

Sustainability and its Impact on Chile's Vineyards

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Abstract

◦ *Purpose: To analyze how sustainability is understood, its implementation and finally if a formally managed and implemented sustainability initiative has any impact on the vineyards of Chile.*

◦ *Design / methodology / approach: To achieve the above objective, a two - step methodology was followed. First, we investigated sustainability and its impact on vineyards. Afterwards, fieldwork was carried out, materialized in a survey which was validated by experts from the academic and professional global communities. The field work lasted a period of 10 months, where a number of managers of Chilean vineyards, located between the IV and VII region of Chile, were thoroughly interviewed. The data gathered by the survey were duly analyzed with the aid of statistical packages.*

◦ *Findings: Based on the analysis done from the data provided by the 19 surveys undertaken, it is possible to verify a better economic performance of those vineyards that do have a sustainability management system in place, Wine of Chile - Sustainability, than those that do not.*

Key words: Sustainability, Performance, Wineries, Chile