



Tropentag, September 9-11, 2020, virtual conference

“Food and nutrition security and its resilience
to global crises”

An Analysis of Sustainable Standards in Wine: a Case Study of Argentina

ANA FLORENCIA STODDART

The Pontifical Catholic University of Argentina, Faculty of Economics, Argentina

Abstract

A top priority over the coming years will be to encourage more inclusive societies and green competitive economies. The future of agriculture is facing great challenges and it needs to adapt towards a more resilient food production system. Certification labels can help bring to the surface hidden attributes and transform them into tangible search attributes, hence provide assurance of social and environmental process standards.

One of the most prosperous agribusiness in Argentina is wine, a backbone sector for many rural communities and generator of over 200.000 jobs. Since the late 90s this sector has continuously expanded to foreign markets, it is considered a leading sector as well as an early implementer of voluntary international social and environmental standards. However, there are still many opportunities and potential for this country to enhance the performance of the business, for instance to establish a superior regional brand (set a benchmark for local producers with straight standard on social accountability, fair trade and resource management) just as many other wine countries have already started developing.

The main aim of this paper is to depict the benefits and drawbacks of implementing voluntary sustainable certification schemes in a developing country. To this end, this research seeks to address the important contribution that both individual and collective schemes have on the sector, and to learn about the main reasons driving enterprises to adopt certain practices. A better understanding for the state-of-art of this prominent industry can provide useful insights for other local agribusinesses to emulate. And the finding will help to promote better policy-making, with practices that are socially responsible, ecologically sound and economically viable.

Keywords: Argentina, Certification, sustainable Standards, Trade, Value Chain, Wine