

Adaptation Strategies of Bordeaux's winemakers to face climate change

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Abstract:

There is a strong consensus among international scientists regarding the existence of climate change (CC). It is well known that vineyards are particularly sensitive to climate factors, notably to temperature and precipitation. Changes in historical and future average temperature are expected to influence the overall quality of wines, and climate changes present significant challenges for this industry, now and into the future. Despite a lot of adaptive practices have been identified, almost nothing is known about the potential responses and efficient adaptation strategies the winegrowers are implementing or not and why. Therefore the models predicting a high decrease in winegrowing areas by 2050 didn't consider any adaptation of the winegrowers. From this perspective, we conducted an original survey on adaptation strategies of Bordeaux wine producers to face CC. The aim is to highlight whether winegrowers manage it in the short and long-run. The results demonstrate a significant short-term adaptation of wine producing firms, technical for the main part of time and in relation with the characteristics of each specific vintage. Wine producers therefore maintain yearly their strategic flexibility. On the long run, a part of them are adapting their practices (technically speaking once again) to the climate structural evolution.