

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

Christoph Kiefer

Geisenheim University, Germany

christoph.kiefer@hs-gm.de

Gergely Szolnoki

Geisenheim University, Germany

gergely.szolnoki@hs-gm.de

Purpose – The purpose of this study is to investigate factors that influence the acceptance of fungus-resistant grape varieties among producers and retailers in Germany.

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.

Key words: fungus-resistant grape varieties, PIWI, Germany, Producers, Sustainability
