

Demand for 'Good Wine' from a 'Good Environment'



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Introduction:

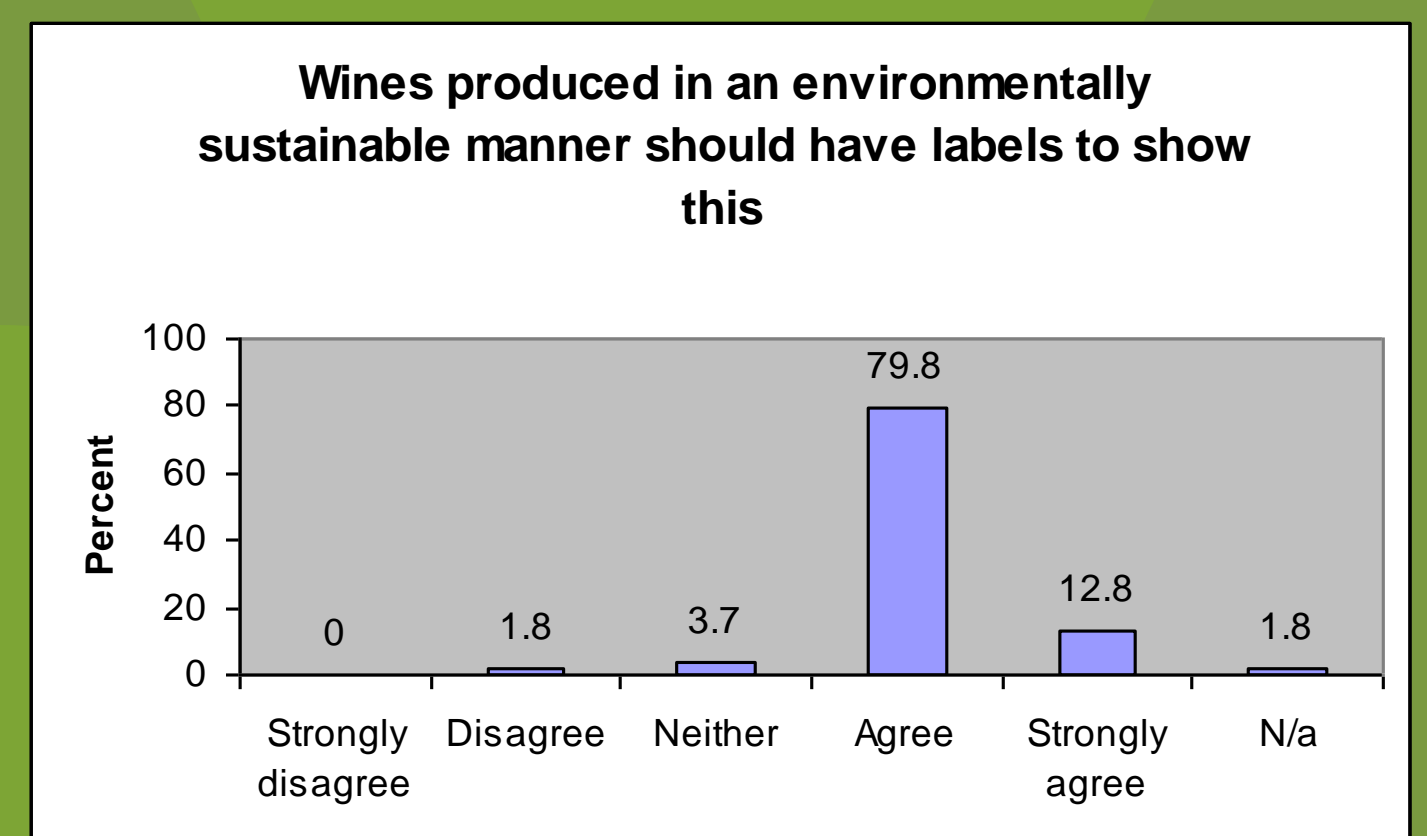
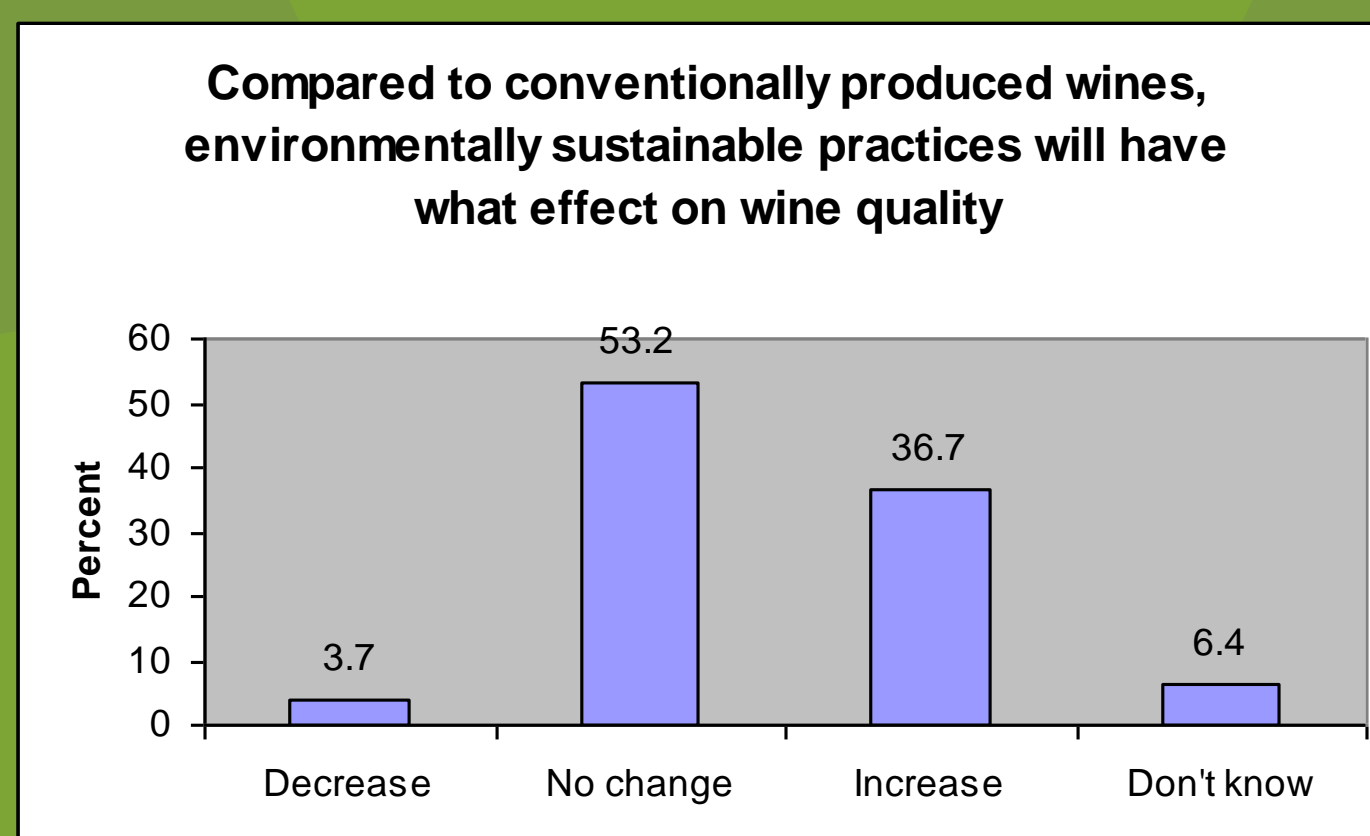
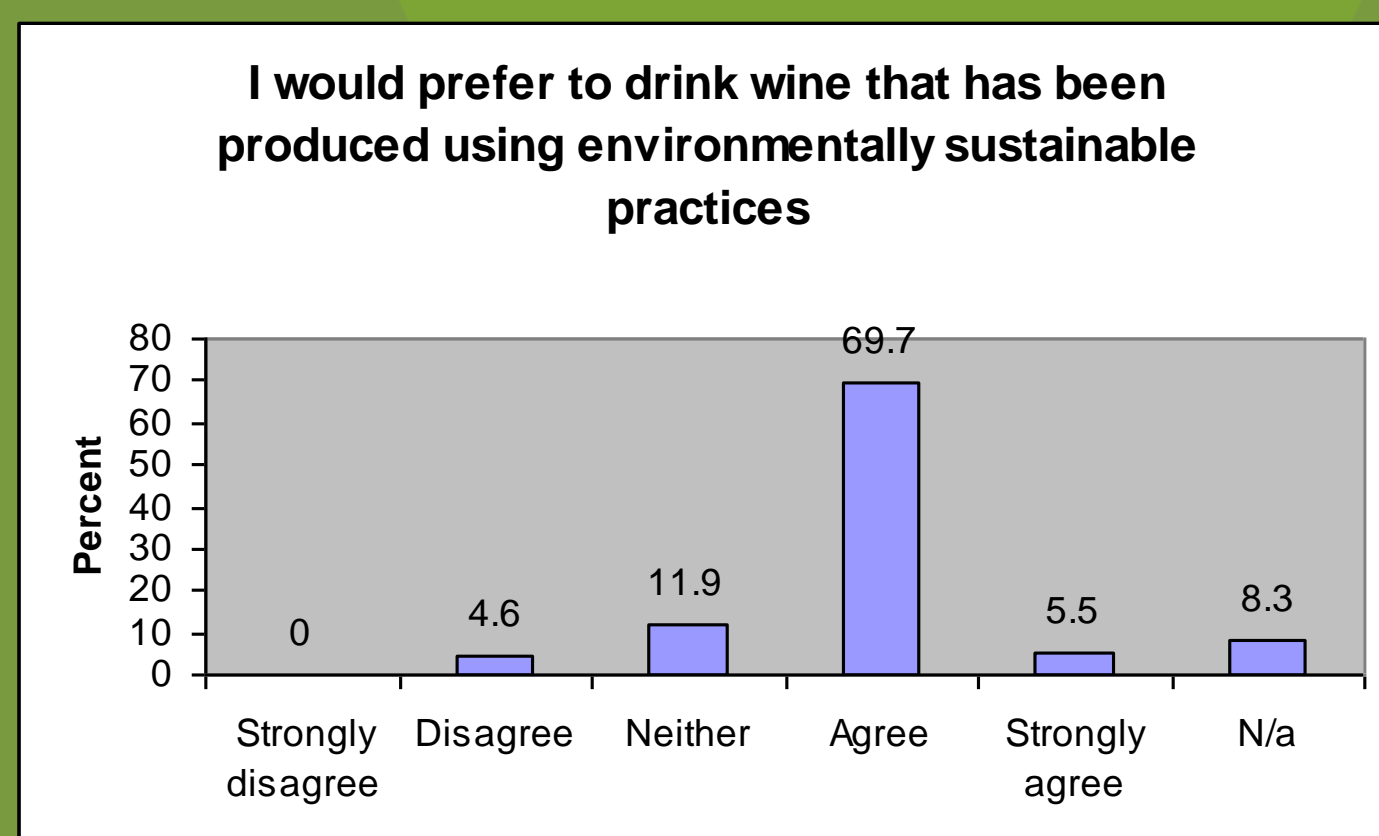
This market research study of Christchurch wine purchasers was carried out as part of a FRST funded research project. This project estimates the value of ecosystem services in New Zealand agriculture and explores ways to enhance or maintain these services. Sustainable wine production in the Waipara winegrowing region was one of the ecosystems included in the larger project.

Method:

During January 2008, 109 Christchurch shoppers were interviewed in supermarkets, liquor stores and wine shops about their wine buying behaviour, knowledge and preferences regarding wine safety and sustainable wine production.

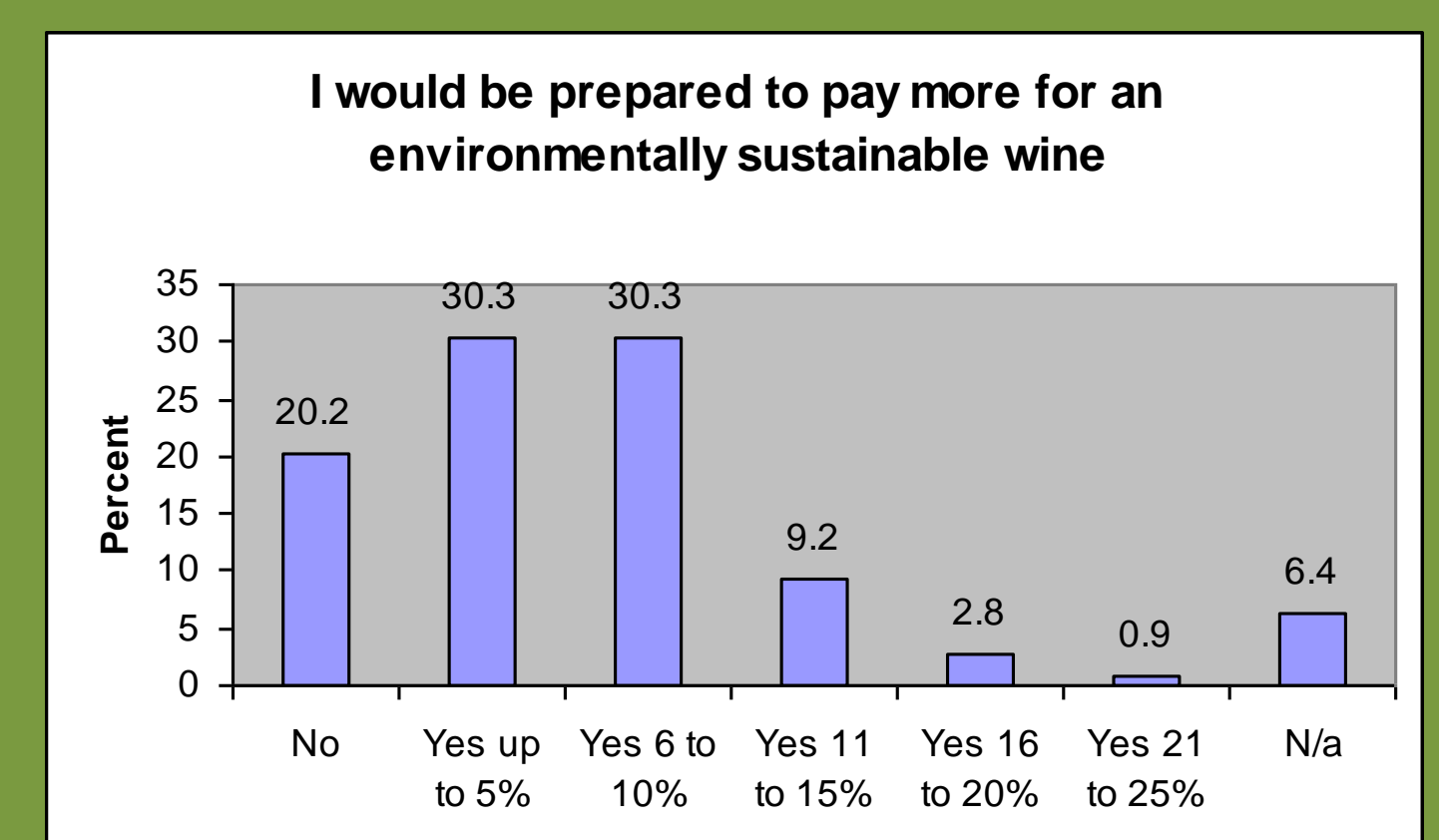
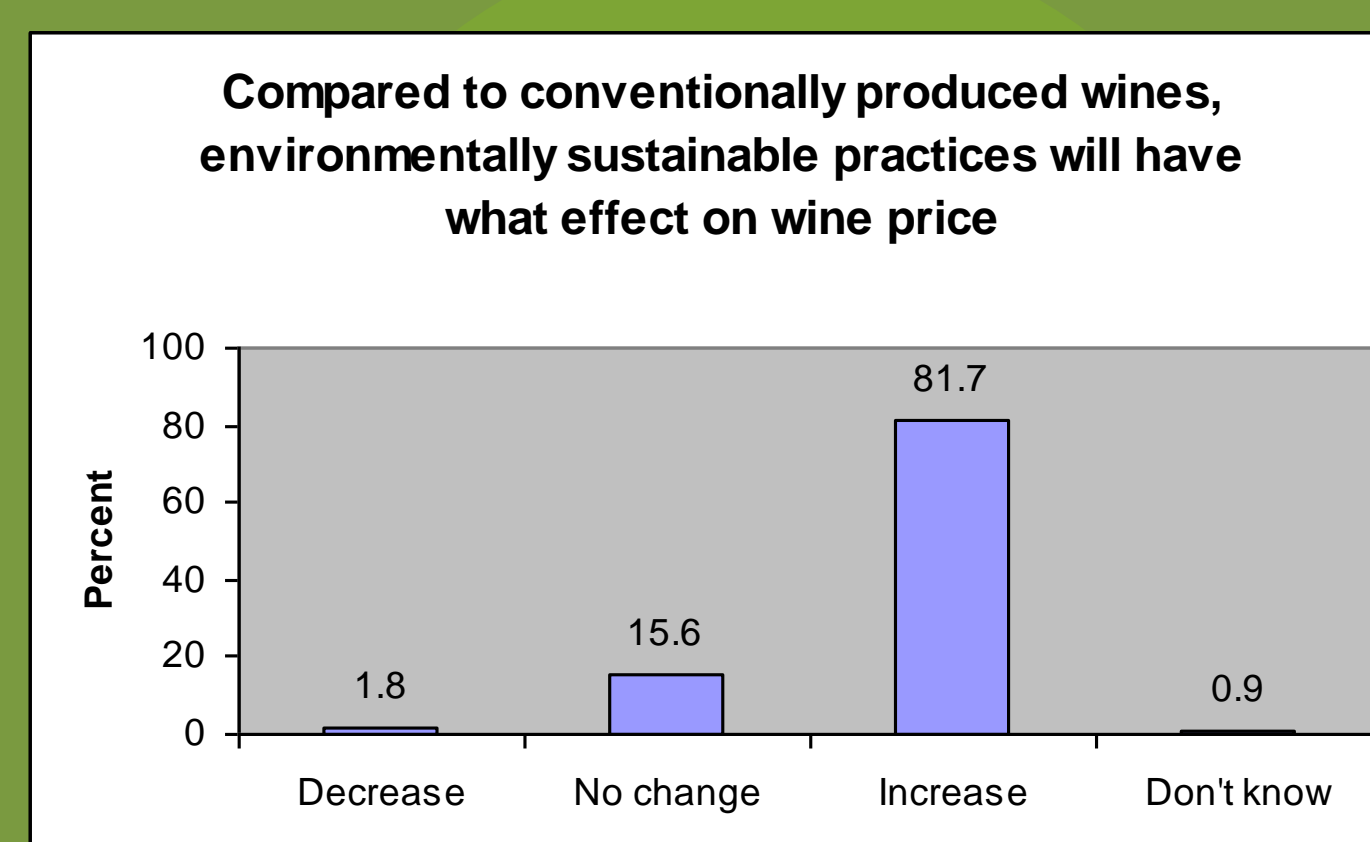
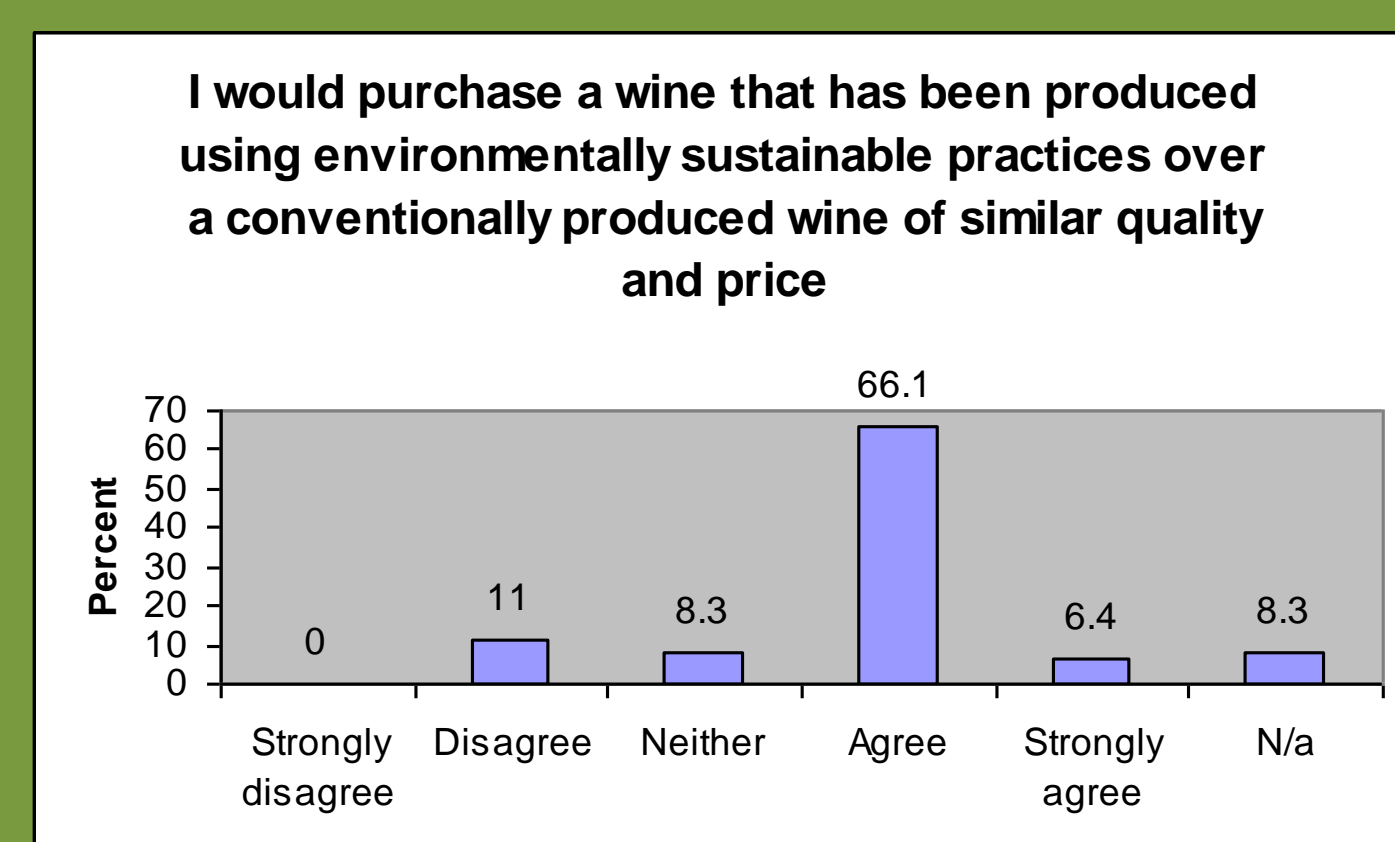
Sustainable Wine Production:

The majority of wine consumers would prefer to drink wines that have been produced using sustainable practices; this indicates a strong demand in the marketplace for such wines. Consumers felt that sustainable practices would have either no impact on wine quality or would improve it. Furthermore, a large majority of the respondents wished to see labels on sustainably produced wines so that they could identify these products.



Purchasing Behaviour:

The majority of consumers would purchase sustainably produced wines ahead of similar conventionally produced wines. Whilst consumers believed that using sustainable practices would increase a wine's price, they also indicated that they were prepared to pay a higher price for these wines.



Summary:

This study provided evidence that:

- Consumers are concerned by conventional wine production methods
- There is consumer demand for sustainably produced wines
- Consumers are willing to pay a higher price for sustainably produced wines