Varietal intensities and similarities of the world’s wine regions

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February 2010

This paper examines empirically two distinguishing aspects of the world’s wine regions: their degree of specialization in certain varieties, as measured by a varietal intensity index; and their similarity with other regions’ varietal mix, as measured by a varietal-based regional similarity index. The sample includes twelve of the most important wine-producing countries that together account for all but one-eighth of the world’s winegrapes, and the data refer to 2000 (or 1999 for EU member countries, since that is their most recent census data). These data and indexes provide a baseline against which to compare data for more recent or future vintages as producers respond to climate changes and market developments.

Keywords: terroir, regional winegrape varietal specialization,

JEL codes: D24, L66, Q13, Q15

Revision of a Contributed Paper presented at the AARES/AAWE Workshop on The World’s Wine Markets by 2030, Adelaide Convention Centre, 8-9 February 2010. Thanks are due to Lachlan Deer, Claire Hollweg and Jenni James for research assistance, and to GWRDC (Project Number UA08/04) and the University of Adelaide’s Wine2030 project for financial support. The views expressed are the author’s alone and not necessarily those of any of the funders.