

Market Acceptance of Fungus-Resistant Grape Varieties (FRGV) – A Qualitative Analysis among Producers and Retailers

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Abstract

Purpose – The purpose of this study is to examine the factors which, despite the advantages of fungus resistant grape varieties, the supply from producers and retailers is low.

Design/methodology/approach – The survey is supported by data from semi-structured interviews. The interviews were conducted with experts from 48 organic wineries as well as 18 different types of retailers and were evaluated through content analysis.

Findings – It is shown that producers do not actively communicate their FRGVs to their customers. Retailers are facing a low active demand for wine made of FRGVs due to unattractive grape variety designations, higher consulting effort, and an increased risk in the purchase decision. In addition, the experience of the first generation of FRGVs is mostly negative among producers, retailers, and consumers.

Practical implications – A higher level of consumer acceptance is possible by offering attractive grape varieties, direct communication of these grape varieties, and the provision of information.

Keywords: FRGV, PIWI varieties, Germany, Producers, Retailers
