. The remaining two papers broach the theme of wine and health. The first of these by *Brenda Dyack* and *Ellen Goddard* treats the topic of the switch in preferences among wines caused by information changes in the health benefits of consuming red or white wine. The theme is approached on the basis of the development of Health Information Indicators grounded on the measured quality and quantity of health information flow. The effects of price and income changes, habits and advertising effort impacts are also discussed. The final work, by Jan Bentzen and *Valdemar Smith*, reports of an empirical analysis performed on data for Europe on alcohol consumption, alcohol related diseases and alcohol policies. The main query is whether intake of alcohol is associated with liver cirrhosis mortality. The analysis performed suggests a close association between cirrhosis mortality and intake of alcohol and stresses some specific feature of this result in comparison with other studies on the subject.

On the methodological ground, a common feature of the various works composing the volume is that each thesis is asserted through reasoning on empirical evidence, an attitude not always observed in economic analysis, where in many occasions much room is left to explanatory models which neither refer to the metrics in which economic aggregates should be determined nor present data which corroborate the points maintained. If a link with *Collioure* is still allowed, this time not on the ground of wine but through the question about economics and empirical evidence, we would refer to the figure of *Marshal Vauban*, the foremost military engineer of his age, famed for his skill in both designing fortifications and in breaking through them. In *Collioure* the memory of the Marshal is kept, since he designed and realized relevant transformations of the citadel during the XVII century, including the Chateau Royal where our meeting took place. A *Vauban's* 1707 tract called for the repeal of all taxes and the imposition of a single tax on all land and trade with no exemptions. What is relevant to our subject is that he backed up his argument with a mass of statistics. If the Vauban thesis was not well-received at the time, it, however, inspired later economists, such as *Quesnay*

who, analogously, provided a numerical simulation in his *Tableau Économique*.

We are confident that the twin issue "wine and applied economics", to which *Enometrica* wants to provide a medium, is surprisingly in line even with the sources of modern economic thought, when economists were more often military engineers or court physicians rather than university professors, and, as contemporary practitioners, recommended analysis on applied matters rather than on academic disputes. An international placement, then, for *Enometrica* originating from European roots that wants to look around to learn from more recent experiences, evaluating and exchanging the results and peculiarities of the emerging contributions.

Maurizio Ciaschini