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‘Group Initiatives and Individual Winegrowers in The Netherlands’



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Group Initiatives and Individual Winegrowers in The Netherlands

A Rational Choice Approach

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CHAPTER 1

INTRODUCTION

The decision to study the wine sector in The Netherlands was taken because over the last years there has been a booming growth of the number of vineyards and it is interesting to explore this new sector and find out its future possibilities. The last few years, viticulture in The Netherlands is turning to be an alternative way of using the land not only as a hobbyist activity but also as a way to generate income. Although Netherlands is not a prominent country to produce wine it turned to be an alternative to the traditional way of farming (e.g. fruit cultivation, milk). The main reason for this turn was the fact that in the early 90's new grape varieties like Regent, Solaris, Johanniter were introduced on the market. These varieties have the advantage that they ripe early even to the high latitude of The Netherlands and made possible the vine cultivation in the country. This fact influenced many farmers and people that like wine and the result was the plantation of many small and larger vineyards throughout The Netherlands.

Although the Dutch viticulture is developing very fast, there is not enough information about this recent development and the few written documents that exist do not give an insight and they don't go deep into the Dutch wine sector. Nevertheless, this study will try to give some insights of the Dutch wine sector exploring the group initiatives and the solitary producers.

1.1 PURPOSE OF THIS RESEARCH

This Master thesis explores the wine sector in The Netherlands and especially focused on the existent group initiatives of winegrowers and also some solitary wine producers. As an exploratory research the aim was to gain more knowledge and to find out the future potentials of the group initiatives among the winegrowers. This study analyzes the decisions of the winegrowers to join or not these groups.

1.2 RESEARCH QUESTIONS

A. Research objective

‘To identify what influences the decisions of winegrowers in The Netherlands to join a local group or to work alone’

Research in relation to the objective:

- Group initiatives of winegrowers and
- Individual action of winegrowers

B. Main research question

What affects the decisions of winegrowers in The Netherlands to join a local group or to work alone?

C. Specific research questions

In order to facilitate and to remain focused on the research specific research questions has been developed. These specific questions are guiding questions to answer the main research question of this study.

1. 1a. What kind of groups can be identified and what is the role of the winegrowers to these groups?
1b. How are the individual winegrowers organized?
2. What reasons or external factors affect the winegrowers to join local group or work alone?
3. What are the advantages of the winegrowers working alone or being member of a group?
4. What are the disadvantages of the winegrowers working alone or being member of a group?
5. Are the decisions of the winegrowers to join a local group or to work alone rational or not?

To answer the main and the specific research questions, qualitative interviews were held with different actors, both individuals working alone as well as winegrowers members of groups. Moreover, a theoretical framework was set up and used in order to support the practical findings of this research. Along this study the research questions had been changed and cancelled and furthermore, more specific research questions had been added (see chapter 4, methodology).

1.3 OUTLINE

Chapter 2 will give a historical overview of the wine in The Netherlands until recently. Subsequently, chapter 3 will describe the theoretical framework of this Master thesis. In this framework the theory of rational choice is analyzed as a means of how it is going to be used in this thesis.

In chapter 4 is described the methodology followed, from the proposal until the end of this thesis (selection of interviewees, fieldwork, data analysis). Furthermore, chapter 5 is devoted in describing all the cases, meaning the four group initiatives and the four individuals.

Chapter 6 is devoted to analyze the cases in the chapter 5 based on the main research question and using the rational choice theory. Consequently, in chapter 7 conclusions are provided and suggestions for further research. Finally, in the Appendixes are useful information that should be taken into consideration.

CHAPTER 2

OLD AND NEW WINE HISTORY IN THE NETHERLANDS

The last years viticulture in The Netherlands is becoming a popular way of using the land as source of income or as a hobbyist activity. The climate of the country is not suitable for vine growing because of the cold climate, the lack of sunshine and the soil. Viticulture turned to be an alternative way of using the land, aside to the traditional farming (for example: pigs, cows or grain production). Nevertheless, if someone travels back to the Dutch history of agriculture he will discover that viticulture in The Netherlands has a long and famous history.

2.1 ROMAN AGES

Viticulture in The Netherlands is not a new phenomenon; it was already taking place in The Netherlands since the Roman ages. Viticulture in the Low Countries dates back to Roman times (Lorsheijd & Van Rijsingen, 1997, in: Box & Van der Zwet, 2003:3).

Viticulture was reported in Maastricht on 12th of February 928 and reports from the Roman period show that drinking wine in this region was normal and vine plots could be found on the hills of Maas-, Geul-, and Jeterdal¹.

2.2 MEDIEVAL TIMES – MAASTRICHT REGION

Maastricht was the centre of the worship of Saint Servatius in 300 AD. The church of St. Servatius had a vineyard in Güls near Koblenz and it served to complement the wine from the Meuse region, which was said to be insufficient to satisfy the local market (Van Term 1970, in: Box & Van der Zwet, 2003:4). Convents and also cloisters were the centers of wine production back then. They had also links and connections all over Europe and this made easy the exchange of information and knowledge. (Lorsheijd & Van Rijsingen 1997, in: Box & Van der Zwet, 2003:3, 4).

It was first mentioned that a vineyard existed in 1171 in the valley of the Jeker in Maastricht. Another vineyard appeared in the 14th and 15th centuries right next to the Saint Servatius church. Vineyards existed also on the Louwberg along the Jekervalley and near the Tongeren gate of the city (Van Term 1970, in: Box & Van der Zwet, 2003:3, 4).

Therefore, Maastricht, back in the Middle Ages was as a centre of wine production and consumption, connected with other wine centers in Europe through the properties of the Saint Servatius and religious communities in Belgium, France, and Germany (Box & Van der Zwet, 2003:4).

¹ Source: <http://www.apostelhoeve.nl/control.php?&topgroupname=Geschiedenis> , Apostelhoeve wijngaard, (14/07/2006)

2.3 THE DECLINE OF VITICULTURE IN THE NETHERLANDS

It is not known when and why the decline of viticulture in Europe and also in The Netherlands started. Several reasons and factors are mentioned (Box & Van der Zwet, 2003:4):

1. The change of the climate, resulting in a period of cold temperatures. Therefore, this period of low temperatures in The Netherlands from 1540 until 1590 caused the disappearance of many vineyards. As we can find in the XII Apostelhuis chronicles the vineyards were closed down and around 1600 in the Apostelhoeve, the old vineyard of Adam Daems was also closed down¹
2. The tastes of people may have changed and a preference for the beer has been developed. After also the invention of hopping which allowed keeping beers over a longer period and making them cheaper than wine.
3. The better quality of imported wines. With the starting of the Dutch trading system in 16th and 17th Century in Europe, importing wines from France or other countries became more profitable and allowed the development of a new market.
4. The decline of wine-production could also have been given by Napoleon. He integrated the Limburg region into France and with it levied an excise-duty on the local wines. This probably could have reduced the wine production in the Limburg. This situation could have been continued up to 19th Century but on very small scale.

Beside all these reasons, the conditions also for the wine production in The Netherlands and especially in Limburg were not favorable because by that time Limburg was split up between a Belgian part and a Dutch part in 1830. However, viticulture continued in the Belgian part until 1946 when the very last vineyard was closed in Huy, along the Meuse. Before that, small vineyards in Amay, Ampsin, Ben-Ahin, Herstal Ougrée, Huy, Liège, Tilleur and Vivegnis had already been closed (Van Term 1970, in: Box & Van der Zwet, 2003:4).

2.4 THE DESTRUCTION BY PHYLLOXERA IN EUROPE

In 1863 a destructive pest of grape, phylloxera, destroyed over 2 million hectares of vines in Europe and also in The Netherlands. The European vine (*Vitis vinifera*), that was being cultivated at that time to the European vineyards was particularly susceptible to the disease of phylloxera. Because of this, most of the vineyards closed down not only in Europe but also in The Netherlands. By 1865, phylloxera had spread into many vineyards. Over the next 20 years, it decimated nearly to all Europe. Many methods were attempted to eradicate phylloxera like: flooding or injecting the soil with carbon disulfide, had some success, but were costly and the pests came back as soon as the treatments stopped. Finally Thomas Munson, a horticulturist from Texas, found out that the native American vine plants (*Vitis riparia*) were resistant and suggested to graft the *vinifera* vines onto *riparia* rootstocks. As a result, it began a long process of grafting every vine in Europe over to American rootstocks². As a consequence, the new plants were resistant to the disease and viticulture started

² Source: <http://www.winepros.org/wine101/history.htm>, Professional Friends of Wine, (3/11/2006)

again in Europe and also in The Netherlands (in Limburg region) at the beginning of the 20th century³.

2.5 THE REVIVAL OF DUTCH VITICULTURE IN 1967

Modern viticulture in Belgium was initiated by Jean Bellefroid. He planted his vineyard in Borgloon (Belgium) in 1963. During World War II, Bellefroid went to Moselle in Germany. There he worked in a vineyard and learned the techniques of wine making and of vine growing. Afterwards he returned back in Belgium to start his vineyard in 1963. Bellefroid had connections with Frits Bosch in Maastricht and introduced him to the modern viticulture. Frits Bosch then started his vineyard at Slavante (Limburg) in 1967 (Box & Van der Zwet, 2003:5).

Bosch brought Hugo Hulst in contact with Jean Bellefroid and both they were taking viticulture advices from him. However, the two men had different aspirations and ambitions about their vineyards. Hulst was becoming a commercial winegrower, whereas, Bosch remained a hobbyist. This meant the end of the communication between the two men and also the emergence of two different approaches in Dutch viticulture: the hobbyists' and the commercial-professional winegrowers' (Box & Van der Zwet, 2003:5).

Bosch also had contacts with another potential winegrower, Mr Schepel, whom he brought in contact with Bellefroid. The result was that a second commercial vineyard started in The Netherlands in 1970 under the name Wittemer Wijngaard in Limburg, the same year as Apostelhoeve (Box & Van der Zwet, 2003:5). Until 1990 the commercial vineyards in The Netherlands according to Box and Van der Zwet, 2003 were:

1. Apostelhoeve by Hugo Hulst (1970)
2. Wittemer Vineyard by Schepel (1970)
1. Backerbosch vineyard by Caves Cadier (1977)
2. Hoeve Nekum by Bollen (Hulst's nephew) (1988)
3. St. Martinus Vineyard by Stan Beurskens (1990)

2.6 THE GROWTH OF DUTCH VITICULTURE

Wine production in The Netherlands is still small, but it is a phenomenon that in the near future will increase if growth continues as it did over the past years. According to Paul Kooijman⁴ (Productschap wijn, 2006) from 1997 until today there has been a booming growth of the number of vineyards and the wine production has been increased significantly. In 2006 the commercial-professional vineyards were counted to be 70 and it is estimated that before year 2010 this number will increase up to 100⁵. In figure 2.1 can be observed the growth of the commercial vineyards in The Netherlands from a few in number in 1997 grew up to 45 in 2005 (Jan Oude Voshaar, 2006:29).

³ Source: <http://www.defra.gov.uk/planth/pestnote/grape.htm>, Department of Environment, Food and Rural Affairs, (16/07/2006).

⁴ Source: Personal Communication, Paul Kooijman, (9/06/2006)

⁵Source: www.wijninfo.nl, Productschap-wine information center, (20/06/2006)

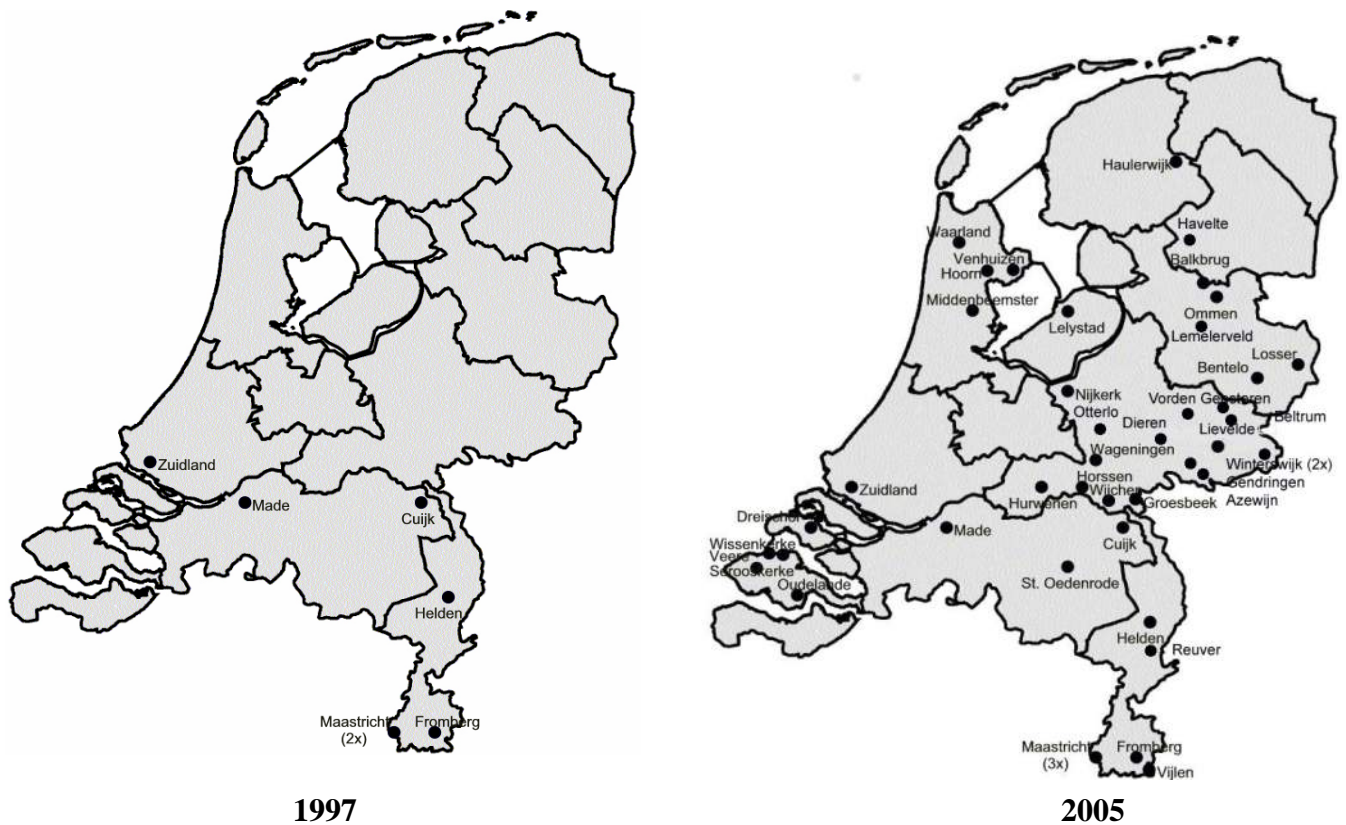


Figure 2.1 Number of Vineyards in The Netherlands in 1997 and in 2005
(with more than 1 ha), (Oude Voshaar, 2005)

The numbers of vineyards in 2006 (both hobby and commercial) were counted to be 183. These vineyards are spread all over The Netherlands with more concentration to the South. Especially in the province of Limburg there are 50 vineyards, in the province of Gelderland are 52 and in the province of Brabant there are 20 vineyards. From the South to the North the vineyards are less and more dispread, for example in the province of Drenthe there are only 3 vineyards and in the province of Groningen there is only one vineyard (Figure 2.2).



Figure 2.2 The vineyards in The Netherlands (June 2006)⁶

(The numbers in the provinces indicate the number of vineyards in each province, Gelderland: 52 vineyards, Limburg: 5, Noord Brabant: 20, Noord Hollad: 13, Overijssel: 12, Zuid Holland: 11, Zeeland: 8, Utrecht: 5, Friesland: 4, Flevoland: 4, Drenthe:3, Groningen:1, See Appendix A for the Number and name of the vineyards)

Remarkable is the fact that 47 % of all the vineyards are less than 0,2 ha planted area, 13,7 % are relatively big with more than 2 ha and the rest of them (39,3 %) are between 0,2 and 2 ha planted area as shown in figure 2.3. In general the size of the Dutch vineyards is small as most of them are a hobbyist activity and not for big wine production.

⁶ Source : www.wijninfo.nl, Productschap-wine information center and www.dewijnhoek.nl/nederland/english/index1.html, (20/06/2006)

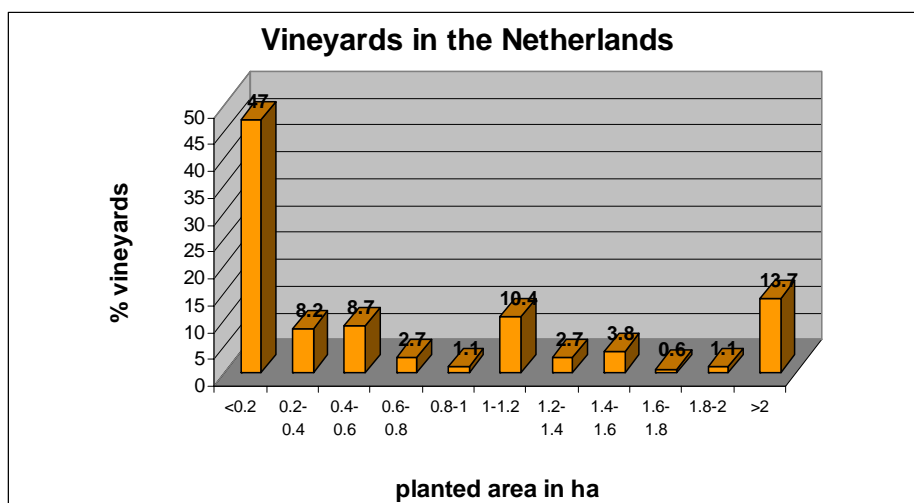


Figure 2.3 Percentage of vineyards in planted area (ha), (June 2006)

2.6.1 THE FUTURE OF THE DUTCH WINE SECTOR

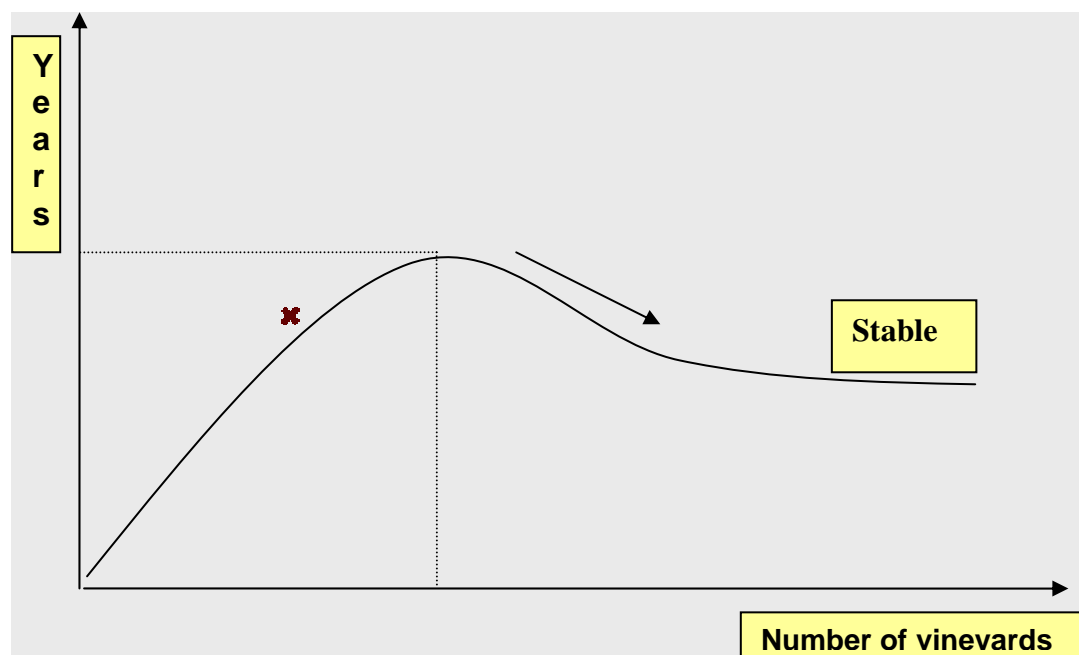
Many farmers believe that producing wine is an alternative to the other farming practices and they decide to start the vineyard. But soon they realize that it is not easy to make wine since it requires not only a lot of investments but also to have the experience and the knowledge to produce wine. Moreover, a lot of vineyards haven't entered the production yet and that means that they don't have much of experience with the wine making and selling afterwards. Consequently, it is expected that a big decline will follow the fast growth of the number of vineyards over the last years. As it can be observed in the Figure 2.4, the number of the vineyards is at the moment increasing and hasn't reached its peak yet. However it is expected, since it is not easy to produce wine (e.g. expensive, lack of knowledge), that many farmers will stop cultivating vine and the number of vineyards will fall down to a stable number. The number of winegrowers that will survive the drop will continue cultivating vine. The Figure 2.4 was designed after talking to the winegrowers and it is based on what they expect that will happen in the near future at the Dutch wine sector. Some opinions are:

"The sector will grow on the next 10 years because people are getting familiar and drink more the Dutch wine" (Jan Oude Voshaar, Wijngaard Wagenigseberg: 2006)

"The wine sector will never be too big; people still like to buy low-priced wines from the supermarkets. It will always be expensive to by Dutch wine" (Bert Donderhoor/ president of Achterhoek cooperative: 2006).

"Wine production is a new trend that many follow and this year we had many new comers. However, as a trend is growing fast at the beginning but later it falls and it becomes stable" (Garcia Verdel/treasurer of Achterhoek cooperative: 2006), (Figure 2.4).

"The wine sector nowadays, has a lot of publicity, people are more aware about it now and if the coming years the sector will grow. It is popular especially among the farmers community and it spreads very fast" (Gilbert Sweep/Wijngaard De Santspuy: 2006).



**Figure 2.4 Estimation of the number of vineyards
x the current position**

2.6.2 THE ROLE OF THE GOVERNMENT

The role of the government consists of a number of sub-roles, which are outsourced to different governmental or semi-governmental organizations (Van Deudekom, 2005:41). On behalf of the government there are rules and regulations concerning the wine in The Netherlands (e.g. vine growing, wine making, wine cellar, hygiene codes). Part of the regulations follows the European policies and another part comes from the local and the national government and the winegrowers have to comply with them. Through the Productschap wijn (semi-governmental organization) the regulations are focused more on the wine imports and wine sales. On the other hand, the Department of Customs is responsible for the excise (indirect tax or duty levied on items within a country⁷, here about the wine) that the winegrowers have to pay. It is stressed thought that this kind of tax should be paid only by the winegrowers that produce wine for commercial reasons and their vineyard is bigger than 1,000 m² (Kooijman, 2006).

Every year the government poses more rules and the result is that the winegrowers have to pay more money for taxes. In the past it was easier to produce wine as there weren't so many rules but now there is a lot of bureaucracy and many taxes that the winegrowers have to pay.

However, as it is argued also by Van Deudekom (2005:42) and Wim Hendriks (2006) government has lagged behind the industry but this is understandable as the industry was in the hands of amateurs for a long time. Nevertheless, even after the recent growth of the wine industry the government is still behind but this is explained by the fact that the size is still very small and there is no economic interest for the government.

⁷Source: <http://en.wikipedia.org/wiki/Excise>, Wikipedia ,the free encyclopedia (8/02/2007)

2.7 THE NEW GRAPE VARIETIES

The Netherlands is not a prominent country to cultivate wine and this is because of the cold climate and the soil which aren't suitable for the growth of the vine plants. However, due to the new grape varieties (e.g. Solaris, Regent, Johanniter) it is possible to find vineyards in more northern locations than Limburg. The new varieties:

- mature earlier
- are resistant to mildew
- are suitable for cultivation in north areas

This gave the opportunity to new winegrowers to start their vineyards in The Netherlands and since 1997 the number of Dutch winegrowers has grown very fast. At this moment (June 2006) there are only a few vineyards in the Northern part of The Netherlands but it is expected that in the near future viticulture will be possible to all the parts of the country.

On the other hand, at the vineyards in Limburg, winegrowers still cultivate the old traditional grape varieties (e.g. Riesling, Pinot gris, M. Thurgau) but since 2003 a few of them have started to cultivate also the new varieties as they believe that give good results.

2.7.1 CHARACTERISTICS OF THE NEW GRAPE VARIETIES

The new grape varieties are suitable for the climate of The Netherlands. With these new grape varieties it is possible to grow vines in The Netherlands as they ripen early and this is necessary for the Dutch climate which has a short ripening season.

2.7.1.1 Description of Regent

- This variety is a crossing between [(Silvaner and Muller Thurgau) x Chambourcin].
- Regent is resistant to downy and powdery mildew and is also known for the limited use of chemical controls. In general plant protection measures are not necessary for Regent and because of this the plants do not need spraying and this means less expenses, more environmentally friendly and suitable for organic wine. Nevertheless, the use of sulfur can be necessary if there is high powdery mildew infection.
- The upright growth, the small tendency to form auxiliary shoots and the relatively easy cultural practices are also characteristics of Regent.
- The berry size is small to medium and the berry drop can occur at advanced stages of ripening.
- The juice is slightly coloured and depending on the degree of ripeness, a short fermentation on the skins is sufficient for the colour extraction. Regent wines are quality wines, full-bodied with a dark deep red colour⁸.

⁸ Source: <http://www.bafz.de/baz2006V4/index.php?id=455>, Federal Centre for Breeding Research on Cultivated Plants, (14/12/ 2006).

2.7.1.2 Description of Solaris and Johanniter

- **Solaris**

Is derived from a Merzling x (Saperavi Severny x Muscat Ottonel) cross. The characteristic of Solaris is that matures very early and allows the elaboration of dry wine with an average fineness, which can be an advantage if it is used as a blending wine. It also can produce a sweet wine if the grapes are over-ripened. Solaris is slightly fruity, but more neutral than Johanniter and the wine usually has a good structure, a full body and enough acidity (Basler and Pfenninger 2001:67).

- **Johanniter**

Produce a dry white wine with an interesting structure and a fine fruity taste and reminds of the Riesling variety, with a good structure and a fine grapefruit tone (Basler and Pfenninger 2001:67).

- Sensitivity of Solaris, Johanniter and Mertzling to downy mildew is lower than that of the *Vitis vinifera* and can be classified as middle to high for Merzling, middle to low for Johanniter and low for Solaris (Spring, 2001:57)
- Their sensitivity to powdery mildew can be considered as middle to high for Merzling, middle for Solaris and quite low for Johanniter (Spring, 2001:57).
- Depending on the pressure of these both pathogens, a basic protection with fungicides can be required for these three varieties (Spring, 2001:57).

CHAPTER 3

THEORETICAL FRAMEWORK

In order to put the descriptive cases into perspective and to answer the research questions we need to use a theoretical framework. Below the rational choice theory is explained in terms of how it is going to be used for this research. Rational choice theory was chosen because it can justify the gathered data and it can also explain human behavior and why people select certain options. Moreover, at the last part of the chapter the concepts of hobbyists, semi-professionals and professionals winegrowers are being defined.

3.1 RATIONAL CHOICE THEORY

This theory explains that individuals choose what they believe to be the best means for them to achieve any given goals. They are regarded as maximizing utility for everything they like and assume that human behavior is guided by instrumental reasons⁹.

What characterizes rational choice theory is that it denies the existence of any kinds of action other than the purely rational and calculative (Scott, 2000:126). Individuals as they are purposively self-interested and calculatively rational make choices, reveal their preferences and perform their actions (Reisman, 1990:1). Moreover, according to Scott the theory holds that individuals anticipate the outcomes of alternative choices and estimate what will be the best for them and choose the alternative that is likely to give them the greatest pleasure. The theory is being guided by key assumptions, these based on Monroe (2001:153) are: (1) Actors pursue goals, (2) these goals reflect the actors' perceived self-interests; (3) behavior results from a process that actually involves conscious choice; (4) actors choose the alternative with the highest expected utility and (5) actors possess information on both the available alternatives and the likely consequences of their choices. Thus, according to rational choice theory, individuals are behaving according to their self-interest and to their conscious choice. They have a clear knowledge of the environment, they have their preferences and finally they calculate the best choice of any given available alternative. According to Down (in Reisman, 1990:73) individuals act in the most efficient manner possible given their limited capabilities and the cost of information and as a result all the actors in this theory are utility maximizers.

Rational choice according to March (1978: 587) involves two uncertainties, uncertainty about future consequences and uncertainty about future preferences, we try to predict what will happen in the future as a result of our actions and our choices and we try to imagine how we shall evaluate what will happen and then we make our choices based on these guesses. However, predictions are not easy, anticipating future preferences is often confusing and subject to significant errors. The theory of rational choice tries to deal with these complications and emphasize the complications of the guessing future preferences (March, 1978:578). Decision making faces many difficulties and numerous studies have been developed to deal with that. One of these is the work of Herbert A. Simon about the bounded rationality which explores the development of the decisions that people make.

⁹ Source: http://en.wikipedia.org/wiki/Rational_choice_theory, Wikipedia, the free encyclopedia, (11/1/2007).

3.2 BOUNDED RATIONALITY

One of the main criticisms about the rational choice theory was focused on the fact that the theory doesn't involve any discussion about the nature of the persons' preferences, it assumes little about the way people make estimations of uncertain events and assume that people choose the alternative with the highest utility (Simon, 1984: 296; in Monroe, 2001:154). Because of these concerns Simon developed the term bounded rationality, according to him people are only partly rational, and they are in fact emotional/irrational in some of their actions. In addition bounded rationality suggests that people use heuristics to make decisions rather than rules of optimization and they do this because of the complexity of the situation and the inability to compute all the alternatives¹⁰.

Bounded rationality refers to the fact that people have limited memories and limited cognitive processing power. We cannot assimilate all the information at our disposal and no matter how much knowledge we have we cannot consider all the possible alternative actions¹¹. Thus, people are not completely rational but rather boundedly rational. An individual cannot have a complete picture of everything; instead he is content with knowing enough to arrive at good decision (Hakelius, 1999:33).

Furthermore, according to Hakelius a person has a feeling for when it is time to stop processing information; he does that as long as the costs are lower than the benefits. Once these costs exceed the benefits he reaches a decision.

Bounded rationality emphasizes on culture, history and context and less on the external situations (Monroe, 2001:154). Based on Monroe, bounded rationality differs from the traditional concept of rationality in the followings: (1) People have limited computational abilities; (2) it assumed uncertain, limited information and that people search for alternatives and information; (3) the process is stressed rather the outcome; (4) predicting behavior requires extensive knowledge of the persons and particularly the persons' goals and orientations.

3.3 STRESSING THE FOCUS OF RATIONAL CHOICE THEORY

1. Conceptualization of the self

Certainly the self-interest itself explains much of the human behavior and the selfness of the individual. To comprehend when and why we follow self-interest behavior we must understand the complexities between the persons' self interests and the persons' perception in relation to others. Why we choose for ourselves and why for the group interests? The answer is guided by the character of the person and also by external conditions (Monroe, 2001:159). Moreover, humans are complex and try to do as well as they can given the constraints that they face in everyday situations making use of heuristics, norms and rules to achieve the best outcome (Ostrom, 1998:9).

2. The importance of others

Rational choice theory neglects that a person is an individual existing in a social world (Monroe, 2001:161). It is important to stress for the causes of this research the importance of the interactive effect of human behavior. According to Monroe (2001:161) we should ask more about how the behavior of others affects us in making

¹⁰ Source: http://en.wikipedia.org/wiki/Bounded_rationality, Wikipedia, the free encyclopedia, (11/1/2007).

¹¹ Source: <http://users.ox.ac.uk/~jesu0073/TCE.pdf>, Oxford University Computing Services, (11/1/2007).

decisions and that if more people following the same direction and choose for the same option should this be a path that we may follow as well? The importance of others is also great when forming groups. Self interested actors make use of communication techniques to convince others to cooperate and join a group. We are being influenced before we arrive to a decision and this is also part of the rational choice theory (Ostrom, 1998:13).

3.4 SOCIAL EXCHANGE

Directly connected to rational choice theory is the exchange theory, which is concerned with social interaction and social exchange. In this research the aspect of exchange will be applied, it will be studied the interaction between winegrowers and how these interactions affect them to their decisions.

This research will try to explain why the winegrowers decide to do what they do. However, explaining these phenomena isn't easy and requires a deep understanding of human behavior. According to Scott (2000:127) central to all forms of rational choice theory is the assumption that complex social phenomena can be explained in terms of the elementary individual actions of which they are composed. This viewpoint is called methodological individualism and means that:

"The elementary unit of social life is the individual human action. To explain social change is to show how they arise as the result of the action and interaction of individuals" (Elster 1989: 13: in Scott, 2000:127).

During human interactions resources like time, information, knowledge generation and approval from others are involved. Moreover, as it was argued before in rational choice theory the individuals are seen as motivated by their preferences and their needs. They act within specific conditions and on the basis of the information that they have about the setting under which they are acting. Rational choice theory holds that individuals must anticipate the outcomes of alternative courses of action and calculate which will be best for them (Heath 1976: 3; Carling 1992: 27; Coleman 1973: in Scott, 2000:127).

3.4.1 SOCIAL INTERACTION AND SOCIAL EXCHANGE

Homans (in Scott, 2000:128) has argued that human behaviour, like all animal behaviour, is not free but determined. It is shaped by the rewards and punishments that are encountered. People do things that lead to rewards and they avoid whatever they are punished for and furthermore, people learn from their past experiences, and that is all we need to know in order to explain their behaviour (Scott, 2000:128). Homans goes on arguing that in social interaction, people are involved in mutual reinforcement. Each person's behaviour influences the other, and their joint behaviour is developing through this exchange. Homans held that *approval* is one of the most important of human goals; he saw approval as directly connected to money and both money and approval are general means of exchange in social interaction, one in economic exchange and the other in social exchange (Scott, 2000:128). Rational choice theory sees social interaction as a process of social exchange. As economic action involves an exchange of goods, services and money on the other hand social interaction involves the exchange of approval and certain other valued behaviours. In order to emphasise the connection with economic individualistic action, human motivation is being seen as a profitable balance of rewards over costs

(Scott, 2000:129). Thus, the profit that a person gains in interaction with others is measured by the rewards received minus the costs. Homans argued that ‘no exchange continues unless both parties are making a profit’ (Homans 1961: 61: in Scott, 2000). This means that the interaction will continue only if all the participants find it profitable. The one who will not gain something will find this interaction more costly than rewarding and will not continue to be part of this interaction. Therefore, a sustained social relationship is resting upon a balance of mutual profitability (Scott, 2000:129).

3.4.2 THE PROBLEM OF COLLECTIVE ACTION

How can the co-operation of individuals in groups, cooperatives and other forms of joint action be explained if individuals calculate the personal profit to be made from each course of action? Olson (in Reisman, 1990:143) emphasized the prevalence of self-seeking behavior and the pursuit of individual satisfaction as opposite to the group interest. This problem of collective action is also called the Hobbesian problem of order: if actions are self-interested, how is social life possible (Scott, 2000:130)? Is it possible to form groups and cooperatives if they consist of individual self-interested people? It is possible to show that individuals would join groups that are likely to bring them more benefits than costs. Rational actors have no individual incentive to support any collective action (Scott, 2000:130).

The fact that people join groups and cooperatives means that there is something missing from the rational choice theory. To overcome this Olson (1965:170) has suggested that collective action is sustained through what he calls ‘selective incentives’ and he also stress that the economic incentives are not the only incentives (in Reisman, 1990:144). Moreover, Olson goes on arguing that the selective incentives will stimulate individuals to act in a group oriented way and that group action can only be obtained through that incentives. The incentives according to Olson must be selective as the benefits are strictly for the group members and this will motivate them to join and contribute to the group. Scott (2000:130) also argued that the selective incentives alter the rewards and costs in such a way as to make support for collective action profitable. Finally, Abel (in Ginrich, 2000:3) stated that cooperation can develop from individual self-interested especially in conditions of limited resources or uncertainty.

3.5 BEHAVIORAL APPROACH TO RATIONAL CHOICE THEORY

In this study, the behavioral approach developed by Elinor Ostrom will be used. He formulates a behavioral theory of bounded rational behavior. He is stressing out that due to our genetic inheritance we don’t have the capabilities to do unbiased, complex and full analyses without substantial knowledge as well as feedback from our relevant environment (Ostrom, 1998:2). Moreover, Ostrom emphasizes a few critical points: (1) our behavior is affected by many variables like the size of the group, the heterogeneity of the participants, their dependence on the benefits that they receive and the available information that they obtain, (2) we must step away from the conception that human behavior views complete rationality as the way to explain behavior and (3) he emphasizes the importance of heuristics and the norms to explain human behavior. Ostrom also stress out how individuals can achieve results that are “better than rational” by building upon conditions where trust among the participants

or the group members help to overcome the strong temptations of short-run self-interest.

Our brain is a complex device, a system that takes a large amount of information, transforms it in various ways, stores it, analyzes it and applies decision rules to it, and then translates the output on what we call “behavior” (Cosmides and Tooby, 1994:328). Thus, as humans we are complex and we seek to do as well as we can given the constraints that we face and that we are able to learn heuristics, norms and to use them to improve any achieved outcomes (Ostrom, 1998:2).

Ostrom on his work has argued about a second generation models of rationality based on learning heuristics. He explains that individuals are boundedly rational and they do not calculate all the strategies for any situation they face in their everyday encounters. Thus, they tend to use heuristics that they have learned over time and through their interactions with others, and these heuristics should approach the best-response strategies (Ostrom, 1998:9).

3.6 WHAT IS WRONG WITH RATIONAL CHOICE THEORY

- Rational choice theory can provide some insights why people want to achieve the best alternatives but cannot explain totally human behavior and human action (Scott, 2000:130). We have to take a step back from the notion that rationality is the only way to explain human behavior. As human beings, we are different from each other and there is not only one pattern to explain behavior (Scott, 2000:130). There are many factors that influence the actions of people (e.g. past experiences, environment, norms, heuristics) not only the self-interest choices and the maximum profitability. Not all actions are purely rational, calculative and guided by instrumental reasons; this is a one-sided view and as Abel (Ginrich, 2000: 3) argued rational choice theory provides one possible way of explaining human behavior.
- This theory provides an interpretation of the individual action (Ginrich, 2000: 2) but the explanation depends on the way the researchers do the analysis to make clear the reasons of human actions. However, the researcher has to be open-minded and to discover the hidden reasons of peoples' choices.
- As this theory is based on the fact that any choice is guided by instrumental reasons, it omits the fact that humans are affected by emotions. We do not act only based on the best self-interested outcome but also based on what fulfill our feelings, emotions and what we perceive to be irrational as it fulfill our preferences even if it is not economically driven. According to Monroe (2001:161) rational choice neglects the fact that persons are also part of a wider social context. We are acting in a context where other people exist and they have also an influence on us. Human interactions play an important role on our decisions and choices because each others behavior influences the other and they develop a joint behavior through this interaction (Scott, 2000:128).
- **Justification of choices.** People in general want to justify what they do and show to the others that their decision is the best option for them. They want to defend their choices and present their work to be as good as it gets, they will not admit that they have made a mistake or that their choice wasn't the best one. The researcher has to be careful analyzing what people declared during the interviews. Is it really true what they said or they hide something?

3.7 CONCEPTUALIZING

Distinguishing hobbyists, semi-professionals and professionals winegrowers.

It is important to make it clear for this study to define and analyze these concepts. When someone has a vineyard especially in The Netherlands is hard to differentiate if it is his hobby or it becomes his profession and that will be explained below.

According to the definition from the Oxford English Dictionary: Hobby is something done for pleasure in one's spare time. But people that have a vineyard spend a lot of time at the vineyard and the side activities related to it, and as they say: *"To have a vineyard is time consuming, we invest a lot of time on it"*. Thus, according to the definition it is not more a spare time activity as it consumes time from their other activities and so it is not a hobby anymore. However, while discussing it with the winegrowers they had a different explanation if their vineyard is still a hobby for them. They explained that:

"If we don't make money out of it, is still a hobby, no matter how much time it consumes."

For them money are important and if they don't have a profit then it remains just a hobby. Nevertheless, when someone has a hobby vineyard he doesn't have any intention or expectation to make money but according to Barlet (Barlet 1991: In Boyd, 1998:1) hobby or part-time farming can be an important adaptive strategy to increase family income and spread risk.

3.7.1 DEFINING THE WINEGROWERS CATEGORIES

The question of what is a hobbyist winegrower seems to have many answers.

Numerous attempts have been done to define a hobbyist farmer among them are (Boyd, 1998:4):

1. A farm operator with net farm income but without a farm related occupation
2. Farm operators with greater than a specified number of days of off-farm work and
3. A farm operator with greater than 50% of his total income from non-agricultural sources

However, for the purposes of this thesis research the following definitions will be used as there are closely related to the Dutch winegrowers and their situation as it has been described by them:

Hobbyist: A winegrower who do not make any profit out of it no matter how much time he spends (the planted area is less than 0,5 ha) and he has a main external income other than the vineyard.

Semi-professional: A winegrower that makes profit but not enough to make a living. The winegrower is depended on a second income (the planted area is between 0,5 and 2 ha).

Professional: A winegrower that is depending solely on the income that comes from the vineyard and doesn't have a second income (the planted area in more than 2 ha).

It was deliberately chosen to focus on the planted area as an indication to distinguish the concepts and this is for the following reasons:

When a winegrower has less than 0,5 ha he can manage to work at the vineyard and he can have the vineyard as his recreational activity. The amounts of plants are not so many to cost him a lot of time and money. Thus, this continues to be a hobby farming giving him pleasure but not any profit.

When the winegrower has from 0,5 up to 2 ha then the amount of work that he has to dedicate to the vineyard and possibly to the side activities is too much to remain just a recreational activity and a way to escape from his everyday routine. The vineyard of this size demands a lot of work and as a consequence a lot of time. Thus, the occupation with the vineyard is a semi-professional activity but still the winegrower doesn't make enough profit to make a living and he needs to have a second income. Finally, when the vineyard is more than 2 ha, then it is obviously a lot of work for the winegrowers. They wouldn't manage it if it was only their hobby. The money that they have to invest and the time is much more than the previous categories and this indicates that the winegrowers should do it professionally and commercial oriented. Furthermore, they manage to make a profit and being depended solely from the income that comes from the vineyard. The last category contains only a few winegrowers as it is difficult to make a profit only by having a vineyard in The Netherlands. Most of the winegrowers can be found on the first and second category where they don't have to be depended financially only from the vineyard.

Time element: Along with the former definitions the element of time should be stressed. Having a vineyard is a time consuming activity and sometimes it is confusing because even when someone is a hobbyist winegrower he spends the same amount of time as a semi-professional and still he doesn't make a profit out of it. For the shake of this research the focus will not be on the time spending at the vineyard but on the planted area and the element of profit to distinguish the above concepts. Another issue connected also to the element of time is that when a winegrower is a starter then he is not going to make a profit for a period of at least five to six years. At the beginning he has to invest a lot of money (equipments, cellar, etc.) and he doesn't earn anything as the vines are still small and they need three years to come into production. Thus, for all the winegrowers (hobbyist or professionals) there is a period of time at the beginning that will not have any profit no matter how big is their vineyard.

Note: the choice of the above planted area as a distinction is not strictly, there may be some exceptions. That means for example that there may be winegrowers that have a little more than 0,5 ha and still remain hobbyist or the opposite to have less than 0,5 and be a semi-professional.

CHAPTER 4

METHODOLOGY

4.1 RESEARCH FOR THE THESIS PROPOSAL

The research for the thesis proposal started in June 2006 and it was completed in the end of July. Before writing the thesis research proposal it was necessary to get an overview of all the existing vineyards in The Netherlands. Therefore, a research has been done through the internet¹², listing and drawing in a map all the vineyards in each province (183 vineyards in total, see figure 2.2 chapter 2).

Knowing how many vineyards were in the country it was decided to call some expert winegrowers and people that know about the wine in The Netherlands (Jan Oude Voshaar, Fred Lorscheid, Paul Koijman/Productschap wijn) to get an overview about the wine sector. Moreover, a few phone calls were also made with some other winegrowers in the country to become familiar with the wine sector. The result from the phone calls was not only the familiarity with the wine sector but also a general picture of how these vineyards operate and the existence of some local groups of winegrowers where knowledge and information is exchanged.

A decision had to be made about the research objective of the thesis proposal. The initial aim was to investigate the collective actions of the winegrowers as this thesis was connected with the Cofami project¹³. Research questions were formulated to explore the networks and the collective actions of the winegrowers and also to test an hypothesis about their economic performance. However, as it was not possible to get any financial data to test the hypothesis and the preliminary proposal idea changed. It was then decided to change the main research question to what affects the decisions of people to work alone or to become a member of a study group or a cooperative. To answer the research questions key informants needed to be interviewed and before going on fieldwork, a decision had to be made on whom to visit.

Defining key informants: By key informants is meant expert people that know about the wine and the situation in The Netherlands or winegrowers that are pioneers in the wine sector or winegrowers that are active members of the study groups (president, secretary, treasurer or founder of a group).

4.2 SELECTION OF THE INTERVIEWEES

As the main purpose of this study was to find out what affects the decisions of people to work alone or in a group, the focus was to find any existing cooperative or study group to explain how people work in groups and some individual winegrowers that would be good examples to explain the individual situation. After searching initially on the internet and after a few short interviews by phone (Jan Oude Voshaar and Fred Lorscheid, 2006) it was found out that there is only one official cooperative for the wine in The Netherlands and that is the cooperative of Achterhoek. Except Achterhoek there are also three study groups, the Noord Holland group, the Mergelland group and the Groesbeek group which evolved to the Foundation of Groesbeek.

¹² Two official websites were used: the www.wijninfo.nl Productschap wijn information center and the <http://www.dewijnhoek.nl> The vineyards in The Netherlands (06/2006).

¹³ www.cofami.org, Cofami project is concerned with encouraging collective farmers marketing initiatives.

Achterhoek cooperative 1. Clemens Weenink 2. Bert Donderhoor 3. Gracia Verdel 4. Henk Takken 5. Oliver Meckler, professional wine maker of Achterhoek Groesbeek group 6. Freek Verhoeven Mergelland group 7. Wim Hendriks	Noord Holland group 8. Yvonne en Ruud Nobleman 9. Simon Loos 10. Simon de Vries 11. Kees van Westrien Individual winegrowers 12. Jan Oude Voshaar 13. Fred Lorscheid 14. Youp Cretier 15. Gilbert Sweep
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Box 4.1 The 15 interviewees

Group initiatives. From the four distinctive group initiatives (Box 4.1) key informants were interviewed in order to get an insight of how the vineyards and the groups operate.

- **Achterhoek cooperative.** It was decided to interview the president (Bert Dondergoor) and the secretary (Clemens Weenink) to get first an insight of how the cooperative works and then an interview with Gracia Verdel who is the treasurer and responsible for the marketing of the cooperative and finally with Henk Takker who is responsible for the vine growing. The reason why these winegrowers were chosen is because they perceived (as key informants) to give valuable information and to describe thoroughly this cooperative.
 - **Noord Holland group.** The choice in this case was more difficult than Achterhoek as Noord Holland is only a study group. It was chosen to interview Simon Loos who has the biggest vineyard in Noord Holland (and one of the biggest in The Netherlands 7,7 ha), then Jos Van der Lee and Simon de Vries were chosen as they initiated the group of Noord Holland. Also an interview with Kees van Westrien was necessary because he is the newest member of the group and finally Ruud and Yvonne Nobleman were also chosen as they were the first informants during the preliminary research with the phone call interviews.
 - **Foundation of Groesbeek.** An interview with Freek Verhoeven was necessary as he is the one who initiated the group.
 - **Mergelland group.** Wim Hendriks was interviewed because he is one of the key actors in this group and the one who organizes all the groups' activities.
- Note:** For Groesbeek and for the Mergelland group only one key person was chosen because of the time and work overload (see 4.4). These key informants were suggested by other winegrowers during the interviews.

Individual winegrowers. As the intention of this thesis was to examine whether the group members manage to work together successfully, to test that it was decided to compare them with individual winegrowers. The individual winegrowers below were chosen not only because their vineyard is a good example of how they work successfully alone in the Dutch wine sector but also because they have a story to tell after many years in the Dutch viticulture.

Defining successfully: by successfully is meant that the winegrowers managed to grow their vines alone, make their own investments and together with side economic activities they are able to sell all of their wines and to make an income out of it.

Moreover, they have made their estimations and they have established their networks not only to sell their wine but also to expand their knowledge about wine.

- **Jan Oude Voshaar.** Is one of the first winegrowers to cultivate the new grape varieties in The Netherlands successfully and he knows well the Dutch viticulture. Another reason to choose Jan was because he stays in Wageningen and this made it possible to visit him first and to gather some general information about the wine sector.
- **Fred Lorscheid.** Is one of the pioneers to cultivate vines in The Netherlands (since 1978), he is experimenting with more than 500 different grape varieties and after 28 years he knows well the Dutch wine sector.
- An additional reason to choose Jan and Fred was not only to understand how they manage with their vineyard and to get a historic record out of it, but also the fact that they were also giving the wine courses in Achterhoek and they know about vine growing and wine making especially in The Netherlands and they have a story to tell.
- **Gilbert Sweet** was chosen because his farm is different than the others. Beside his vineyard he also cultivates asparagus, milk and meat and he combines all that with his wine. His vineyard is a good example to illustrate how someone can manage with a vineyard and be successful in the wine sector.
- **Youp Cretier** was chosen because he perceived to be a good example of managing with a vineyard and at the same time being successful. He is not only focusing on how to grow his vines but also to the economic side activities connected to his vineyard and taking advantage of the historical place where his vineyard lays, he does all that successfully and he is able to make an income out of it.
- **Oliver Meckler.** The wine maker of Achterhoek cooperative. Oliver is an expert about wine internationally and his opinion about Dutch wine in particular is interesting and enriching for this Master thesis.

4.3 FIELDWORK

After deciding upon the 15 persons (Box 4.1) to be interviewed the fieldwork had to start. A questionnaire was designed with three parts of questions. The first part consisted of general questions about the vineyard and the winegrower in particular (historical record), the second part consisted of questions about the operation of the vineyard of the individual winegrower and the third part consisted of questions about the cooperative or the group that the winegrower was member of it. Important to notice here is that the first questionnaire was tested with Jan Oude Voshaar. Based on his answers, adaptations were made to the questionnaire, making changes to some questions and also to the layout. The questionnaire was send by email to the interviewees beforehand in order to be able to read it and prepare some of the answers.

The initial contact with the interviewees was done by phone where I presented myself, the research I was conducting and then it was decided upon the day and the time of the interview. The schedule of the interviews can be seen in the figure 4.1.

Nevertheless, beside the in-depth interviews, the same winegrowers were reached by phone asking them additional information and questions that came up later on during the analysis of the data.

September, 2, 2006

Jan Oude Voshaar – Wageningen – Wijngaard Wagenigseberg – Individual

September, 7, 2006

Clemens Weenink – Lievelede – Wijndomein Besselinkschans – Achterhoek cooperative

Bert Donderhoor – Winterswijk – Wijngoed Dierkinck – Achterhoek cooperative

September, 13, 2006

Yvonne en Ruud Nobleman – Venhuizen – Wijngaard de Swamenplaats-Noord Holland group

Simon Loos – Wognum – Laandgoed de saalhof – Noord Holland group

September, 20, 2006

Participating to harvest at the vineyard of Freek Verhoeven in Groesbeek

Gracia Verdel – Almen – De Nieuwe Baankreis- Achterhoek cooperative

September, 22, 2006

Youp Cretier – Dieren – Wijngaard Domein hof te Dieren – Individual

September, 27, 2006

Henk Takken – Kranenburg – Wijngaard Kranenburg – Achterhoek cooperative

Oliver Meckler (wine maker of Achterhoek) – Kranenburg

September, 29, 2006

Gilbert Sweep – Etten Leur –Wijngaard de Santspuy – Individual

October, 4, 2006

Fred Lorscheid– Zuidland – Simonhaven – Wijngaard de Aghthuizen – Individual

October, 13, 2006

Simon de Vries– Middenbeemster – Wijngaard of middenbeemster – Noord Holland group

October, 13, 2006

Kees van Westrien – Waarland – Wijndomein de Sloodgaert – Noord Holland group

October, 16, 2006

Freek Verhoeven – Groesbeek – Wijngaard de Colonjes – Groesbeek group

November, 10, 2006

Wim Hendriks – Wahlwiller – Wijngaard Wittemer Wahlwiller – Mergelland group

Figure 4.1 The schedule of the interviews

4.3.1 QUALITATIVE IN-DEPTH INTERVIEWS (Data collection method)

The available information about the Dutch wine is scarce and hasn't been documented efficiently. Although there are some articles in the regional and national newspapers about some vineyards in The Netherlands, this information is superficial and sometimes very specific and doesn't give clear insights about the sector (Van Deudekom, 2005:113). During this research many difficulties came up to find the proper literature as so little information is available about the Dutch wine. The use of qualitative in-depth interviews was considered necessary to find the proper data to answer the research questions. Although there have been a few researches in the Dutch wine sector so far from Maartje van der Zwet (2003) and Van Deudekom (2005), their information helped to give an insight only to the Limburg region and not in the whole Netherlands. Thus, their research was focused on different subjects and gave a small but considerable information to this research.

Therefore, it was considered necessary for this research to discuss in depth with specific actors to get the available data. The interviews lasted almost 1,5 hours and during this time it was tried to get an insight of how and why the winegrowers work alone or in a group. The in-depth interviews that were used for this study had the requirements according to Manson (2002: in Van Deudekom 2005):

1. The interview is based on an interaction between the researcher and the interviewee, which results in a dialogue via which information is being exchanged.
2. Qualitative interviewing is a relatively informal style of interviewing. Instead of a sequence of questions and answers, the interview can be referred to as 'conversation with a goal'.
3. The researcher makes use of a thematic, biographical or a narrative approach, involving that there is no complete set of sequential questions. Rather the interviews are designed in such a way that they have a flexible structure.
4. Most qualitative interviews emanate from the perspective that knowledge is situated and contextual. It is the task of the researcher to focus on the relevant context in order to produce situated knowledge. In this way knowledge is being (re)constructed during the interaction between the researcher and interviewee.

4.4 LIMITATIONS AND CONSTRAINTS

A number of limitations and difficulties occurred in this research. In that case another focus would have chosen or if there were more available time it would be possible to elaborate different the questions and to strength this research.

- **The communication with the winegrowers.** What is meant with that is the fact that a number of them where not willing to help the research and it was not possible to retrieve the necessary information. The result was that several calls had to be done afterwards and finally to get some of the information from other winegrowers. This affected this research in terms of lack of the appropriate information and it made it difficult to answer the research questions. Moreover, another problem connected to the communication was the fact that the language of interview was in English. This is possible to influence the interviewees to give limited answers and not going so much in depth if they could answer to their native language.
- **Time pressure and management.** Although the interviews lasted 1,5 hours that sometimes wasn't enough, there were many questions that needed to be answered and at the end the questionnaire had be limited. The result was that not all information could be retrieved and the effect on the research was the lack of all the appropriate information to answer the research questions. However, the time management effect was also because as a new researcher I didn't have the experience of how to conduct an interview and it was difficult to deal with it in a real-time situation. The result was that some times I run out of time and this also affected the research as the necessary information weren't gathered.
- **Harvesting and wine making period.** Some of the winegrowers didn't have available time for an interview during this period. As a result the interviews with Kees van Westrien, Youp Cretier and Henk Takker lasted for almost one hour. This is because in the first and second case it was during the harvesting period and the winegrowers didn't have enough time and with Henk Takker was because the interview took place during the wine making process and apparently he was very busy

and he couldn't dedicate a lot of time to the interview. This affected the research in terms that it was not possible to collect all the information needed and let some questions unanswered.

- **Selection of the interviewees.** The time wasn't enough to interview everyone. Four winegrowers were chosen for the case of Achterhoek cooperative and four of Noord Holland group but for Groesbeek and for the Mergelland group only one key person was chosen because of the time and work overload. Moreover, these persons were chosen after the suggestions of previous interviewed winegrowers but this could also have influenced the findings of this research in terms of biases.

CHAPTER 5

DESCRIPTION OF THE CASES

This chapter is divided in two sections. The first section will focus on describing the four group initiatives of winegrowers in The Netherlands named: (1) *Achterhoek Cooperative*, (2) *Groesbeek group*, (3) *Noord Holland group* and (4) *Mergelland group*. The second part will describe the four individual winegrowers named: (1) *Wijngaard Aghthuizen - Fred Lorscheid*, (2) *Wijngaard Wagenigse Berg - Jan Oude Voshaar*, (3) *Wijngaard De Santspuy - Gilbert Sweep* and (4) *Domein Hof te Dieren - Youp Cretier*.

At the end of this chapter a description of networks of the winegrowers in The Netherlands is mentioned. The reason to incorporate that information here is because it will give an insight of the connections of the winegrowers in the wine sector and will stress their need to enlarge their contacts, communicate and interact with each other in a more intensive way.

5.1 A. GROUP INITIATIVES OF WINEGROWERS

A.1 Achterhoek Cooperative

The Achterhoek cooperative is the only official cooperative of winegrowers in The Netherlands. On January 8, 2004 the cooperative of Achterhoek has been established officially. Van Weeghel and Doppenberg at Doetinchem established this cooperative. The certification of the Achterhoek cooperative was signed on behalf of the cooperative by the president Bert Dondergoor, the secretary Clemens Weenink and the treasurer Garcia Verdel.

This cooperative came into realization during the wine courses at Achterhoek in 2003. The purpose of these courses was to get people involved with the vine growing. People that were interested about wine joined the courses and no one of them knew anything about wine before. During the courses the participants beside the theory of growing vine, got also practical lessons with attention to pruning, pest management and working with various machines. The courses were given by the experienced winegrowers Fred Lorscheid, Jan Oude Voshaar and Piet van Rijsingen. As a result from these courses the participants were able to begin and maintain their vineyard¹⁴. Just on the first evening, when the courses began, the participants started talking with each other about the viticulture in The Netherlands. During the discussions all agreed that they need to produce quality of wine and if they wanted to survive in the Dutch wine sector they should do that together. Thus, the participants started to thinking how they could be together in a group of winegrowers and how they could produce wine. Everyone realized that it is expensive to make wine; they need machines, a winery and professionals that can help them with the wine making and with their vineyards. They cannot afford to make a mistake.

¹⁴Source: http://www.wur.nl/NL/nieuwsagenda/archief/nieuws/2005/Courses_professionele_wijndruive_nteelt_in_Nederland.htm, Wageningen University, (6/12, 2006).



Figure 5.1 Achterhoek, location of the members of Achterhoek Cooperative

[The Achterhoek is a region in the eastern part of the Netherlands and lies between the rivers IJssel and Oude IJssel, and is at the borders with the province of Overijssel and Germany¹⁵; the numbers in the map indicate the members of the cooperative]

The cooperative started in 2003 with ten members and in 2006 it grew up to eleven members (figure 5.1 and Table 5.1). The newest member joined the cooperative at the beginning of 2006 (Vineyard De Scheper). As Bert Dondergoor said during the interview the cooperative is open to new members because they want to grow more up to 15-20 members in order to reach 20 ha in total and to share the expenses. However, the newcomers have to comply with some requirements to be accepted to the cooperative. These requirements according to Bert Dondergoor are:

- The vineyard has to be more than 1 ha
- They must have the same grape varieties as the other members
- They should do it professionally; meaning that part of their income should come out of the vineyard
- They should have the same way of vine growing (cultivation system, use of pesticides, spraying, techniques)
- They must be in the area of Achterhoek

The winegrowers have joined this cooperative to share not only the costs and the expenses but also knowledge and experiences.

What is important to notice here is that the bottle of the cooperative has two labels. The front label is the cooperative's label and the back side is the label of each winegrower. Although the wine in the bottles is the same for everyone, they can distinguish themselves from the other members and use also the name of the cooperative at the same time.

The ten members planted in the spring of 2004 44000 stocks in total, that means that they have a total vineyard of 15 ha all together and their first grapes were delivered to the cooperative on September, 21, 2005.

Wine professionals. The members needed professionals that they could help them with their vineyards and the wine making as they did not have the experience and the knowledge to do that. Through a colleague – that he had some connections – they

¹⁵ <http://en.wikipedia.org/wiki/Achterhoek>, Wikipedia the free encyclopedia, (15/6/2006).

found Marcus Regnery a vine professional from Germany. Marcus comes six-seven times per year, he visits the vineyards and he gives advices to each one of the members about the vine growing, the new techniques with what they should spray, about new varieties and any kind of information they need. Then the members needed a professional that could help them with the wine making and through Marcus they found Oliver Meckler from South Africa. As the harvesting period is different in South Africa from The Netherlands, it was possible for Oliver to come and make the wine for Achterhoek cooperative. But the first thing that Oliver said to the members was:

“I will make the wine for you but I cannot make wine from bad grapes, so you have to focus only in the good quality of your grapes.”

Oliver made it clear that quality is the most important and they will not survive without it. According to Oliver, Dutch wine is an experimental wine; they are tasting and experimenting with it every year. The quality is growing and the wine taste is improving every year. They expect that in a few years they will have a good wine. What Oliver Meckler said about the cooperative is that:

“Their decision to work as a cooperative was the best solution for them. They can build together a cellar with the proper machines, the technology and the right advices. It is easier and cheaper to be in cooperative.”

The two wine professionals also advised the members to plant specific resistant varieties that are suitable for the climate and the soil of The Netherlands in order to avoid losing their crops. An important role to their decision was Jan Oude Voshaar, who is one of the pioneers to cultivate the new resistant varieties in The Netherlands. Jan is experimenting with Regent variety since 1998 and the results at his vineyard are good and promising.

The common varieties that the members cultivate are: Solaris, Johanniter, Regent, Rondo and Merlzing and the wines that they produce are: Regent, Regent Barrique, Solaris, Johanniter and the Krap-an (distillation from the grapes). These are the wines they have in production but they plan to have more varieties and to produce different kind of wines.

Flow chart. The main steps from the vine growing to the marketing of the cooperatives' wine are explained below (figure 5.2):

Vine growing: Everyone is responsible for his own vineyard and the growth of the plants. However, the cooperative is involved in the part of vine growing as all the members take advices by the same professional who visits their vineyards six to seven times per year.

Harvesting: The members are not involved with each others harvesting and the cooperative is not involved with this part.

Wine making: This part is being done with the cooperative. In the wine making process are involved 4 members and Oliver Meckler (the professional wine maker). What they do is to bring their grapes to the cooperative and together with Oliver they make the cooperative's wine.

First they receive the grapes, weighed them and test the % of sugar and acid. Then they press and pump them into tanks for the fermentation. The fermentation lasts between 7 and 14 days. During this period, the wines need to be checked every day. After one day the white wines have to be pumped into another tank to clear the wines for the first time. The red wine ferments on the berries for 10 till 14 days and then they get pressed. During the wintertime the wines have to be pumped again and be cleared many times until the wines are ready to be in bottles.

Box 5.1 The process of wine making

Marketing: This year (2007), the marketing will be done partly through the cooperative and partly through each individual. The cooperative is considering with how they are going to sell their wines and what will be their marketing strategy. Clemens Weenink, the responsible for marketing said:

“At the beginning everything seems very nice, fun and easy. We bought together the machines, the plants and we had also a discount but selling the bottles of wine is the most difficult!”

Garcial Verdel which is also responsible for the marketing is considering turning to an expert to market their wines. Garcia said that:

“We do not know how to organize the marketing and we should pay an expert that can do the marketing for us. It is too much work for all of us, to grow the vine plants and also promote and sale our wine.”

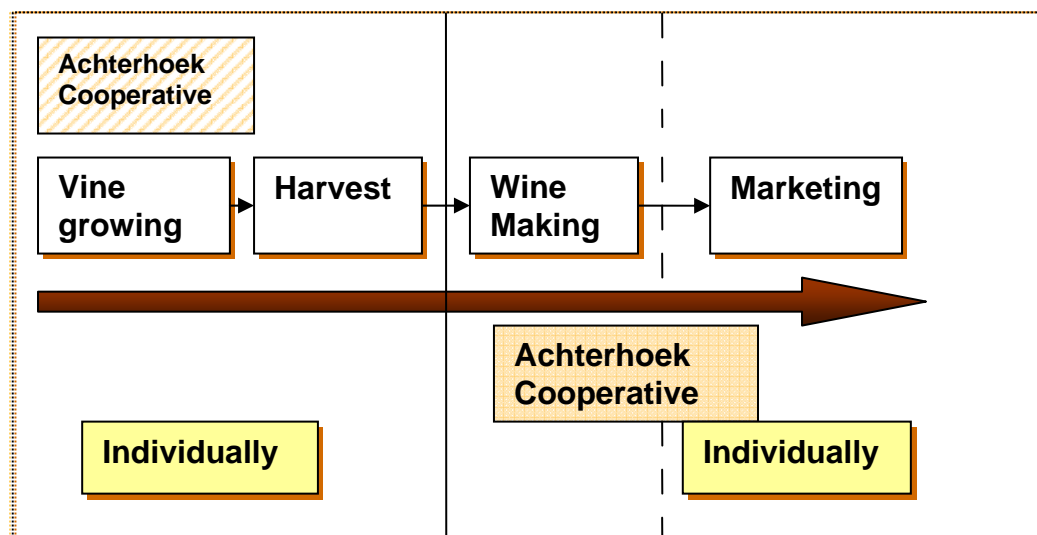


Figure 5.2 Flow chart of the Achterhoek cooperative

The Achterhoek cooperative is a partial cooperative that means that all the members cultivate by themselves their vine plants; they do the cultivation alone up to the point that they have to make the wine. Then they sell the grapes to the cooperative and the cooperative makes the wine for them. Then after the wine is ready they have to buy

the bottles of wine from the cooperative. However, as the president of the cooperative Bert Donderhoor said:

"In a sense it is also a total cooperative, everyone is involved to everything, not only to give the grapes to the cooperative. That means that we discuss during all the cultivation period to see how to grow our grapes, what fertilizer to put, what varieties etc. It is not that we only cooperate for the wine. We are concerned about the whole process."

Until this year every member did the marketing of the wine alone. They could manage to sell their wine because the amount of bottles was still small. But this year their wine production will increase and they have to do the marketing together to manage to sell all of their bottles.

Until 2006, there were 11 selling points for the Achterhoek wine, which means the 11 members sold their wine to their vineyards. This year (2006) they will come up with a marketing plan and will start to promote and sell also the wines through the cooperative. As the flow chart shows (figure 5.2), the cooperative of Achterhoek intends to do the marketing partly collectively and partly individually. That means that the members can market their wines with the cooperative and also by themselves. However, it is important to mention that the cooperative is also concerned with issues like the growing of vines, their maintenance, the grape varieties, the fertilizations and all the issues concerning the vine growing (figure 5.2).

Joint investments. Concerning the amount of money that the members have to pay, varies every year. The exact amount of money will not be applied until the end of the year. However, the membership of the cooperative is not the same as the one of a football club; this means that the members don't have to pay a yearly membership. We can compare the cooperative to a company with various shareholders but in the case of Achterhoek the shareholders are the members. To start up this cooperative the members "donated" the necessary money to begin with a business plan. The money which was donated is registered as shares and furthermore, the members have an interest over this money. In 2005 when they harvested for the first time they had to invest in hardware and also in knowledge. As Bert Donderhoor said the bank borrowed them money for the hardware but the problem for them was to get money for the knowledge. Because of that the members had to bring in more shares; these are registered again and finally the members get interest over it.

During the stage of the vinification the members deliver the grapes to the cooperative and they pay 1,20 euros for every vine that they own. Then they get a credit note for the kilos of grapes that they bring in and they will not be paid until the wines are sold. After that there is a calculation of the cost and the income and the difference will be paid to the members (excluding new investments etc.). The costs are separated to variable and fixed. The fixed costs are: energy, rent, knowledge, fixed assets and the variable costs are: bottles, stickers, labels, corks.

Sub-groups. In the cooperative there are 5 different sub-groups in order to divide the tasks. They formed these sub-groups the August of 2006 and they are still experimenting with these (how it is going to work and what they should do better). The members of the sub-groups have meetings every month and they discuss about the sub-groups issues. More than one member participates to the sub-groups. These are:

Group 1: Vine growing

Group 2: Wine making, vinification, measuring aqua presentation, ph, etc.

Group 3: Technical matters**Group 4:** Marketing – tourist industry – make contacts/networks**Group 5:** Financial matters

Before the formation of the sub-groups a few members were involved with issues concerning the cooperative these were: the secretary Clemens Weenink, the treasurer Garcia Verdel and the president of the cooperative Bert Dondergoor. However, most of the work (financial issues with the bank, the new machines, and the contacts with the professionals) had to be done through the president Bert Dondergoor. Then Bert took the initiative to form these sub-groups because as he said he couldn't anymore do everything for everyone.

Bert Dondergoor has a lot of experience in the production management (because of his initial profession) and he is capable to organize all the - members and to hold everyone together. At the beginning everyone let all the work to him; he was the main link but now his responsibilities have been limited. He oversees the cooperative and he checks if everything works well and if everyone does his/her tasks.

Besides the monthly meetings of the sub-groups, the eleven members as a whole have meetings 4-5 times per year where they discuss the main points of attention and about their future plans.

Background of the winegrowers of Achterhoek

The eleven members of Achterhoek have different professional backgrounds, they are characterized by heterogeneity. Six of them have an agricultural background, meaning that they had (some of them still have) a farm with pigs, cows or potatoes and sugar plants. For example, Mr. Clemens Weenink who is the owner of the largest vineyard in the Achterhoek cooperative (Wijndomein Besselinkschans, 4,5 ha) stopped his farm with cows and pigs and he is devoted to his vineyard. He is planning to have a profit from his vineyard as he doesn't have any other income except from his wife's. The rest of the winegrowers do not have an agricultural background and having a vineyard for them is a new experience of working outdoors. However, all the members didn't have a vineyard before and they don't know anything about growing vines, it is something new for them and challenging.

The eleven members of Achterhoek Cooperative:

1. Wijngoed Dierkinck, Winterswijk-Minste, <http://www.dierkinck.nl/>
2. Wijnhoeve Kunneman, Geesteren, <http://www.wijnhoevekunneman.nl/>
3. Wijngoed Kranenburg, Kranenburg, <http://www.wijngoedkranenburg.nl/>
4. De nieuwe Baankreis, Almen, <http://www.denieuwebaankreis.nl/>
5. Wijngaard Hesselink, Winterswijk-henxel, <http://www.wijngaardhesselink.nl/>
6. Wijndomein Besselinkschans, Lievelede, <http://www.wijndomeinbesselinkschans.nl/>
7. Wijngaard De Beekerij, Beltrum, <http://www.debeekerij.nl/>
8. Wijngoed de Hennepe, Aalten <http://www.wijngoeddehennepe.nl/>
9. Wijngaard de Reeborghesch, Winterswijk-kotten
10. Wijngaard Valkeniersbulten, Winterswijk-huppel
11. Wijngaard De Scheper, Groenlo

Vineyard	Grape Varieties	Size	Starting	Background
Wijngoed Dierkinck	Regent, Johanniter, Merzling, Solaris, Rondo, Dornfelder, Muscat blue	2,2 ha	2004	Product manager
Wijnhoeve Kunneman	Regent, Johanniter, Solaris, Mertzling, Rondo, Pinotin, Dornfelder, Cabernet Sauvignon	1,8 ha	2003	Mixed farmer with beef and milk
Wijngoed Kranenburg	Regent, Johanniter, Merzling	1,5 ha	2004	Flower shop
De Nieuwe Baankreis	Regent, Johanniter, Solaris, Leon Myllo, Marchalfoch, Orion	0,8 ha	2004	Bank employee and after a chicken farmer
Wijngaard Hesselink	Regent, Johanniter, Solaris, Rondo, Pinotin, Nero, Salome	2,75 ha	2004	<ul style="list-style-type: none"> • Potatoes for consumption • Starch potatoes • Sugar plants
Wijndomein Besselinkschans	Regent, Johanniter, Solaris, Merzling, Rondo	4,5 ha	2004	Farmer with pigs and cows but not anymore
Wijngaard De Beekerij	Regent, Johanniter, Solaris, Rondo, Merechal foch	2 ha	2004	Farmer with pigs
Wijngoed de Hennepe	Regent, Johanniter, Solaris, Mertzling, Rondo	0,75 ha (grow 1,3ha)	2004	Employee in a Company
Wijngaard de Reeborghesch	Regent, Johanniter, Solaris, Rondo, Acelon	1 ha	2004	Helps coffee farmers in Africa
Wijngaard Valkeniersbulten	Solaris, Rondo, Merechal foch	1,5 ha	2004	Potatoes and sugar plants
Wijngaard De Scheper	Regent, Johannire, Solaris	0,5 ha (grow 1ha)	2006	Human Resource manager

Table 5.1 The eleven members of Achterhoek and their characteristics

A.2 Groesbeek Foundation -Stichting Wijnbouw Centrum Nederland

Freek Verhoeven is the first winegrower to start a vineyard in Groesbeek. He started in 2001 as hobbyist winegrower with some vines on the slope behind his house and in 2006 his vineyard grew up to 5 ha. Together with Freek works his brother Cees Verhoeven and Tom Wouters, an employee. The three of them have created a partnership and they work together at the vineyard separating the tasks. Cees and Tom works mostly at the vineyard (vine growing, spraying etc.) and Freek is mostly involved in the wine making the marketing process and in any financial matters.

The study group. In 2003, five new winegrowers from Groesbeek reached Freek and asked him advices to start their vineyards. Freek explained the situation in The Netherlands - and in Groesbeek in particular – and then they decided to start their vineyards. The five winegrowers together with Freek formed a study group, where they could exchange knowledge and discuss with each other. The fact that the vineyards were all organic was important to form this group as they could exchange information about organic vine growing.



Figure 5.3 Location of Groesbeek¹⁶

[Groesbeek is located in the south side of the province of Gelderland between the city of Nijmegen and the German border]

The five winegrowers of Groesbeek (except Freek Verhoeven) started only one year ago their vineyards and they will have their first harvest in 2007. Each one of them is independent and will have their own wine from their own grapes and with their own label. However, as they don't have yet the space and the machines to make their wine alone they have agreed that they will bring the grapes to Freek and he will make the wine for them. They have made a contract in which they made some agreements. According to the contract Freek will make the wine for them for a period of 10 years for a fixed price per liter of wine. Anyhow, when the wine is ready they will have the possibility to sell it by themselves or to let the Foundation of Groesbeek do the promotion for them. But the Foundation will have the goal to promote in general Dutch wine not only the wine from Groesbeek.

Flow chart. In the flow chart (figure 5.4) it can be observed that all the four steps, vine growing, harvesting, wine making and marketing are being done individually. The part of the marketing could be done individually and also together with the

¹⁶ Source: Image: <http://en.wikipedia.org/wiki/Groesbeek>, Wikipedia, the free encyclopaedia, (2/11/2006)

Foundation, but this is up to each winegrower. They can choose how they want to promote their wine, alone, together with the Foundation or a combination of both. In addition during all the steps of the flow chart the six winegrowers discuss with each other, exchange opinions and experiences.

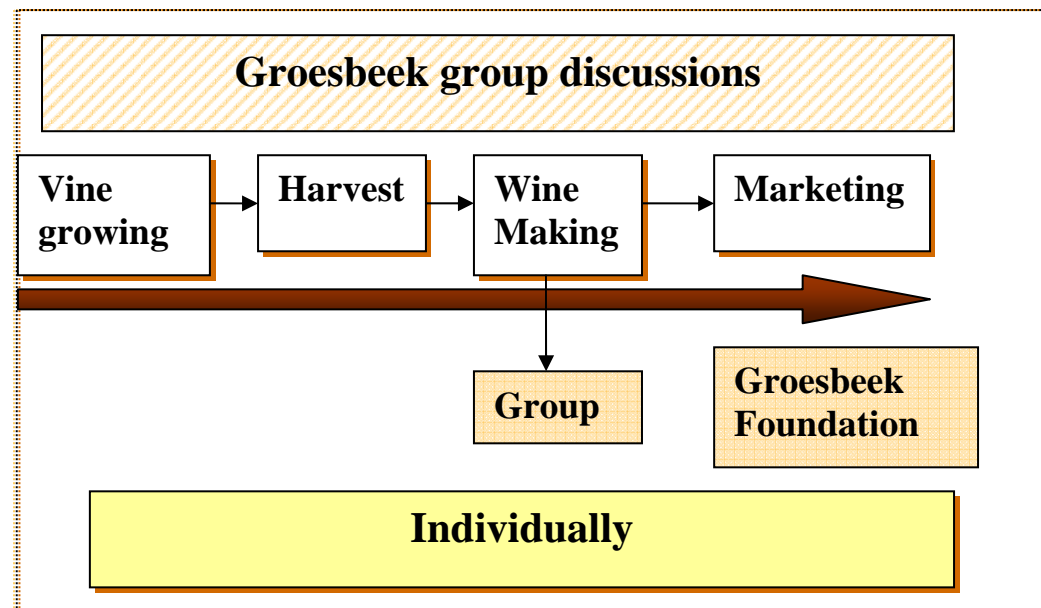


Figure 5.4 Flow chart of the Groesbeek group-Foundation

Foundation of Groesbeek. The Foundation of Groesbeek was founded on November 2005 by Freek Verhoeven. The motivation to start this Foundation is that he wanted to do something about the Dutch wine sector because he realized that there were many new winegrowers in The Netherlands that were following different routes and he wanted to bring them all together. His ambition is to organize the Dutch wine sector and for that reason he established the Stichting Wijnbouw Centrum Nederland. At the beginning the Foundations' aim was to promote the Dutch wine for the 6 winegrowers of Groesbeek, but since May of 2006 the aim has changed. The aim of the Foundation is not for the 6 winegrowers of Groesbeek, but for all the winegrowers in The Netherlands. This Foundation is to facilitate the wine sector, organize yearly symposiums and meetings because Dutch winegrowers are looking for a podium to speak and to share their concerns about Dutch wine and furthermore to make good quality of Dutch wine.

To accomplish the aims of the Foundation the members of the Foundation have developed a business plan about its future but still this is just the beginning. As Freek characteristically said:

"We are very serious about this Foundation and we want to help the Dutch wine sector. Step by step we will enlarge more and we know that we have a lot of work ahead us, we are just starting."

Freek Verhoeven worked for 26 years at the university and he had many contacts with important persons and also politicians. When he decided to start the Foundation he contacted these persons and asked them if they would like to be part of the Foundation board voluntarily and they accepted.

Composition of the Foundation

Supervisory Board: Raad van Toezicht (7 persons)

Their role is to overview, control the Foundation and to see if the rest are doing their job. They also collect important info, like subsidies or any governmental issues.

Foundations committee (7 persons)

They are concerned with issues like: financials, tourism, administrations, secretarial. Freek Verhoeven is responsible for: matters about wine education, tourism, symposiums, administrations, website, and news brief.

All the members of the Foundation are working voluntarily but in the near future some members will be paid because there is a lot of work into it and couldn't be done voluntarily anymore.

Supervisory Board	
Name	Function in real life
Theo Meijer (president)	HPA
Prof. Theo Camps	President Raad van Bestuur Berenschot
Prof. Vinus Zachariasse	Advisor Raad van Bestuur University of Wageningen
Frank Jakobs	Enologist and editor in Perswijn
Albert Jan Maat	Plaatvervangend president CDA/EU
Harry Carlier	RBTKAN/Euregio
Winfried Poelmann	Hoge van den Broek
Foundations' Committee	
Name	Function in the committee
Hans Meijnders	President
Lambert Vissers	Secretary
Jules Goossens	Administration
Teun Timmermans	Notary
Freek Verhoeven	Winegrower/ Management of Wijnbouw centrum
Hub Meyboon	Volunteer
Pieter de Wildt	Marketing director

Box 5.2 The composition of the Foundation

Vineyards	Background
1. Wijnhoeve de Colonjes Maatschap FreekVerhoeven, Cees Verhoeven, Tom Wouters	Freek worked at the university
2. Wijngaard "De Holdeurn" - Fam. Jaspers 3. Wijngaard "Klein Amerika" - Fam. Beijer 4. Wijnhoeve "De Heikant" - Fam. Mùskens 5. Wijngaard "De Plack" - Fam. Grutters 6. Wijngaard "Zonneklaar" - Fam. Van Ditshuizen	Farmers

Table 5.2 The six vineyards of Groesbeek

A.3 Noord Holland group

Noord Holland group is a group of people that have the same interests about wine. This group started in 2003. Before that, all the winegrowers (both amateurs and semi-professionals, 30 in number) from the province of Noord Holland had annually meetings to discuss in general about the wine. However, it was difficult for all of them to communicate, to share their opinions and concerns as there were different kinds of winegrowers, amateurs and semi-professionals, with different interests.

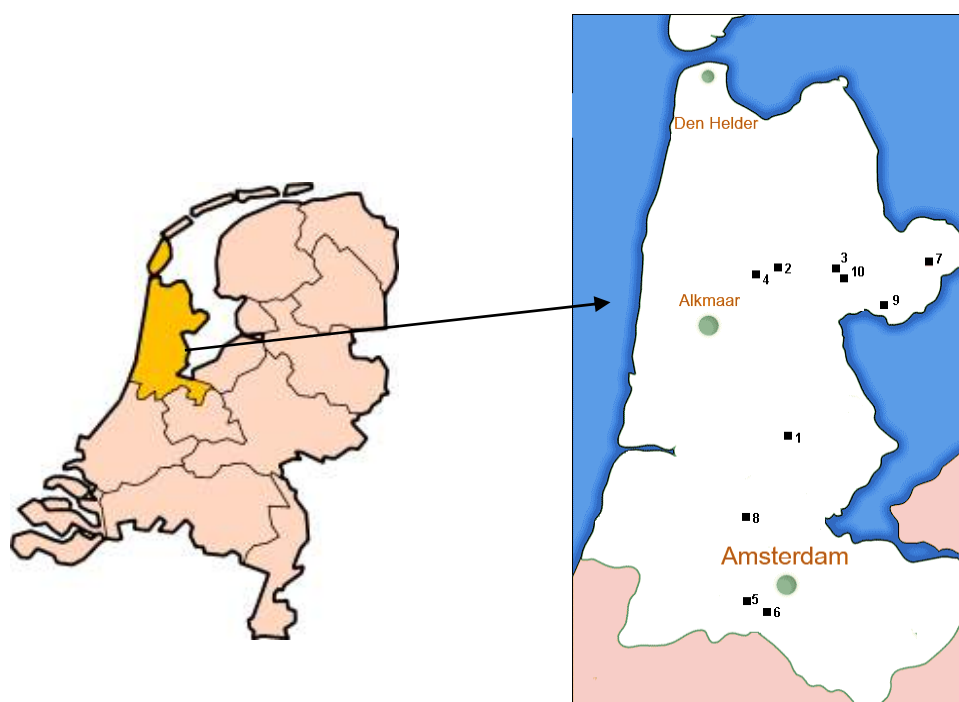


Figure 5.5 Noord Holland, location of the group members

[Noord Holland is a province of the Netherlands, located in the northwest part of the country between the North Sea and the IJsselmeer¹⁷; the numbers indicate the members of the group.]

Then the semi-professionals while talking to each other they thought that it would be nice to be in a small group and once in a while to come together and discuss, they wanted to do it more professionally and they decided to separate from the ‘others’ and to form a group. Consequently, they separated from the amateurs, and that is how they formed the group of Noord Holland Winegrowers (figure 5.5). Nevertheless, the group didn’t have a name yet. The name Noord Hollandse wijnboeren was invented by Simon De Vries. Simon wanted to make a website¹⁸ about the wine in Noord Holland and he said that:

“I just thought that this name was nice and then I decided to make the website just for fun”

When Simon set up the website then the other semi-professionals contacted him saying that they wanted to be in the website and that is how the website was set up and as a consequence the 10 members of the group Noord Holland wijnboeren.

¹⁷ <http://en.wikipedia.org/wiki/Noord-Holland>, Wikipedia the free encyclopedia, (15/12/2006).

¹⁸ The website is <http://www.noordhollandsewijnboeren.nl/>, (02/11/2006)

The group members meet 4-5 times per year and they discuss issues concerning their vineyards and their wine. They exchange knowledge, experiences, and new skills. Although the members of the group are not cooperating, they help each other and whenever a member has any kind of problem (e.g. a machine broke down) they help by lending equipments or whatever else he may need. What they also do is that whenever they have a question they call each other to ask for advices. Nevertheless, all the group members are independent; everyone in the group is an individual and work differently because they want to make their own wine.

Flow chart. The steps in the flow chart below (figure 5.6) vine growing, harvesting, wine making, marketing is done by each winegrower individually. However, discussions among the members are held through all the steps and that means that the group members are concerned with all kind of problems bothering them.

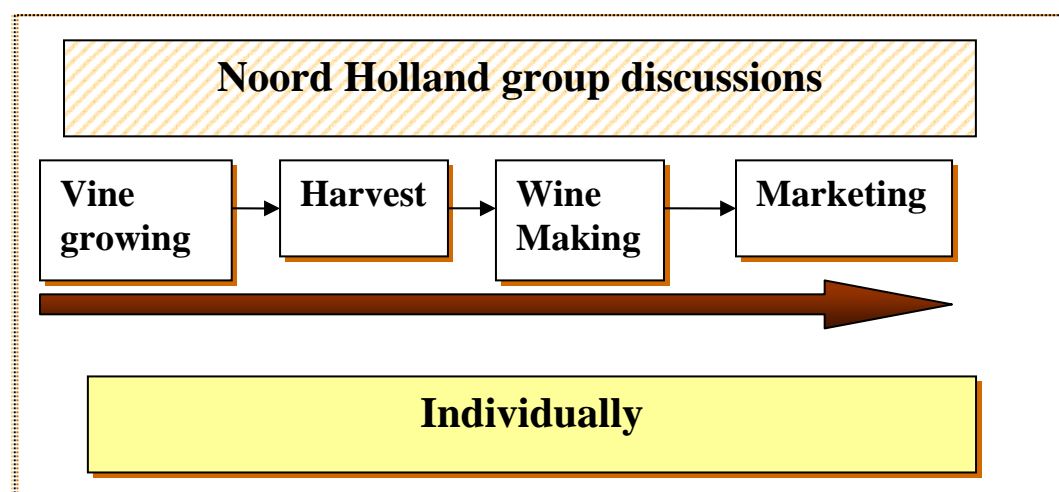


Figure 5.6 Flow chart of the Noord Holland group

Within the group there are different opinions and visions about the future of the group. Some believe that they should buy jointly some machines and this could help them to save some money, but other group members disagree, they believe that they should remain independent. These differences sometimes bring tensions during the discussions of the group as some members are resisting to the development of the group. What is important to note is what Mr. Kees van Westrien answered to the question if he would like to join a cooperative like the one in Achterhoek:

"I could cooperate, that would be a possibility for me. But here in Noord Holland winegrowers want to do it alone. If I was in an area with others that would like to cooperate I would join the cooperative, it is a good way, especially if you are a starter, to support your business and also minimize the risks. It is better to be in a cooperative but here in Noord Holland we cannot do it."

The winegrowers of the Noord Holland group have already planted their vineyards, have made their investments and they don't need to be in a cooperative. However, winegrowers like Mr. Kees who is a starter finds the idea of joining a cooperative beneficial because he could minimize the expenses and the risks. This would be an option and a possibility for him but it doesn't exist such a cooperative near his vineyard.

What is interesting is that although the group members do not cooperate on wine making they market sometimes together their wines. They go together to local fairs (to the towns nearby, e.g. Venhuizen, Wognum) in the province of Noord Holland where they sell their wines. This is also a way of working together and a way of collective marketing. Mostly they sell their wines at their vineyards to local stores and to the local fairs.

Future

Having as a guide the map of Noord Holland with all the members (figure 5.5) it can be observed a concentration of vineyards in the North of the province. Six out of ten vineyards are more closely than the other four. That indicates that the ones that are near to each other may have future potentials to cooperate (e.g. jointly invest in equipments) in contrast to the other four that are more dispread. The closeness of the mentioned vineyards may facilitate also the communication of the members, activities in the vineyards or further more any collective marketing initiatives.

The Members of Noord Holland group:

1. Beemsterwijngaard -Middenbeemster <http://www.beemsterwijngaard.nl/>
2. Wijndomein de Sloodgaert- Waarland <http://www.wijndomeindesloodgaert.nl/>
3. Wijndomein du Doe - Wognum, <http://www.domainedudoe.nl/>
4. Wijngaard Waarlands – Waarland , <http://www.waarlandswijngaard.nl/>
5. Wijngaard de Vuurlijn - Amsteelveen, <http://www.vuurlijn.nl/>
6. Wijngaard de Amsteltuin - Amsteelveen, <http://www.amsteltuin.nl/>
(The vineyards number 5 and 6 are owned by the same person)
7. Wijngaard Rodesteyn – Enkhuizen, <http://www.rodesteyn.co.nr/>
8. Wijngaard Côteaux de Saen – Zaanstreek
9. Wijgaard de Swanenplaats – Venhuizen, <http://www.deswanenplaats.nl/>
10. Wijngaard Landgoed Saalhof – Wognum

Vineyard	Grape Varieties	Size	Starting	Background
Beemsterwijngaard	Kerner, Leon Millot, Johanniter, Orion, Regent, Rondo, Seyval Blanc, Solaris	4,5 ha	1994	Jos: Cultivated vegetables, Simon: Sales manager
Wijndomein de Sloodgaert	Cabernet Colonjes, Johanniter, Merzling, Regent, Rondo, Solaris	1,25 ha	2003	Laboratory analyst in a hospital
Wijndomein du Doe	Okalon , Rubens, Regent, Riesling Solaris	0,015ha	2002	Project manager
Wijngaard Waarlands	Unknown	0,07 ha	2004	Unknown
Wijngaard de Vuurlijn	Leon Millot, Marechal Foch, Melody, Rayon d'or, Regent, Rubens	0,04 ha	2000	Insurance consultant
Wijngaard de Amsteltuin	Cabernet cortis, Johanniter, Pinotin, Valentin Blattner, Solaris	1,5 ha	2004	Insurance consultant
Wijngaard Rodesteyn	Black Alicante, Champion, Frankenthaler, Leon Millot, Muscaat of Alexandria, Rembrandt, Regent	0,05 ha	1982	Biologist
Wijngaard Côteaux de Saen	Maréchal Foch, Salomé ,Saphira, Triomph d'Alsace	3 ha	1995	Printing books
Wijngaard de Swanenplaats	Auxerois, Chardonnay, Cabernet Dorsa, Huxelrebe, Pinot gris, Pinot Noir, Regent	1,3 ha	1988	Graphic artist in a company
Wijngaard Landgoed Saalhof	Johanniter, Pinot noir, Rondo, Solaris	7,7 ha	1990	Business man, he rent houses

Table 5.3 The members of Noord Holland and their characteristics

A.4 Mergelland group

The Mergelland group started at the mid 80s. The group was initiated by Mr. Aad Dullaart who started his own vineyard (Stokheimer Wijngert) in 1987. Then, he soon realized that the hobbyist winegrowers in Zuid Limburg needed to come together to exchange information and discuss about their vineyards. The group grew fast; from 20 members in 2002 it counted 55 in 2006. This group doesn't involve all the hobbyist winegrowers in Zuid Limburg but it represents their general interest in Dutch wine quality and wine knowledge. This group calls itself a wine hobbyist-group. The group has close linkages with another group in Belgian Limburg and they organize joint events and investigate possibilities of linking with the Belgian official institutions (Box & van der Zwet, 2003:6).

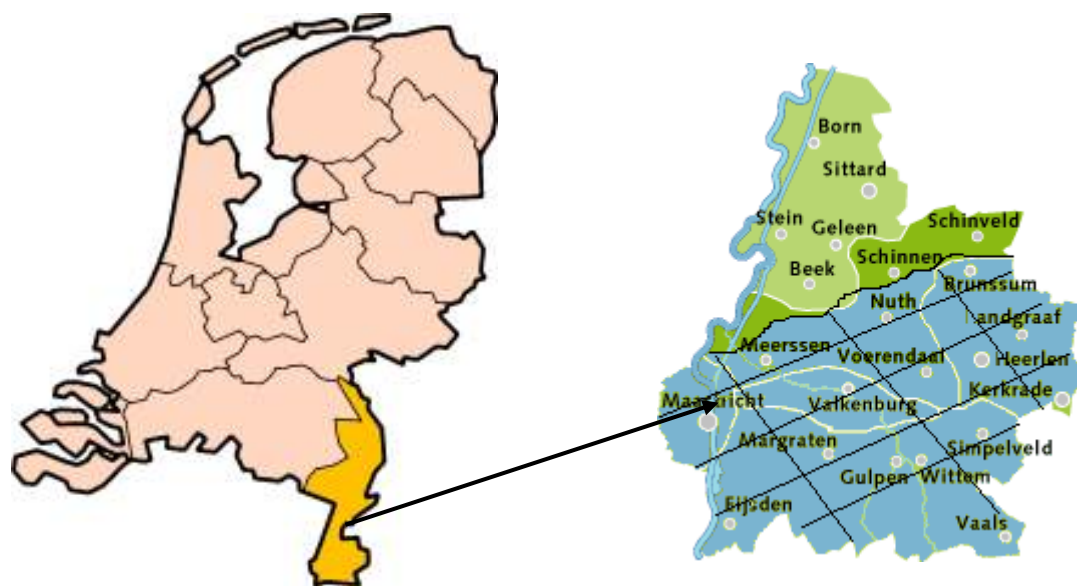


Figure 5.7 South Limburg, location of Mergelland group members.

[South Limburg is located in the south-east of The Netherlands; the blue colour in the map indicates where the 55 group members are located]

The criterion for a winegrower to become a member is that the vineyard should consist of more than 50 vines. As soon as they become members they will be able to exchange knowledge, experiences and they will also have the possibility to visit some wine institutions and universities abroad as the group organizes study trips to different regions every year. Moreover, the group organizes a wine competition, where the members participate and at the same time contribute to the wine quality of Zuid Limburg (Van Deudekom, 2005). All the members of the group pay an annual fee of thirty euros and if a big excursion comes up during the year they also have to contribute to it if they want to participate.

According to Van Deudekom (2005), the group at the beginning consisted of small amateur winegrowers. However, during the last years, the group has been established as an amateur winegrowing initiative in Zuid Limburg. The group played more important role as it started to organize trips and study meetings and that was what it made it develop and encompass new members:

- 6 members >1 ha,
- 20 members =0,5ha
- 24 members <0,05 ha

The group organizes evening meetings six-seven times per year. They pick up a study object each time and they discuss it with each other. They also have many different activities like lectures, field visits and they have started also negotiations with governmental institutions for the quality labeling of the Dutch wine. However, they do not cooperate meaning working together or make the wine together, they do everything alone. According to Wim Hendiks:

“The members do not want to cooperate, they do not want to buy things together and lower the costs, they want to have their own job and have entirely their own business.”

Wim Hendriks when he has been asked why the members do not cooperate he answered:

“It is a disadvantage that the members do not work together but every disadvantage has an advantage also. When people are working alone they always try to be better than the colleague, and like this is also a way to improve the quality. But in a sense they “work” together, they are friends and exchange knowledge.”

Wim said that they have to work alone and they don't have any other choice. They would like to be in a cooperative like in Achterhoek but in Limburg the wine growing activity is already settled. In the Achterhoek he said everyone was a starter and they managed to start with a project. But in Limburg it wasn't that the case, the vineyards were already there and everyone had to work alone.

These winegrowers call themselves “*De Groene Senioren*” (The Green Seniors). That means old people (60-65 years old), that have their pensions, money and they also like wine, this trigger them to start a small vineyard to produce their own wine. The Green stands for the green activities that they do, (as a vineyard is a green activity) and the Seniors is because they are old (older than 60 years). These winegrowers are hobbyist but normally when we say hobbyist it means that the quality is not good. However, they are interested to produce a quality of wine and being hobbyist doesn't mean that their wine isn't good and according to Wim they are “*professional hobbyists*”.

The group started in 2004 a project supported by the province of Limburg and the European Union. The name of the project was “Wijnbouw voor Limburg” and lasted for two years, from the April of 2004 until June of 2006. For that project they got a subsidy of 120,000 Euro and when this project started, they invited all the different winegrowers and people that were interesting to have courses to improve the quality, the vine growing and to create a tourist-wine market combination. Through this project they wanted to improve the quality of the Limburg wine. The main points of interest were:

- 1. Improve grape quality**
- 2. Improve wine quality**
- 3. Improve commercialization**
- 4. Create a tourist product - marketing combination**

The grape varieties that they cultivate in Limburg are the classical-old varieties (Riesling, M. Thurgau, Pinor Noir) because these were the varieties that they had the first years of cultivating vine in Zuid Limburg. [But in the Northern part of the country they are obliged (because of the climate and the soil) to start with the new hybrid varieties.

The members of the group are independent from each other. Each step at the flow chart (figure 5.8), vine growing, harvesting, wine making and marketing is being done by each winegrower alone. What they only do is to discuss issues concerning their vineyards during all the steps.

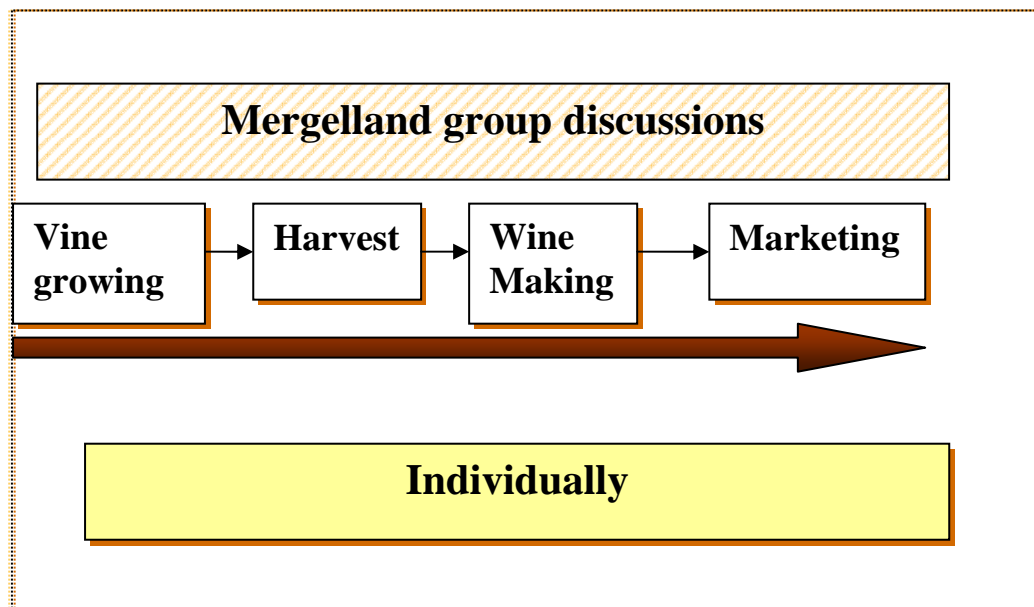


Figure 5.8 Flow chart of the Mergelland Group

Wim Hendriks believes that in the coming years they should do something to cooperate, there are a lot of potentials and this also will improve the quality and the hygiene of wine. If they bottle all of their wines together with a professional way then they will comply with hygiene codes and this will improve the quality. Now winegrowers do not pay that much of attention to the hygiene codes and do not follow them as they should do. However, there are people that resist this development and do not want the group to grow and to take more responsibilities.

5.1 B. THE FOUR INDIVIDUAL CASES



Figure 5.9 Location of the four individual cases

[1. Zuidland, Wijngaard Aghthuizen 2. Wageningen, Wijngaard Wagenigse Berg 3. Etten Leur, Wijngaard De Santspuy, 4. Dieren, Domein Hof te Dieren]

B.1 Wijngaard Aghthuizen - Fred Lorscheid

Development of the vineyard

Motivation to start the vineyard: The motivation of Fred to start his vineyard was because he liked wine and because of the excitement of the process to make his own wine as it was something new for The Netherlands.

History: Fred started his vineyard in 1978 as a hobby and later on he did this his main profession. His previous job was a landscape architect where he worked for 40 years, and then he stopped his job to be devoted to his vineyard. Now his main income is coming from the vineyard and Fred is a professional winegrower. He studied by himself viticulture, reading books and following some seminars and courses in Germany, he visited also other vineyards and research institutes in Europe.

Varieties: He is experimenting with 500 different grape varieties and he produces 15 different wines, some liqueurs, cognacs and also some fruit jams.

Planted area: His vineyard is 3,5 ha and he is not planning to increase it.

What is Fred doing differently: Potential winegrowers are visiting the vineyard and take advices from Fred. When Fred started his vineyard there was no knowledge in The Netherlands about wine. There were some vineyards in Limburg but this is different he said (they have a different climate and they have only the 3 traditional varieties). He had to cultivate different varieties and experiment with them in order to produce a good wine. What he also does differently is that he imports plant materials and sells them to other winegrowers. And lastly, he gives wine courses for people that want to start their own vineyard.

Wine courses: Everyone that is interested to make wine is following the courses, even people that already have a vineyard. Most of the students are old people that have their pensions and want to do something and they start it as a hobby. Some of them have some agricultural background (e.g. cultivating asparagus) and they are searching to do something extra to have a second income. To start a vineyard in general is a bad choice according to Fred. He warns people because it is a risk, he advises them to find something else beside the vineyard. A solution is to have a restaurant, a local shop or tourist activities incorporated to the vineyard.

Organization

Who is doing the work: Fred (50% of the total work), his son (25%) and an employee (for 14 years now), (25%). Fred is concerned mainly for the vine growing, the wine making and the marketing of the wine. His son and the employee are working during the vine growing, the harvesting period and the bottling. Also during the harvesting period volunteers come to help without being paid for their services.

Flow chart: (Explanation of symbols: O=Owner, S=Son, E=Employee, V=Volunteers)

○ Vine growing	O-S-E
○ Harvesting	S-E-V
○ Wine Making	O
○ Bottling	S-E
○ Marketing of wine	O

Marketing of wine: About marketing, Fred participates to some local fairs where he promotes his wines. What he also does is that he writes about his vineyard and sends to the press some emails about it. Then they decide if they want to write about it in a newspaper or a magazine. Moreover, his website is also a way of marketing because when people visit the website, they are getting more interested about his vineyard, they become curious and they want to visit it and taste the wine. Fred also sells some wines to local restaurants and to one wine buyer but most of the wine is sold in the vineyard which receives almost 15,000 visitors per year.

Networks: Fred communicates with local tourist agencies (the VVV Nederland and a bicycle agency with cyclists that visit the vineyard every year) and local restaurants. What is interesting is that Fred is also member of a local group of farmers, and they have created a tourist bicycle-route with many visitors every year. Moreover, the last 10 years he has many contacts with local TV, radio, newspapers and this brings a lot of publicity to his vineyard.

What needs to be improved: The marketing needs to be improved because now there are more vineyards and the wine sector is more competitive than it used to be ten years ago. Fred also needs a new and bigger wine cellar because the cellar that he has now is old, small, not updated and he cannot work there anymore. His ambition also is to build a visitors center, with a restaurant and also a shop to sell local products from the area (wine, cheese, meat etc.).

Cooperation with others: Fred doesn't cooperate with others, the only thing that he does is whether a friend or another winegrower has any problem, he gives advices, he can also lent to others his machines and they can discuss and help each other. Moreover, he makes the wine for 3 other winegrowers and he being paid for that.

Economic aspects

Economic side activities: Schools, sport clubs, families are visit the vineyard all year long. The side activities of the vineyard are: wine tasting, visits, excursions, catering and barbeque. But Fred argued: "Are side activities still side activities? The tourism is the main business at the moment, but the vineyard is the starting point, because without the vineyard you cannot have tourism. Thus, wine is not the main activity, tourism is the most important to survive and make some money out of it".

Economic performance: Freds' income from the vineyard started to increase 6-7 years ago but before that he had also his previous job. When he stopped his job his income dropped dramatically, but now step by step with the vineyard is growing. His income is getting better as he can pay his son and one employee. The income is consisted of: 25% plant materials/ 25% wine/ 50% side activities.

B.2 Wijngaard Wagenigse Berg - Jan Oude Voshaar

Development of the vineyard

Motivation to start the vineyard: Jan started his vineyard because he liked wine and he decided to begin as hobbyist winegrower.

History: He started his vineyard in 1991 experimenting with many different varieties and in 1998 he decided to be involved professionally with the wine making and he stopped his previous job as a professor of Mathematics at the University. Now Jan is a professional winegrower.

Varieties: The varieties that he cultivates are Regent, Merzling, Johanniter and Solaris; these are 4 main varieties that are on production. He decided to have these varieties because they give a good quality of wine.

Organic wine: He produces organic wine and is certificated with the EKO label.

Planted area: At the moment his vineyard is 2,3 ha and he is planning to increase in the future, but he is looking for someone else to cooperate with. Jan said that it is too much work for him and he doesn't want to do it alone. He wants to work with another person and to expand his business but this person should be young and with money.

Organization

Who is doing the work: Jan (30%), his wife (10%), two employees (40%) and almost 100 volunteers at the harvesting period. His employees are paid regularly and he gives to the volunteers a bottle of wine for their work during the harvesting period.

Flow chart: (Explanation of symbols: O=Owner, W=Wife, E=Employee, V=Volunteers)

○ Vine growing	O-W-E-V
○ Harvesting	O-W-E-V
○ Wine Making	O-E
○ Bottling	O-E-V
○ Marketing of wine	O

Marketing of wine: Jan markets his wine alone with several ways. During the visits and the excursions he sells about 4000 bottles/year, with the Wine Subscription he sells 1000 bottles/year, at some local shops he sells 2000 bottles/year and to some conferences from the University of Wageningen he sells 1000 bottles/year. In total he sells 8000 bottles/year (6000 liters of wine).

Networks: He has connections with environmental, gastronomic organizations (restaurants in Wageningen) and also an organization about weather/meteor consultancy (they give lectures at the vineyard when the weather is nice and they talk about the weather and the wine). He also communicates with tourist agencies like VVV Nederland and also with Wijngaardengilde and Productshaap Wijn for the regulations.

Cooperation with others: In 2002 he did the vinification for a winegrower from Groesbeek (Wijnhoeve Colonjes – Freek Verhoeven). Jan received the grapes and he made the wine for him.

Economic aspects

Economic side activities: The reason why Jan has side activities is to earn some money as the wine alone is not enough. He organizes open days, visits, tours, wine tasting and lectures at the vineyard, as Jan said: '*You have to be creative in order to survive*'. The income from the wine is 60 %, from the side activities is 30% and the vinification for other winegrowers is 10 %.

Economic performance: If he compares his previous income (professor at the university) with this at the vineyard, the last one is much lower. After 5 years that you will have your vineyard Jan said then the income will start to increase. Until now he had a negative income, maybe this year his income will become zero and the year after Jan believes that will start to make a profit out of his vineyard. He cannot make estimation. From 1998 to 2005 he had a negative income, in 2006 his income was zero and in 2007 he may have an income 5-10,000 € (see also Appendix A for investments in the vineyard and labor requirements).

B.3 Wijngaard De Santspuy - Gilbert Sweep

Development of the vineyard

Motivation to start the vineyard: Gilbert in 2002 took over the vineyard from his brother. He did not start the vineyard by himself. His motivation to continue the vineyard was because he wanted to stay in the family. The motivation of his brother to start the vineyard was because he liked the wine and he thought it would be nice to have a vineyard in The Netherlands.

History: His brother first planted some plants in 1998 when he came from Canada. Some years later his brother had to leave again to Canada and he sold his vineyard to Gilbert and that is how he ended up with a vineyard.

Gilbert's profession: Gilbert is a semi-professional winegrower as he isn't making profit enough to make a living only from the vineyard and he is depending on the second income that comes from his other agricultural activities, that means he produces: Meat: Pigs and cows, milk: from the cows (he sales the milk a big company). Asparagus: 14 different varieties of high quality – 2 years ago he got a prize for the best asparagus in The Netherlands (he started with the asparagus since 1988). Corn: 60ha, to feed the cows. Wine: Vineyard of 0,5 ha.

Varieties: The varieties that he cultivates are Regent, Bianca, Sirius, Strauffer and Phoenix. He did not choose for these varieties because they were already planted by his brother; however these varieties are suitable for the climate of North Europe and they are already used in Germany. Also he prefers these varieties because the wine tastes good with the asparagus which also he cultivates.

Planted area: His vineyard is 0,5 ha and he doesn't want to increase it.

Organization

Who is doing the work: Gilbert does 30 % of the total work and his father 70%. His father is concerned with all the work at the vineyard as he has free time and sometimes a few volunteers come to help with the harvesting.

Flow chart: (Explanation of symbols: O=Owner, F=Father, V=Volunteers)

○ Vine growing	F
○ Harvesting	O-F-V
○ Wine Making	O-F
○ Bottling	O-F
○ Marketing of wine	O-F

Marketing of wine: Gilbert does the marketing together with his father but this year his uncle will help them as he is experienced to that section. Moreover, people who visited the vineyard become their main connections to the outside world. Also Gilbert has contacts with the local TV, radio and newspapers. Gilbert sells his wine to local liker shops and supermarkets.

Networks: Over the last ten years Gilbert has enlarged his networks. He has contacts with tourist agencies (like VVV), the Fiets de rith (www.fietsderith.nl), also local newspapers, TV and radio. A local supermarket and a liquor shop sell his wine and also a few restaurants in Belgium and in The Netherlands (Den Haag, Zeeland).

Presentation of wine: Gilbert went to a professional to discuss about the label and as he wanted to promote his wine together with his asparagus, they decided to put on the label a background of the asparagus. As Gilbert said: "The first thing that attracts the costumer is the bottle and how it is presented to him. If the wine stands with other 20 bottles you have to choose, but you cannot taste the wine before you buy it."

What Gilbert does differently: He said that he wants to create a good atmosphere for the people that come from the big cities and they want to feel free and closely to nature. He offers cheap prices to his wine and to the tours. Gilberts' aim (on his own words) is: "The visitors that come to the vineyard should have a good and relaxed time. Important for me is to invest on people, to educate them about the wine and preserve good relations with them".

What needs to be improved: The most important for Gilbert is to improve the process of making wine. It is difficult as he said to make good wine and he must have the experience to do it.

Economic aspects

Economic side activities: He organizes open days for the asparagus and for the wine, he has excursions with several groups and many business people have their meetings at the vineyard. He spends a lot of time with the visitors, he explains and at the same time he educates them about the wine. It is a big invest on time he said, he wants to have a good name not only for his wine but also for his other products (asparagus, meat, milk).

Economic performance: After 7 years that they planted the first plants Gilbert can see some profit, but he cannot live only from the vineyard he said.

B.4 Domein Hof te Dieren - Youp Cretier

Development of the vineyard

Motivation to start the vineyard: Youp decided to start his vineyard as he found out that it was possible to cultivate vine in The Netherlands. His motivation was that he liked drinking wine and he wanted to produce his own wine.

History: He started his vineyard in 2004 and he is now a professional winegrower. His previous occupation though was a financial consultant. After attending the wine courses in Achterhoek and being advised by Jan Oude Voshaar he started seriously thinking of starting a vineyard. He found a historical place at Dieren which was one of the country houses of Prince Willem the second. Youp, as he said, did not want to miss the opportunity and he decided to rent the place.

Varieties: He cultivates 14 grape varieties (e.g. Regent, Solaris, Johanitter, Merzling).

Planted area: At this moment his vineyard is 2 ha but he is planning to increase it.

Organization

Who is doing the work: Most of the work is done by the Youp, sometimes his wife helps and some volunteers during the harvesting period. Youp is only working at the vineyard and he said that it is more than a full time job and he invests a lot of time at the vineyard.

Flow chart: (Explanation of symbols: O=Owner, W=Wife, V=Volunteers)

○ Vine growing	O-W
○ Harvesting	O-W-V
○ Wine Making	O
○ Bottling	O-W
○ Marketing of wine	O

Marketing of wine: Youp send emails to newspapers, he writes about his wine and the medals that his wine won, and then he asks them if they want to write something for his vineyard. People who read the press are curious about his vineyard and they call him to visit the vineyard. Also Youp has some contacts with a few local restaurants, local shops, the local radio and TV.

Networks: Youp said that his wine is not enough to have big networks but he is planning when he has more wine to enlarge his networks. What he only does is that he has some connections with an outdoor agency, some local restaurants and 5 local liker stores where he sells his wine.

Who are Youps' costumers: The most are middle aged people (50%), upper class almost 30% and young people 20%.

Wine quality: For Youp, wine quality is when people come back again and buy the wine he makes for the price that he wants. He said: "When you are making wine you have to love your plants, sing for them, and kiss them everyday and this makes the good wine quality."

What Youp does differently: Youp produces organic wine. But he said that he does that because the ground was already ready for organic cultivation and the owner from whom he rent the ground would allow him to cultivate vines only if his vineyard would be organic. His vineyard lies to a historical place in The Netherlands and this is important for his business as he believes that it attracts the curiosity of many visitors.

What needs to be improved: Youp wants to improve the viticulture practices. Another important aspect is also the marketing but he is not yet concerned with that he said only when he will have more wine he will do more about marketing. The most important improvement Youp said comes from the vineyard and as he mentioned "if you bring in good grapes you will have high quality and also the wine making process will be easier." Improvement in the vineyard according to Youp means improvement in the cellar. Another problem for Youp is that he invests a lot of time in the vineyard and to the people that visit it. As he characteristically said "I invest way too much on people visiting the vineyard. But people keep coming for 2-3 times and I create good relations with my costumers, they are becoming my friends."

Economic aspects

Economic side activities: These are: Open days, visits, wine tasting, outdoor activities, paint, music courses and workshops. Youp has all different kind of side activities connected to his vineyard otherwise he said he wouldn't be able to survive only from his wine.

Economic performance: For the 3 years that he has his vineyard his income is negative. But he foresees a big plus in almost 4 years.

5.2 COMMUNICATION AND NETWORKS OF WINEGROWERS

In this section of the chapter the potential 'wine networks' of winegrowers will be described. Over the last ten years the number of vineyards in The Netherlands has increased dramatically (see chapter 2, page 10-11). Because of the rapid growth and

the development of the wine sector it is interesting to tackle the existing networks and how the winegrowers communicate with each other.

The groups. During this research it was found out that there is only one official cooperative (Achterhoek cooperative). There the winegrowers not only invest money together but they also have frequent meetings to discuss about their vineyards and to exchange information and knowledge. Beside this cooperative, three study groups were examined, which have a more loose organizational structure, the Noord Holland group, the Mergelland group and the Groesbeek group-Foundation. In the group of Noord Holland the winegrowers have a few meetings per year where they discuss about their vineyards and stay updated to the latest information about viticulture in The Netherlands. The Mergelland group is the more organized study group. Besides the frequent meetings, the members organize also excursions to some wine institutes or universities, yearly symposiums or even seminars and a wine competition. In South Limburg the wine production takes place since 1967 and the winegrowers there are more organized than in the rest of the country. Finally, the Groesbeek group-Foundation is also concerned about the exchange of information. The aim of the Foundation is not only for the winegrowers of Groesbeek, but for all the winegrowers in The Netherlands. This Foundation will facilitate the wine sector, organize yearly symposiums and meetings.

Group members. Being a member of these groups doesn't mean that the members are not independent winegrowers. Except from the case of Achterhoek cooperative all the other winegrowers produce their own wine. They are not committed to the groups and the fact that they meet to exchange some information doesn't mean that they are isolated from the other winegrowers. They are doing as much as the other solitary winegrowers in order to stay updated or to communicate with other actors in the wine sector.

Solitary winegrowers. Except the four groups there are also solitary winegrowers. They are not involved in any group or cooperative, they work alone. However, working alone doesn't mean that they are isolated from the other winegrowers. They communicate with other colleagues, friends asking for advices and information about the wine. Moreover, they participate to wine courses; they expand their knowledge and their networks.

Wine network. Most of the winegrowers (members of a group or solitary), are engaged in many local relations, like the public authorities, customers, volunteers, colleagues. These relations enlarge their connections with other actors in the wine sector and have created a 'wine network'.

Individual attempts. The early adopters of the new grape varieties (e.g. Jan Oude Voshaar) or even people that started their vineyards many years ago (e.g. Fred Lorscheid) have played and still play a central role to this 'wine network'. These persons by giving wine courses to other winegrowers, they are contributing to the enlargement of the network. Recently Freek Verhoeven founded the Foundation of Groesbeek aiming to facilitate the wine sector. According to Freek there are many winegrowers in The Netherlands and they need to come together and discuss about their concerns. The Foundation of Groesbeek also plays a role to the constitution of the network. Bridging people with the same interests and concerns about wine is very important especially to a country that the number of the vineyards has increased over the last ten years and many newcomers step into the wine sector.

Het Wijngaardeniersgilde. Beside the individual attempts that contribute to the 'wine network' described above, the organization of Het Wijngaardeniersgilde also plays a key role to the development of that network. This organization is focusing to

enhance knowledge and information of its members through the web forums (internet). Moreover, this organization also tries to inform the Dutch winegrowers about any new information through the magazine that they publish (De Wijngaard). According to Fred Lorscheid¹⁹ (former president) the members of this organization is around 600 (100 commercial oriented) and this is the only national covering body with so many members in The Netherlands.

Nevertheless, the importance of the wine network is great not only to bridge winegrowers and create a flow of information but also to find a way through the network in order to promote their wines. Until recently, most of the wine could be found and sold directly at the vineyards to the local consumers, but this seems to be reaching its limits as the volume of wine is increasing and the producers has to find alternative ways to sell their wines. Some of the winegrowers have found ways to enlarge their personal wine networks to promote their vineyard and as a consequence their wine. Selling the wine only at the vineyard is not enough and many producers have found creative ways to deal with this problem by incorporating tourist activities to their vineyards (tours, wine tasting etc.).

Obstacle. An obstacle to the development of this wine network is the “professional-commercial” winegrowers. They are reluctant to share their knowledge with the hobbyist winegrowers because they believe that the hobbyists create a negative image for the Dutch wine, as they produce low wine quality (Box & Van der Zwet, 2000:12). This unwillingness doesn’t support the potential wine network and the free flow of the information.

To conclude with, every year the number of the winegrowers and people interested about Dutch wine increases. In this young wine sector the winegrowers need to enlarge their contacts, networks, communicate and interact with each other in a more intensive way. The above mentioned initiatives aim to foster this ‘wine network’. However, there is much more work to be done to establish this vibrant network as there are ongoing struggles and tensions between professionals and amateurs, because of their different interests and concerns about the future on the Dutch wine.

¹⁹ Source: Personal communication, Lorscheid, F. (2006). Personal interview held by Marianna Markantoni. Simonhaven, October, 4th, 2006.

CHAPTER 6

ANALYSIS

This chapter will focus on providing answers to the main research question:

What affects the decisions of winegrowers in The Netherlands to join a local group or to work alone? In the first part, each one of the four group cases will be analyzed and in the second part the four individual cases will also be analyzed as well. The analysis is based upon the specific research questions (see chapter 1).

A model has been developed to show what affects the decisions of winegrowers (rational actors). This model will be applied to all the cases described in chapter 5.

Explanation of the model (figure 6.1): **1) Rational Reasons.** Rational actors are guided by reasons (e.g. share of expenses, exchange knowledge) to make their decisions to join a local group or to work independently. Moreover, it is important to note that rationality is nothing else than the reasons people mention. They choose the alternative that will benefit them the most and at the same time this is a rational option. **2) External factors.** External factors, contrary to the reasons, are outside factors that aren't connected with the preferences of the individual. These factors (e.g. social environment, location of the vineyard) influence the actors to make their choices to join a local group or to work alone. **3) Bounded rationality.** The rational actors are limited. Because of the bounded rationality, their possibilities and the available information that is in their disposal is limited and this influences their choices. **4) Outcomes.** The actors after taking into consideration the external factors, the reasons and the limitations, they take their decisions in order to achieve some outcomes. The outcomes can be economical (e.g. income generation) or social (e.g. be in a nice group, create relations, enlarge networks).

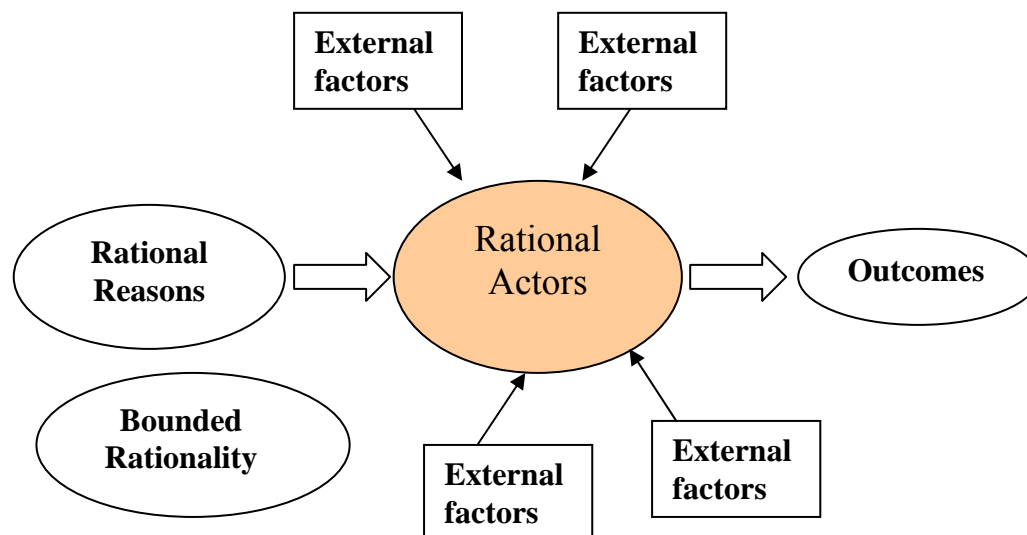


Figure 6.1 Model of what affects rational actors on their decision

To be more explicit, the reasons, sub-reasons and the external factors that affected the winegrowers to join a group or to work alone are summarized in the Box 6.1. These were gathered through the interviews with the winegrowers and will be analyzed in detail below.

Box 6.1 Reasons and External Factors**Main Reason: Efficiency**

Sub-Reasons to join a group	External factors to join a group
<ol style="list-style-type: none"> 1) Share the expenses (Joint investments) 2) Promote the wine together (Sell and market the wine) 3) Exchange knowledge, information (Internal need to learn more, stay updated) 4) No previous experience (Lack of appropriate knowledge to produce wine, grow the vines) 5) Enlarge networks/acquaintances (Meet new people) 6) Minimize the risks (\pm) (feel secure) 7) Feeling of belonging (Being part of people with same interests/part of their character) 	<p>Types of external factors</p> <ol style="list-style-type: none"> 1) Social environment Core family, colleagues, wine courses (wine professionals) 2) Location (Proximity of colleagues) 3) Suitability of area (microclimate, soil) 4) Available information about the group. Learning and reading from external sources (the press, websites)

<p>Elements – Outcomes of the group process</p> <ol style="list-style-type: none"> 1) Size of the vineyard (small vineyard) 2) Way of cultivation (organic, same varieties, cultivation system)
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Sub-Reasons to work alone	External factors to work alone
<ol style="list-style-type: none"> 1) Independence (part of their character) 2) Quick decisions (effective and time consistency) 3) Personalize the product (Produce their own style of wine) 4) Profitable (\pm) (Working alone they have profits but also in a group they could have also profits) 5) Money and time (enough to work alone) 6) Enough knowledge (Experienced, they don't need help from others) 	<p>Types of external factors</p> <ol style="list-style-type: none"> 1) Social environment Core family, wine professionals, colleagues 2) Location Absence of nearby colleagues

Explanation of reasons and external factors.

Reasons. The main reason for the winegrowers to make a decision, to join a local group of to work alone, is the efficiency. They want to be efficient with their wine business, to be successful and based on that they make their choices.

Besides this central reason the winegrowers base their decisions also to sub-reasons. These can satisfy their personal needs and give them a feeling of fulfillment. The sub-reasons can be economical (e.g. share the expenses), connected closely to their personal satisfactions and also connected to their feelings (feeling of belonging).

External factors. The external factors cannot be influenced or changed by the winegrowers. They are already set up (e.g. location, suitability of the area). Based on them the winegrowers are affected to make a decision to work alone or to join a local group. For example the fact that there are other vineyards near them (organized in a group) may influence them to be part of a group.

The external factor of social environment embraces their core family (wife, husband, father), wine professionals and other colleagues (in the wine sector). These people also influenced them on their decisions to join a group or to be independent.

Other factors – Outcomes? However, there are two kinds of elements, the size of the vineyard and the way of cultivation that cannot be categorized as external factors. The reason is that they did not influence the winegrowers from the beginning to join a group but were part of the group process afterwards (e.g. Achterhoek cooperative). For example the fact that the members had to have the same way of cultivation or the size of the vineyard should be more than 1 ha, wasn't their own decision but a part of the group process and groups' requirements (Achterhoek). In fact they are not factors that influenced them to join a group but a kind of outcomes of the group process and requirements.

6.1 THE ANALYSIS

Part A: Analysis of the four group cases

Part B: Analysis of the four individual cases

6.1.1 A. ANALYSIS OF THE FOUR GROUP CASES**6.1.1.1 ACHTERHOEK COOPERATIVE*****Kind of group***

This is the only official cooperative of wine in The Netherlands and the only one with joint processing. What is special with this group is that the winegrowers started their vineyards at the same time after attending the wine courses in Achterhoek (same social setting). Each member has its own role in the group. They have divided the tasks within 5 subgroups and each winegrower is responsible for the tasks that he is being assigned. The members communicate frequently and this communication involves exchanging information and knowledge about issues concerning the cooperative. The eleven winegrowers have different professional backgrounds not connected directly to viticulture and that makes it interesting to explore this cooperative.

Reasons and external factors affecting the winegrowers to join this group (see Figure 6.2)

Reasons (Box 6.2)

<ul style="list-style-type: none"> ▪ Achterhoek cooperative
<ul style="list-style-type: none"> – Share the expenses – Minimize the risks – Exchange knowledge, information – No previous experience – Enlarge networks/acquaintances – Market the wine together – Feeling of belonging

Box 6.2 Reasons to join Achterhoek cooperative

- **Economically efficient.** The members were seeking for a way to earn money and they can achieve that through the cooperative. Within the cooperative they make joint investments and this makes it affordable.
- **Exchange knowledge, information.** This cooperative is a learning process, they learn from each other and at the same time they can discuss issues and problems that they encounter. According to them, this is a nice way to exchange knowledge and remain updated with the latest information.
- **No previous experience.** None of the members knew how to handle a vineyard before they join the cooperative. Being in this cooperative was a good way to learn together with the other colleagues.
- **Enlarge networks.** The members have the possibility to enlarge their acquaintances. During their frequent meetings and interactions they meet new people and actors in the wine sector. These people are becoming their connections in the wine sector.
- **Promote the wine together.** Most of the members don't know how to promote their wine and being in this cooperative they can achieve that. This year (2007) the members will organize the marketing, paying a professional as they want to promote their wine together as wine from the Achterhoek region.
- **Minimizing the risks.** Being part of the cooperative the members believe that they can minimize the risks (e.g. economical, continuation of the vineyard) and feel secure. However, they have to take into account that being in a group it is also risky (e.g. group complacency).
- **Feeling of belonging.** They want to feel that they belong in a group with people that have the same interests and worries about the wine.

External factors-outcomes (Box 6.3)

<ul style="list-style-type: none"> ▪ Achterhoek cooperative
<p>External factors</p> <ul style="list-style-type: none"> – Social environment – Location
<p>Outcomes</p> <ul style="list-style-type: none"> – Size of the vineyard – Way of cultivation

Box 6.3 External factors-outcomes to join Achterhoek cooperative

- **Social environment.** People that they encountered during the wine courses in Achterhoek. Professionals like Jan Oude Voshaar and Fred Lorscheid (giving the wine courses in Achterhoek) influenced them positively to start the vineyard and furthermore to start this cooperative. During the wine courses the members influenced

one another by discussing the situation and the possibilities they had to start a vineyard and furthermore a cooperative.

- **Location.** The fact that all the vineyards are located in Achterhoek influenced the winegrowers to join this cooperative. Distance is a critical factor because when the vineyards are closely to each other then the winegrowers can move easily and their communication is more frequent.

Requirements

- **Size of the vineyard.** Most of the winegrowers have small vineyards (less than 2ha) and they wouldn't be able to produce wine alone as they said. However one of the requirements to join Achterhoek cooperative (for the newcomers), is that their vineyard should be at least 1 ha.
- **Way of cultivation.** The fact that the members of Achterhoek take advices from professionals meant that they had to cultivate the same grape varieties and to adopt the same cultivation system in order to produce the same wine and this is because they process their grapes together.

The new members have to comply with the requirements if they want to join or continuing being at the cooperative. These requirements will determine if they can become or continue to be members. The size of the vineyard or the way of cultivation isn't their decision; they have to follow the requirements to be in Achterhoek cooperative.

Remark

Comply with the requirements-exemption

The cultivation of the same grape varieties and the size of more than 1 ha vineyard are two of the prerequisites to be a member of the Achterhoek cooperative. But this wasn't the case for Gracia Verdel (see Chapter 5). Her vineyard is less than 1 ha and she cultivates different varieties than the other members. However, although Garcia does not have the same varieties as the others, why she joined this cooperative? She was able to join the cooperative because she was one of the starters and the members were flexible back then about the prerequisites. Anyhow, she had no other option because together with her vineyard she has a chicken farm and she has to cultivate grape varieties that grow high, otherwise the chickens would eat all the grapes. Nevertheless, she also cultivates a few grape varieties like the other members, to maintain the balance of the wine. Besides Garcia there are two other members that the size of their vineyards is less than 1 ha. While discussing with them they explained that they are planning to increase in the coming years and although they don't have still 1 ha they will do so. The Wijngoed de Hennepe will increase up to 1,3 ha and the Wijngaard De Scheper will increase up to 1 ha until the end of 2007.

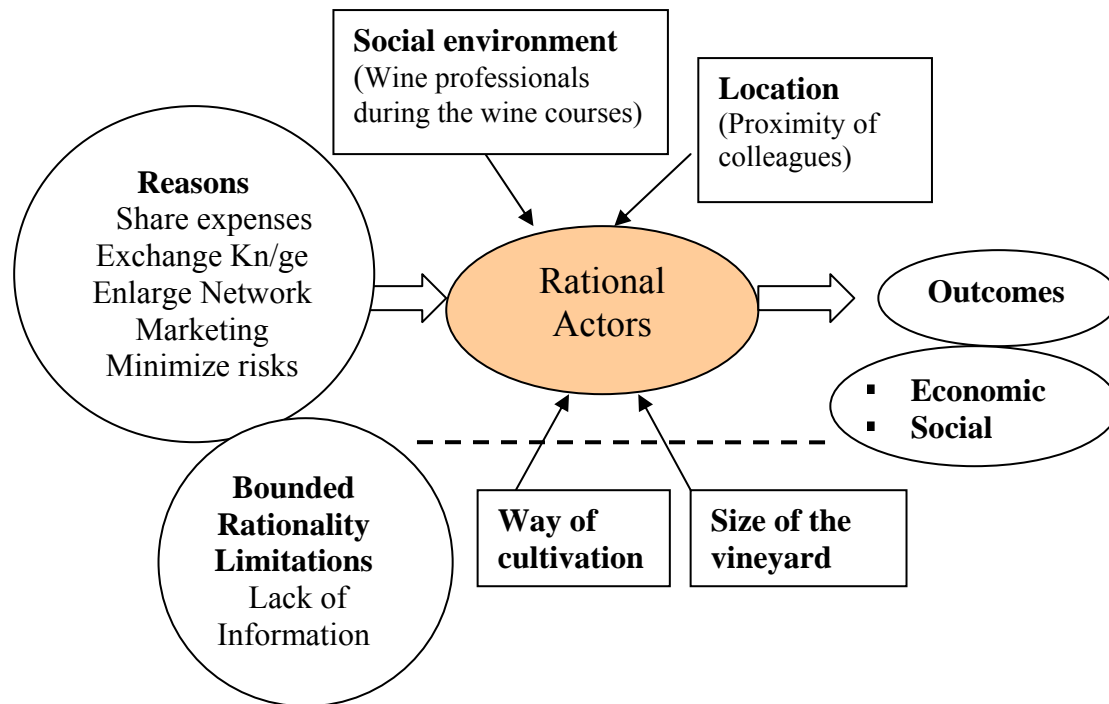


Figure 6.2 Model of what affects the winegrowers of Achterhoek

Advantages to join this group

Note: There is a congruency between the advantages and some of the reasons mentioned above. The winegrowers are affected by reasons to make a decision and these reasons seemed to be the same as the advantages of joining the Achterhoek cooperative.

- **Share the costs and make joint investments.**
- **Pay professionals.** The professionals, that the members can afford, provide them with adequate information for their vineyards but without the cooperative they wouldn't be able to afford them.

Disadvantages to join this group

- **Division of the tasks.** At the beginning of the cooperative, all the work had to be done by the president Bert Donderhoor. The reason was because during the formation of the cooperative Bert appeared to be the person with the most relevant background and the appropriate skills to undertake tasks like the financial or organizational matters concerning the vineyards (e.g. bank, loans, economical issues).
- **Free riding problem.** It was observed social loafing in the group. The members step back as Bert was responsible for everything and they didn't have to work as much as Bert. They felt secured with the situation and they were content with the fact that Bert was in charge. This is a free riding problem. One person works hard and the rest taste the advantages. Consequently, Bert was working hard for the cooperative and the rest of the members weren't contributing; expect the secretary (Clemens Weenink) and the treasurer (Garcia Verdel). Bert then decided in order to minimize the free-riding problem, to change the situation and to divide the work among the members creating five sub-groups where all the members had to be involved. The result is that now everyone is contributing. Bert is still the president but the free riding problem has been limited and the members have started to take their own responsibilities in the cooperative. It is good to note here that this cooperative is new for all of members and

they have to start thinking differently, as a part of a group and not so much as individuals.

- **Commitment to the group.** The members have invested money in this cooperative and they are committed to it. Because of this, they cannot step back and leave the group if something goes wrong. They don't have the freedom to deviate from the groups' common rules or norms. Nevertheless, the members have to consider that this is also part of the group processes and that it is not possible to satisfy everyone. In addition, the groups are consisted of people with different backgrounds, aspirations and desires and as consequence of this heterogeneity is the fact that people deviate from the groups' common goals. The result is that the interests of the individual and the group aren't the same and this may create tensions during the group discussions.
- **Consuming time.** They organize frequent meetings and in order to decide upon a solution everyone has to agree. This is sometimes frustrating as it is difficult to satisfy everyone. It takes time and energy to arrive to a common agreed solution.
- **The distribution of the money.** Who is going to get more and who is going to get less? Until now they didn't have this problem in the cooperative but as the president of the cooperative stated, it is possible that in a few years they will and they have to think about it and find a solution.

Rationality of the actors

- **Economic outcome.** The members were motivated by the possibility to make a profit. They decided to invest jointly money and they believed that this was a good option for them to gain more and to achieve profitable outcomes.
- **Social exchange and interaction** (Social outcome). The members want to socialize, to be in a nice group with other colleagues where they can discuss. They are in a group where they interact and communicate with others.
- **Bounded Rationality.** The capacity of the members to store information and to choose the best choice is limited. The information that the members of Achterhoek had about the future of this cooperative was limited and they couldn't estimate everything beforehand. Possibly, they tried to anticipate the outcomes of the options they had; to start a vineyard alone or together (cooperative) or not to start a vineyard at all.
- **Collective action/ Selective incentives.** Why the members choose to be in a group if they calculate their personal profits? The members can gain not only in terms of money but also in terms of knowledge generation, experiences and enlargement of networks. The fact that the group members can benefit from these incentives motivated them to join the cooperative. The members are acting upon what they feel is best for the group which is an extension of their own good as well.

Below a few questions will be posed to see where the preferences of the members are.

1) Why is the cooperative open to new members? The plan of the cooperative is to grow up to 15-20 members (now they are 11). They want to grow because they can lower the costs and they can make more investments in equipments. They want to become economically viable. They expect to have a profit, but is it only the profit that they really think of or is there another reason? Perhaps when more people step into the cooperative they will feel more secure. Moreover, have the members considered all the possible outcomes from their actions? The fact that the group is going to grow will bring other problems like communication difficulties or the share of the profits later on. The members possibly haven't thought about that and even if they did, is the money issue more important that they neglected the other problems that they may come up?

2) Is the choice to pay professionals rational? The members don't have the necessary knowledge to treat properly the vines and to make wine, and the professionals are indispensable part for the cooperative. The members pay professionals to assist them with their vineyards and they expect that the outcomes will pay them off (quality of wine, good price, healthy vineyards). Another reason why they choose for the professionals is that they feel secure if they have people around them to help them. There is uncertainty about the future of their actions and the aim is to secure the best outcomes. However, have they thought that if they don't spend so much money on the professionals they could save a lot of money and invest them somewhere else?

The Achterhoek cooperative is in a starting position. **But do they act as a group?** Or are there some 'leaders' that take the initiatives? The members decided to work together initially guided by the fact that they can help each other. However, within the group there is a person (Bert Donderhoor) who is the 'leader' and his opinion matters more, as he is more experienced, (as it was explained above) and the rest of the members are the 'followers'. Nevertheless, their future relations will depend upon the balance of their mutual profitability and what each one of them can gain from that cooperative initiative.

It cannot be proved if the members are rational actors and why they decide to do what they do. Most likely they try to achieve results that are "better than rational" and to benefit the most. Obviously the economical factor is a guide to their preferences. They like it if they can save some money and if they can maximize their profits. Group and individual behavior is complex there is not only one way to observe and explain.

6.1.1.2. GROESBEEK GROUP

Kind of group

The group of Groesbeek is a study group and comprises six winegrowers. The winegrowers meet occasionally to discuss about their organic vineyards, exchange information, new knowledge and techniques. Freek Verhoeven is the one who took the initiative to start this group. The group members are independent from each other and they will produce their own wine.

This group has developed to the Groesbeek Foundation. At the beginning the aim of this Foundation was to promote the wine only for the six winegrowers from Groesbeek but the aim has changed recently and the Foundation will include all the winegrowers in The Netherlands and promote the wine for all the winegrowers.

Reasons and external factors affecting the winegrowers to join this group (see Figure 6.3)

Reasons (Box 6.4)

▪ Groesbeek group
– Exchange knowledge, information
– No previous experience

Box 6.4 Reasons to join Groesbeek group

- **Exchange knowledge, information.** Although they aren't investing jointly they chose to become members to learn from each other by exchanging knowledge and information.
- **No previous experience.** The members didn't have the experience and the knowledge to produce wine and being in a group would be beneficial for them as they can learn

out of it. They explained that starting a vineyard alone without having the experience before wouldn't be something that they would consider to do. As they found the opportunity to join Freek Verhoeven (he has the knowledge and he is experienced) they didn't want to miss it and they joined the group.

External factors-outcome(Box 6.5)

<ul style="list-style-type: none"> ▪ Groesbeek group
<ul style="list-style-type: none"> – Social environment – Location – Suitability of area
<ul style="list-style-type: none"> – Way of cultivation (outcome)

Box 6.5 External factors-outcome to join Groesbeek group

- **Social environment.** The main external factor was Freek Verhoeven. He explained the situation in The Netherlands and they decided to join the group. Additionally, the fact that Freek also promised them that he could make the wine for them had an encouraging effect because they can't afford to make the wine alone.
- **Location.** The vineyards are located very close to each other in the same village, (Groesbeek) and this influenced them to join the group. As it was mentioned before distance is a crucial factor because when the vineyards are located closely then the winegrowers can move quickly, easy and their communication is frequent.
- **Suitability of area.** The area of Groesbeek is suitable to start a vineyard because of the good characteristics of the soil (mineral and calcium percentage) and the hills (geographical).
- **Way of cultivation.** The fact that all the vineyards were organic influenced them to join the group as the organic vineyards need a different treatment than the conventional.

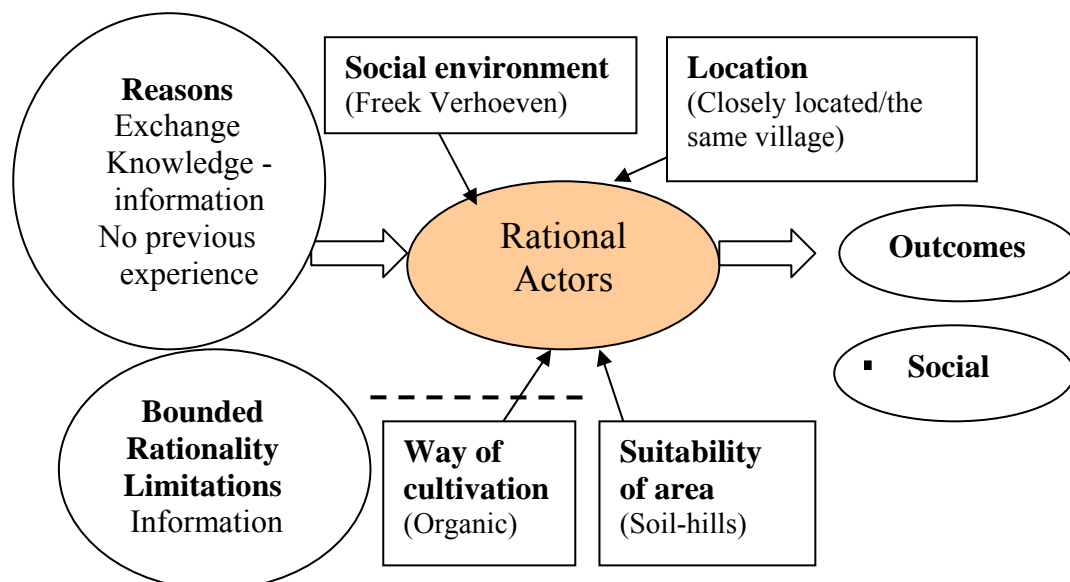


Figure 6.3 Model of what affects the winegrowers of Groesbeek

Advantages to join this group

Note: There is a congruency between the advantages and some of the reasons mentioned above. The group members are affected by reasons to make a decision and these reasons seemed to be the same as the advantages of joining Groesbeek group.

- **Knowledge generation**
- **Freek will make the wine**
- **Foundations' advantages.** Through the Foundation of Groesbeek the members will have the opportunity to promote their wine, and also to take part to yearly symposiums or seminars that the Foundation organizes.

Disadvantages to join this group

- **New group.** This group is new and the five members (except Freek Verhoeven) didn't have yet their first harvest (2007) and they haven't experienced problems yet. They only meet to discuss a few times per year about their vineyards and the development of the Foundation. Until now Freek said that they have the same vision about the group and the Foundation and it is not known how it is going to be in the future.

Rationality of the actors

- **Social exchange and interaction** (Social outcome). For the winegrowers of Groesbeek it is important to be in this group to socialize and at the same time to gain in knowledge. The members need to interact with each other. They are coming from the same area (Groesbeek) and because of this, the need of interaction is higher as they share the same worries and interests about their vineyards.
- **Bounded Rationality.** The members cannot compute all the possible alternatives and they don't know enough to arrive at a good decision. Sometimes they neglect or do not consider other options and information. Anyhow, it cannot be proved that being in the Groesbeek group is the best option for them or not. Until now it seems to be working well for them.

Below a few questions will be posed to see where the preferences of the members are.

1) Is it rational to be part of the Foundation or is it better to work alone? The Foundation offers them opportunities like the promotion of their wines and meetings. Nevertheless, being involved in the Foundation it is also time consuming but they are still participating to it. The reason is that within the Foundation not only they can gain in knowledge and in acquaintances but also gives them a feeling of belonging somewhere and a feeling of fulfillment for the development of the Foundation. On the other hand, if they had to work alone they would had to learn alone about wine, do the promotion and the wine alone and this would cost them valuable time, energy and money. To conclude, the members' motivation to be in this Foundation or not is shaped by a balance of the rewards over the costs.

2) Is it rational to let Freek make the wine? The members cannot afford to make mistakes, and having an expert would benefit them. However, Freek isn't an external person of this group and the fact that he will make the wine for them creates inside the group dependence. The members aren't completely independent but they are relying on Freek. But haven't considered that this choice will create problems within the group? For example, if something goes wrong in the production of the wine, they will blame Freek and this may change their relations and the communication. There are much more to consider in this group and there is not such a thing as the best choice or solution.

6.1.1.3. NOORD HOLLAND GROUP

Kind of group

The Noord Holland group is a study group and is consisted of ten members. The members have occasionally meetings where they discuss about their vineyards and they share their knowledge and experiences. They are not investing together; each member is independent and produces his/her own wine. The role of the winegrowers in the group is to discuss new information and to inform the rest of the members in order to remain updated.

Reasons and external factors affecting the winegrowers to join this group (see Figure 6.4)

Reasons (Box 6.6)

▪ Noord Holland group
<ul style="list-style-type: none"> – Exchange knowledge, information – Enlarge networks/acquaintances – Minimize the risks – Feeling of belonging

Box 6.6 Reasons to join Noord Holland group

- **Exchange knowledge, information.** During the meetings the members can discuss and share experiences and knowledge with the others. The members can stay updated with new information. For example, Kees van Westrien as a new winegrower and a new member of the group didn't have enough knowledge. Some members helped and gave him advices. Additionally, the members are also self-experimenting with their vineyards and through the discussions they increase their awareness of what works at their vineyard and what doesn't.
- **Enlarge networks.** The fact that they meet occasionally to discuss and to communicate enable them to enlarge their acquaintances and meet people that could help them with their vineyards and with the promotion of their wine. The members get new contacts from each other and they are able to communicate with other actors in the wine sector.
- **Minimizing the risks.** The members feel that participating in this group they can minimize the risks. Although they work alone they believe that if they discuss together and share their opinions they could prevent bad choices for the continuation of their vineyard.
- **Feeling of belonging.** The winegrowers of Noord Holland are remote from the other winegrowers in The Netherlands and they needed to come together and discuss. They need to feel that they belong to a group sharing the same interests and worries about wine.

External factors (Box 6.7)

▪ Noord Holland group
<ul style="list-style-type: none"> – Social environment – Location

Box 6.7 External factors to join Noord Holland group

- **Social environment.** Their core family influenced them to join this group as they believed that this would help them with their vineyards. Moreover, other winegrowers (colleagues) were also a great influence before they form the group as some of them affected other winegrowers to join and form this group.

- **Location.** The vineyards are in the province of Noord Holland and as they are more remote than the other vineyards in the country this was an extra need to come together and form this group.

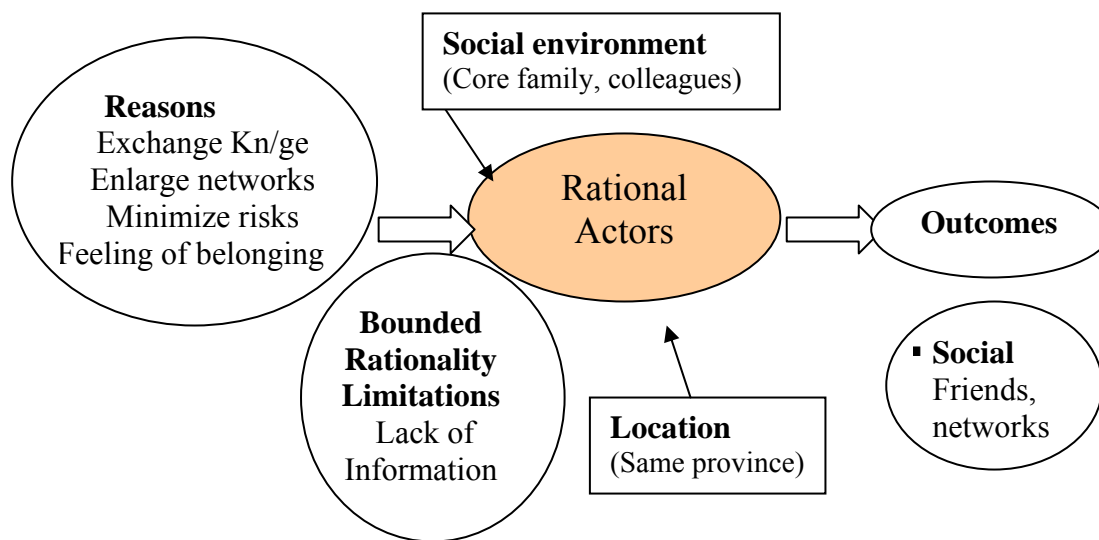


Figure 6.4 Model of what affects the winegrowers of Noord Holland

Advantages to join this group

Note: There is a congruency between some of the advantages and the reasons mentioned above. The advantages that aren't explained are explicitly described at the reasons part. The rest (e.g. communication and comparison) are described below.

- **Gain in knowledge**
- **Enlarge networks**
- **Communication.** Whenever a member has a problem (an equipment broke down, need for advice) then they call each other asking for help.
- **Comparison.** According to Simon Loos when you are in the group it is nice to see how other people think and you can compare yourself with them. You can observe how others are organizing their vineyards and you can do it better than them. The group keeps alive the competition and this help the winegrowers improve their work and become better than the others.

Disadvantages to join this group

- **Deviation of opinions.** The members have different expectations about the group. There are two different views. The one is that the group should remain as it is, meaning that the members should remain to the level that they only exchange knowledge and the other view is that the group should develop and make joint investments. These differences bring tensions during the discussions as there are members that resist to the development of the group.
- **Relations between the members.** The relations aren't equal. Some members communicate more often than others. For example, Kees Van Westrien, Yvonne and Ruud Nobleman, Jos Van der Lee and Simon De Vries, have better relations than others. The reason is because Kees before setting up his vineyard was a volunteer for eight years at the vineyard of Jos and Simon and during these years they became good friends and maintained their good relations. Also Kees is communicating very often with Yvonne and Ruud asking for advices and they have developed with Kees a friendship.

Rationality of the actors

- **Social exchange and interaction** (Social outcome). In the Noord Holland group the members can interact and socialize. Through their interactions they can build good relations and depend on each other. **But why they are in this group as they don't make any profit out of it; is this rational?** The answer is that from their point of view they believe that they benefit from this group even if they don't gain money out of it. They stressed the importance of interacting with the others in the group and learn from the whole process. Moreover, learning from this they can do things better and possibly this means more profit in the future.
- **Bounded Rationality.** Have the members of Noord Holland group thought all the alternatives? And is this situation works as well as they said? Perhaps if they weren't part of this group the outcomes would be different. The fact is that we cannot go deeper as understanding human behavior and human actions is complex and this is not the intention of this research. Being member of Noord Holland group doesn't presuppose any obligation. The members do not pay any fee. However, during their estimations (to decide become a member or not) the members couldn't take everything into consideration as they are also bounded rational and they couldn't consider all the alternatives. As they had limited information about this group and the uncertainty of the future was great, they considered the options that they could think of. For them, the Noord Holland group is a good way to share knowledge and at the same time to be an individual. Alternatively have they considered the option not to join the group? As persons that want to make a profit they should consider all the options. According to their preferences they make choices and it doesn't matter if these are rational or not. What is important for the members is that their choices must fulfill their future plans.

6.1.1.4. MERGELLAND GROUP***Kind of group***

The Mergelland group is a study group and counts 55 winegrowers. Winegrowers that have the same interest about vines come together to discuss about issues that concern them. In this group the role of the members is to exchange knowledge, experiences, information and to visit some wine institutions through the excursions that the group organizes. Each member is an individual and independent from the others producing their own style of wine.

Reasons and external factors affecting the winegrowers to join this group (see Figure 6.5)***Reasons*** (Box 6.8)

▪ Mergelland group
– Exchange knowledge, information
– Enlarge networks/acquaintances
– Feeling of belonging

Box 6.8 Reasons to join Mergelland group

- **Exchange knowledge, information.** During the study evenings the members can discuss problems and find solutions. They stay updated to new information and they can become more antagonistic with the other winegrowers as the wine business is competitive especially in Zuid-Limburg (long wine history). Moreover, the internal need to learn more about wine was an extra reason to be part of the group. This group

organizes seminars, contests, visits to universities or other vineyards and this gives the opportunities to the members to enrich their knowledge.

- **Enlarge networks.** The group gives the opportunity to the members to meet new people and enlarge their acquaintances through their interactions and meet new actors in the wine sector.
- **Feeling of belonging.** The members feel that they are part of people that have the same interest about wine. They don't do it for the money as there is nothing for them to gain out of it, their motive is that they like it and gives them a feeling of efficiency.

External factors (Box 6.9)

▪ Mergelland group
– Available information about the group
– Location

Box 6.9 External factors to join Mergelland group

- **Availability of information.** Learning and reading from external sources the activities of the Mergelland group, winegrowers wanted to become part of it as they didn't want to be outdated and less competitive with the other colleagues.
- **Location.** Winegrowers that live in South Limburg faces the same problems, interests and worries about their vineyards and this influenced them to be part of this group to discuss and find solutions to their problems.

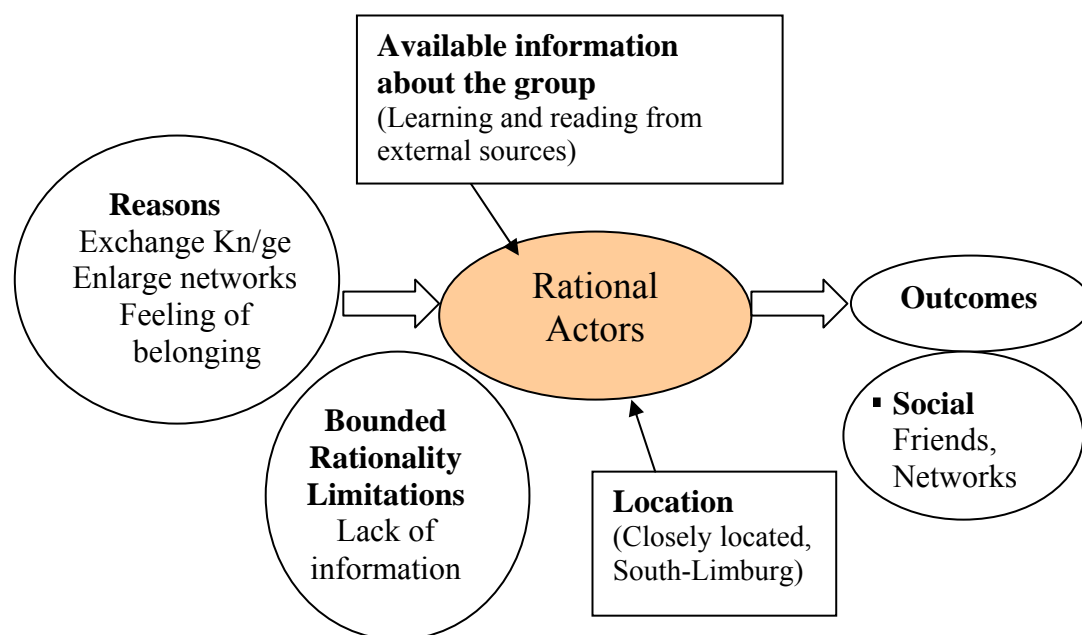


Figure 6.5 Model of what affects the winegrowers of Mergelland

Advantages to join this group

Note: There is a congruency between the advantages and some of the reasons mentioned above. The advantages are described explicitly at the part of the reasons.

- **Gain in knowledge**
- **Enlarge networks**

Disadvantages to join this group

- **Deviation of opinions.** Within the group there are different viewpoints about the future development of the group. The different views are: Some believe that they should make joint investments (corks, bottles, new equipments, pay professionals to improve the hygiene and the quality of the wine). On the other hand, there are members that do not want to develop and they prefer to stay the way they are. These contradictions bring tensions during the group discussions.

Rationality of the actors

- **Social exchange and interaction** (Social outcome). Within the group the members socialize, spend time with each other and this is important as they build good relations and moreover, through their communication they can enlarge their contacts and networks in the wine sector and facilitate their 'businesses'.
- **Bounded Rationality.** Have the members of the Mergelland group considered all the available options before they join the group? They do not earn something out of the group (in terms of money) and moreover, the whole process is time consuming. **But why they are still participating? Is this a rational option?** According to Wim Hendriks they didn't have any other choice when they started their vineyards. Everyone in Zuid-Limburg works alone he said. The reason is that the winegrowers started their vineyards at different periods of time and they set up their business alone thus, they didn't need to be in a cooperative to make joint investments. To conclude, the members of this group are both part of the group but they also remain independent. However, it cannot be concluded if this is the best choice or not. Being in the group or being independent has advantages as well as disadvantages and the members make their choices based on what they believe will reward them the most.

General remark about the group cases

What is important to notice is that beside the Achterhoek cooperative, at the other three group initiatives (Groesbeek, Noord Holland and Mergelland) the group members are independent. That means that each winegrower is working alone producing their own wine and making their own investments. They started to cultivate vine alone and they want to remain autonomous. However, they participate to group discussions and activities as they think that this is a good way to be in a group and at the same time to stay individuals.

6.1.2 B. ANALYSIS OF THE FOUR INDIVIDUAL CASES

6.1.2.1 WIJNGAARD AGHTHUIZEN - Fred Lorscheid

Organization of individual

Fred is a professional winegrower and produces his wine alone. Together with his son and an employee they do all of the work. Fred is concerned mainly for the vine growing, the wine making and the marketing of the wine. His son and the employee are working during the vine growing, the harvesting period and the bottling. During the harvesting period volunteers come to help without being paid for their services. Fred has his own wine cellar and the proper equipments to make the wine and he doesn't need to be in a group to share with others (see also chapter 5).

Reasons and external factors affecting the winegrower to work alone (see Figure 6.6)

Reasons (Box 6.10)

▪ Fred Lorscheid
<ul style="list-style-type: none"> – Independence – Freedom – Personalize the product – Profitable (\pm) – Enough knowledge

Box 6.10 Reasons for Fred Lorscheid to work alone

- **Independence-freedom.** Fred has his own way of making wine. He wants to have the freedom to decide alone because as he said, in a group, people cannot do what they want as they are committed and obliged to the group.
- **Personalize product.** He wants to produce his own wine and give his name to it; he doesn't want to be in a group and make the same wine with others.
- **Profitable.** Fred thinks that he can earn more money if he stays independent. Although at the beginning he had to invest a lot, a few years later he was able to have a profit from his vineyard. But if he would be in a group or in a cooperative he would have also to share the profits and Fred doesn't want to do that
- **Knowledge about wine.** Fred knew about the wine and how to handle a vineyard. It wasn't necessary to gain in knowledge and he didn't need others to help him with his vineyard he said.

External factors (Box 6.11)

▪ Fred Lorscheid
<ul style="list-style-type: none"> – Location

Box 6.11 External factors for Fred Lorscheid

- **Location.** When Fred started his vineyard (1978), there were no other vineyards near him and still there aren't. He did not have any other choice but to do everything by himself. Does that mean that if there were other vineyards near, he would consider work together? This is not easy to answer as it is a hypothetical situation and it depends from the character of the individual, if he likes to be in a group and feel secure or he prefers to follow his own choices. In the case of Fred he wants to do it by himself, produce his wine and be independent.

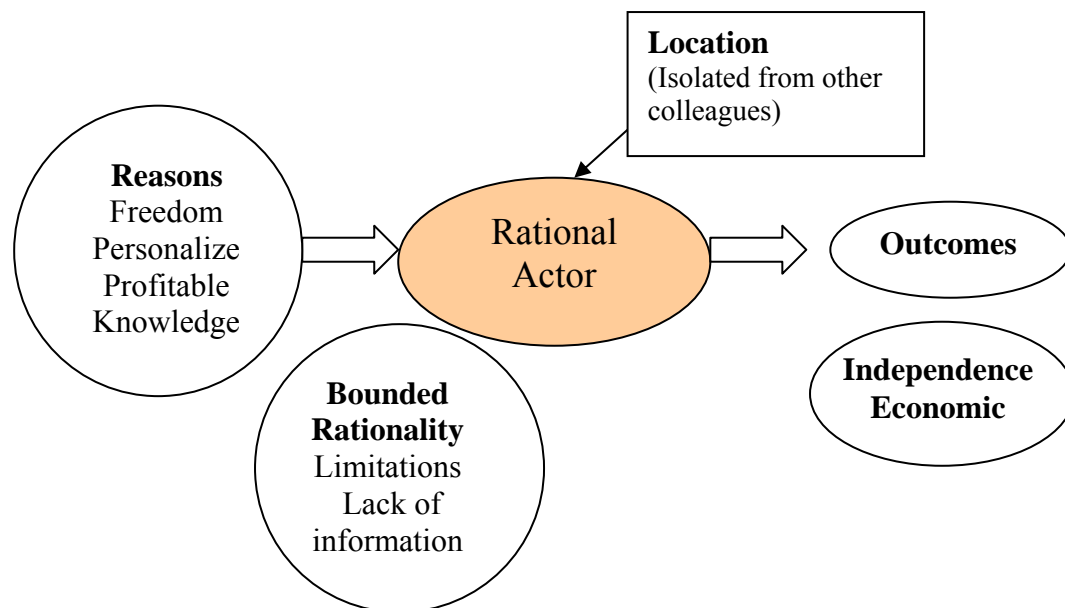


Figure 6.6 Model of what affects Fred Lorscheid

Advantages to work alone

Note: There is a congruency between the advantages and some of the reasons mentioned above. The advantages are described explicitly at the part of the reasons.

- **Independence**
- **Personalize product**

Disadvantages to work alone

- **Share expenses.** Fred cannot share the expenses with someone to minimize the production costs (as there are no other colleagues near) and he has to pay everything alone.
- **Exchange knowledge.** He is not part of a group where he could exchange knowledge with others. This is not necessarily a disadvantage as Fred can also learn by himself and he has a lot of experience. But in a group it is easier to enrich in knowledge and exchange information with others.
- **Enlarge networks.** Working alone Fred is more limited to enlarge his acquaintances, as he has to build his networks alone. But this doesn't mean that he doesn't have his own networks. He is many years in the wine sector, he knows many people and he have established his connections with actors in the sector. He is not isolated from other winegrowers. He has many contacts and many people that already have a vineyard or consider starting a vineyard consults him. Fred helps many winegrowers, discusses with them and gives advices.

Rationality of the actor

- **Economic outcome.** Fred chose to stay an individual. According to him, three incomes come out of the vineyard (Fred, his son, employee) and he has to find ways to make a living. If Fred was a member of a group, he would have to share his earnings with the other members and he thinks that this wouldn't be profitable. It was a logical choice for him to work alone and not joining a group as he thinks he can earn more.
- **Independence outcome.** Fred started working alone and he will continue like that. The reason of independence here is the same as the outcome that he wants to accomplish.

- **Bounded Rationality.** Is the choice of Fred to work alone rational? Have Fred considered all the possible options open to him? During the interview he emphasized that being independent is a good choice for him but did he consider that there are many advantages and he can earn also by participating in a group? Fred has made his choices and it seems to work well for him but it cannot be said if his choice was rational or not the only thing that can be said is that he is working alone for over 20 years now (see chapter 5) and it seems that he can manage and he is successful without being in a group.
- **Approval-Reputation** (Wine courses). Why to give wine courses and give his knowledge? **Is his choice of giving the courses logical and does this make him a rational actor?** Fred started the courses because he liked it and he wanted the winegrowers to learn how to produce a good wine. On the other hand, the wine courses also bring him money and reputation. Fred has estimated the profits not only in terms of money but in terms of *reputation, approval from others* and also pleasure for what he is doing. When others approve him, his ego is rising and this gives him pleasure of the good work that he is doing.

It cannot be proved that Fred is a rational actor. On the one hand he is making a profit and on the other hand he likes it and brings him pleasure. These two (profit and pleasure) are contradictable but the one doesn't exclude the other. It is in Fred's character to help and give advices to the others; this is what he likes and what fulfill him. Possibly, this is an emotional choice guided by his feelings to help others. It is not only the profit that Fred is interested for but also the approval from others.

6.1.2.2 WIJNGAARD WAGENIGSEBERG - Jan Oude Voshaar

Organization of individual

Jan Oude Voshaar is a professional winegrower and one of the pioneers in the wine sector. Many winegrowers take advices from him as he knows a lot about wine. Jan as an individual winegrower has everything that he needs to produce his wine (e.g. wine cellar, equipments) and he doesn't need to be in a group or a cooperative to make joint investments. The people that work at the vineyard are: Jan, who is concerned with all the process from vine growing to wine marketing, his wife who helps during the vine growing and the harvesting period and two employees who do most of the work (except the wine marketing). In addition, what is special with Jan is that he has established his networks very well and during the harvesting period more than 100 volunteers are coming to help (see also chapter 5).

Reasons and external factors affecting the winegrower to work alone (see Figure 6.7)

Reasons (Box 6.12)

▪ Jan Oude Voshaar
<ul style="list-style-type: none"> – Independence – Freedom – Personalize the product – Profitable (±) – Enough knowledge – Money and time

Box 6.12 Reasons for Jan Oude Voshaar to work alone

- **Independence.** Jan doesn't want to be under the pressure of others. He chose to work alone because he wants to make his choices and to have the freedom to decide alone.

- **Enough knowledge.** Jan before starting his vineyard, he had the knowledge and he knew how to grow the grapes and make wine. Jan did not need others to help him and he could manage alone from the beginning.
- **Personalize product.** Jan has his own way of producing wine (organic) and he wants to personalize his product.
- **Profitable.** Jan thinks that he can earn more if he works alone as he doesn't have to share his profits with the group members. However, Jan has to consider that within a group they can make joint investments which are also profitable.
- **Money and time.** When Jan started his vineyard he had the money and the time to begin professionally and that is one of the reasons why he started to work alone. He was not depending on the vineyard to make a living and he did not need to make joint investments.

External factors (Box 6.13)

▪ Jan Oude Voshaar
– Location

Box 6.13 External factors for Jan Oude Voshaar

- **Location.** The location influenced Jan to start his vineyard alone as there was no other winegrower near that he could work with. As a result he couldn't cooperate or be in a group even if he wanted to as he was too far from other colleagues.

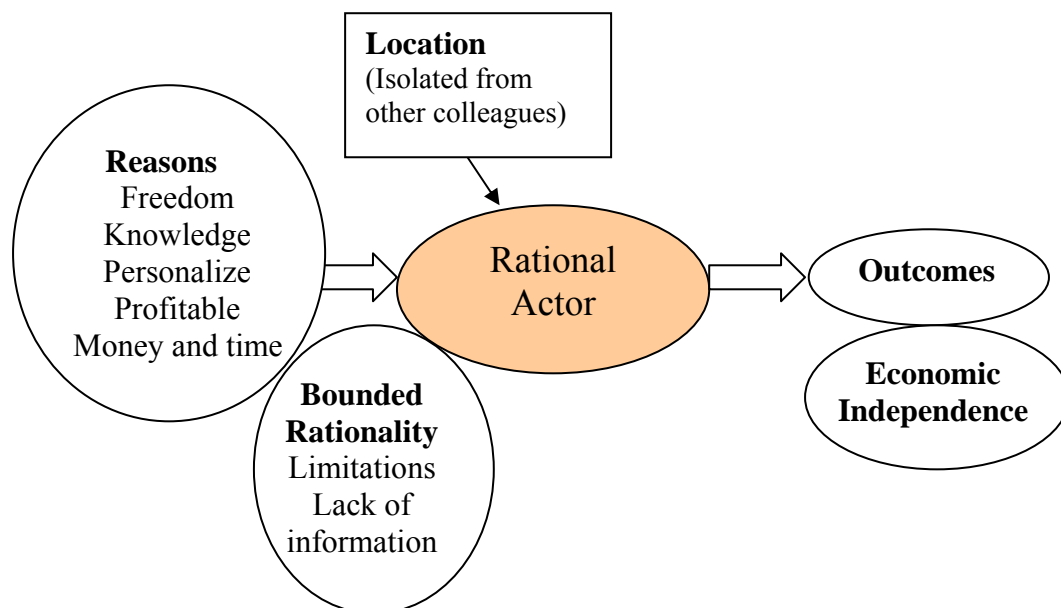


Figure 6.7 Model of what affects Jan Oude Voshaar

Advantages to work alone

- **Organize the work at the vineyard.** Jan believes that if he works alone he can organize the work at the vineyard and also the wine making and the marketing. He has his own program and he can manage his time and money efficiently. He said that if he would be in a group he wouldn't be able to act independently. For Jan it is not a problem that he works alone he said, he has his own way of thinking about the wine and he can manage alone.

Disadvantages to work alone

- **Share expenses.** Jan said that it would be nice to be in a group and share some of the expenses. Having a vineyard costs a lot of money and if he could jointly invest it would be an advantage. But now he has already what he needs at the vineyard.

Rationality of actor

- **Economic/independence outcome.** Working alone is possible to make some profit, as Jan said. For him is better to be independent because he can earn more as he doesn't have to share his profits. If he would be in a group he would have to consider the other members, spend valuable time on discussions and share his ideas. Note: The economic and independence outcomes that Jan wants to achieve are the same with his reasons to work alone.
- **Bounded rationality.** Has Jan considered all the possible alternatives? He chose to work alone because he thought that at that time it was according to the information that he had a good way to produce wine. But in another setting and if he had other available information he may chose to participate in a group.
- **Possibility to cooperate.** After eight years that Jan has his vineyard, he is considering cooperating with someone in order to expand his business (but this person should be young and should have a lot of money). What happens in this case is that Jan considers that working with someone is a good choice for him, as he doesn't have enough money to enlarge and he is not young enough to take risks. Jan is open to new information and he has other alternatives now. **Bounded rationality is being illustrated here.** Perhaps Jan would have the same options before but he missed them because of the limited memory and the complexity of the situation. To the question if the choice of Jan to work alone is rational, the answer is that depends on the available information. Jan is considering working alone but also to cooperate with someone. His choices differ in different periods in time and according to the available information.
- **Profit maximization.** Although there is no profit from the vineyard until now, Jan continues doing it. **Is this still a logical choice for him?** On the one hand it is as he expects that in a few years he will make a profit. On the other hand, he spends time, money and energy at the vineyard without a pay back until now. Although he organizes many side activities at the vineyard (tours, wine tasting, wine subscription), however, as Jan said his income is still zero. Jan is guided by his feelings and his love about the wine and he is continuing working at the vineyard. This activity fulfills not only his free time but also his pleasure of producing something alone.
- **Volunteers.** What is unusual with Jan's vineyard is that during the harvesting period more than 100 volunteers come to help. Every harvesting period he invites them with a gift of a bottle of wine for their help, otherwise Jan would had to pay many employees to gather the grapes and this saves him a lot of money and it is a profit choice for him. For Jan, having this network of volunteers is a good way to save money. He has invested a lot of time and energy to create this network and he has also created friendships and strong ties with some of them. The investment on relations is of great importance and it is not easy to be achieved.

6.1.2.3. WIJNGAARD DE SANTSPUY - Gilbert Sweep

Organization of individual

Gilbert bought the vineyard from his brother, together with all the equipments and the wine cellar that he needed. At the vineyard works Gilbert and his father who is doing most of the work. As the vineyard is small (0,5 ha) they don't need employees. The marketing of wine will be done not only from Gilbert but also from his uncle who is

more experienced to the marketing processes (see chapter 5). Gilbert is a farmer and he cultivates also asparagus, corn and he produces also meat and milk.

Reasons and external factors affecting the winegrower to work alone (see Figure 6.8)

Reasons (Box 6.14)

▪ Gilbert Sweep
– Independence – Freedom
– Personalize the product
– Profitable (±)

Box 6.14 Reasons for Gilbert Sweep to work alone

- **Independence.** Gilbert decided to work alone because he wanted to be independent and to make his decisions. Being in a group he said, he would have first to discuss it with others and he wouldn't be able to decide on his own and to have the freedom to do whatever he wants at his farm. Moreover, Gilbert as a farmer for many years has learned to work on his own.
- **Personalize product.** Gilbert wants to create his own product and sell it to his costumers face to face. He didn't want to happen the same as his other agricultural products (e.g. milk) where he cannot personalize them. He didn't want to be involved in any group, because then he would have to make the same wine as the others.
- **Profitable.** Gilbert thinks that he can earn more money if he produces and sells the wine alone. However, he has to think also that within a group they can make joint investments and this option is also profitable.

External factors (Box 6.15)

▪ Gilbert Sweep
– Social environment
– Location

Box 6.15 External factors for Gilbert Sweep

- **Social environment.** His father and uncle influenced Gilbert to start with the vineyard alone. As he didn't have the knowledge and the experience of a vineyard he depended on his father, who knows about vines and his uncle who knows about the marketing.
- **Location.** Near Gilberts' vineyard there is no other winegrower or not any study group and even if he wanted to be in a group he doesn't have the option to do it as he is far away from other colleagues.

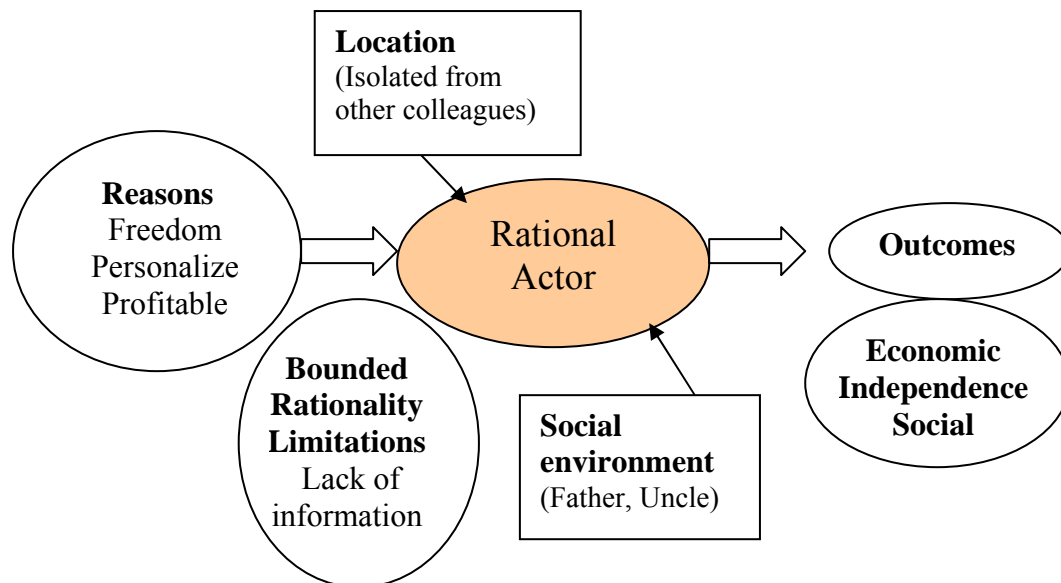


Figure 6.8 Model of what affects Gilbert Sweep

Advantages to work alone

Note: There is a congruency between the advantages and some of the reasons mentioned above. The advantages below are described at the part of the reasons of Gilbert Sweep.

- **Personalize product.** Gilbert believes that the great advantage of working alone is that he creates his own wine.
- **Independence.**

Disadvantages to work alone

- **Many investments.** The disadvantage according to Gilbert is that he had to invest alone a large amount of money especially the first years.
- **Exchange knowledge.** Gilbert doesn't know a lot about wine and if he was in a group it would benefit him as he could learn from the experiences of others.

Rationality of actor

- **Economic/Independence outcome.** One of the reasons that Gilbert wants to work alone (Independence) is the same as the outcome that he wants to achieve. He wants to have the freedom to decide alone and he believes that he can earn more money like that. **Lower costs.** His father and uncle do most of the work at the vineyard and that means zero costs to any labor expenses. However, if he was in a group he wouldn't be able to do what he wants as he would be committed to the groups' decisions.
- **Social outcome.** He spends time with people visiting the vineyard as he wants them to have a pleasant time. He invests on personal relations as he intends to make frequent costumers. **But is this the only reason why he sustains these relations? Does this make him a rational actor?** Gilberts' decision to invest on people is not only for the enlargement of the networks, perhaps he likes to offer a good time to the visitors. This is a way for him to fulfill his need to communicate, socialize and interact with people because there are more to gain in the interaction with others than only the profit maximization.
- **Bounded Rationality.** Has Gilbert considered all the possible options and was he able to compute the alternatives? Possibly, he didn't think the advantages that a group could offer him. Advantages like knowledge generation, connections, or even share of the expenses are of great importance. **But was Gilbert able to join a group and he**

didn't do it? The fact that there are no other vineyards near him has influenced him to work alone. Possibly if there was a group or a cooperative near him he would take this into consideration but now this is not an option.

- **Networks.** His other agricultural products and the connections that he had through them helped to enlarge Gilberts' networks. The one product supports the other he said. For example his asparagus won the first prize in The Netherlands. This brought a lot of publicity to his farm and also to his vineyard. The fact that his costumers can taste the wine together with the asparagus, this combination was successful for Gilbert as he could advertise his asparagus together with his wine. All the above choices of Gilbert points to the direction that he has anticipated some outcomes his choices and that he has estimated what will be a good way for him to have some profits.

Why Gilbert started a vineyard alone? Gilbert started the vineyard for personal reasons and continued working alone as it was the logical thing to do as it is explained before. Based on the facts above Gilbert is not a completely rational actor estimating his gains and profits, he is also bounded rational. Having a vineyard isn't easy and to take decisions is even more difficult. Gilbert is trying given the constraints that he faces to achieve the best outcome for the continuation of his vineyard acting sometimes rational and sometimes emotional.

6.1.2.4. DOMEIN HOF TE DIEREN - Youp Cretier

Organization of individual

Youp is a professional winegrower working alone. He is concerned with everything at the vineyard from vine growing until the marketing of wines. During the harvesting period his wife and a few volunteers come to help but mainly Youp is the one doing all the work. He wants to stay independent and he doesn't want to join a group or a cooperative to invest in equipments and lower the production costs (see chapter 5). What is special with Youps' vineyard is that he has chosen a historical place to cultivate his vines, this make his vineyard an attraction and as a result many people visiting his vineyard.

Reasons and external factors affecting the winegrower to work alone (see Figure 6.9).

Reasons (Box 6.16)

▪ Youp Cretier
<ul style="list-style-type: none"> – Independence – Freedom – Personalize the product – Profitable (\pm) – Enough knowledge

Box 6.16 Reasons for Youp Cretier to work alone

- **Independence.** Youp doesn't want other people to decide for him he said. He is responsible for his own mistakes and choices and he doesn't want to blame others when something goes wrong.
- **Personalize product.** Youp has his own way of making wine and he didn't want others to decide for him what kind of wine to produce. He wants to have his own wine and personalize it.
- **Profitable.** Youp thinks that a reason to work alone is that he can earn more money than being in a group. Although he said it would be nice to share the expenses he

doesn't want to share the profits later on and he believes that he can earn more working alone.

- **Enough knowledge.** Youp attended wine courses, seminars and he studied alone about wine. He didn't need to be in a group he said. Moreover, he also have contacts with some other winegrowers and people that know more about the wine and whenever he has a problem he calls them and asks for advices.

External factors (Box 6.17)

▪ Youp Cretier
– Location

Box 6.17 External factor for Youp Cretier

- **Location.** Youp followed the wine courses in Achterhoek like the members of the Achterhoek cooperative but he did not join them. When the Achterhoeks' members formed the cooperative, he wasn't allowed to be in the group. Youp said that this was because his vineyard is at the other side of the river. Distance is a factor that influenced him to work alone as he didn't have any other choice. Achterhoek cooperative means that the vineyards should be in the area of Achterhoek and Youps' vineyard wasn't.

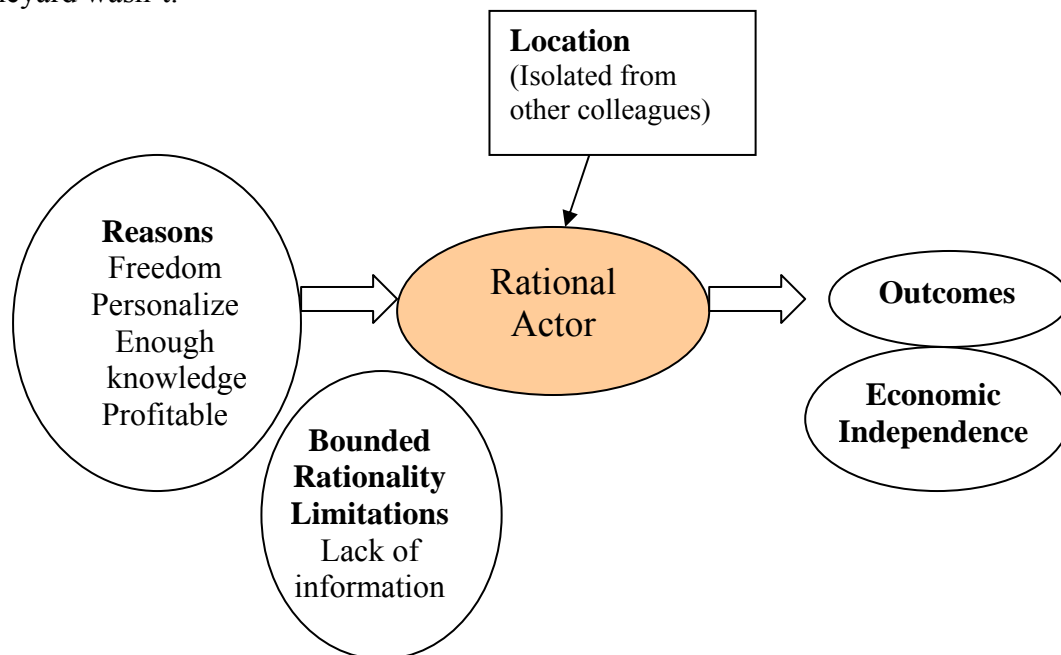


Figure 6.9 Model of what affects Youp Cretier

Advantages to work alone

- **Efficiency.** For Youp is an advantage to work alone and not to be in a group with other winegrowers because then he has to consider the others and to take part in discussions before reaching to a solution. Working alone he is more efficient and he can act upon his capacities and aspirations. On the other hand, in a group he would be committed to the other group members and he wouldn't be able to decide alone.

Disadvantages to work alone

- **Share expenses.** The only disadvantage of working alone according to Youp is that he had to invest a lot of money alone, especially at the beginning of his 'business'. In a group the members can share the costs and lower the production costs.

Rationality of actor

- **Independence outcome.** Youp during the interview appeared to be straight forward and determined about his decisions to stay independent. He said that it is impossible for him to work with others. Although it is not the intention of this research to analyze the behavior of the winegrowers, Youp appeared to be a kind of person that he wants to do everything alone, to have the freedom to decide by himself and the only way for him to achieve that is by working alone in the wine sector. Moreover, the outcome of independence is the same with one of the reasons of Youp to work alone.
- **Economic outcome.** Youp believes that working alone he can achieve his goal to make more profit. If he would be in a group he wouldn't have the same chances to earn more.
- **Bounded Rationality.** Did Youp take everything into consideration before deciding working alone? Because of his character he may have neglected some options opened to him. For example, the fact that he was near to Achterhoek region would be beneficial for him as he could join the cooperative of Achterhoek and share the costs of producing wine. But as he mentioned he doesn't want to be part of any group or cooperative, he wants to be independent and he will stay like that.
- **Historical promotion.** Youp said that he did not want just to start a vineyard like all the other winegrowers. He chose the specific location because he could use the name and the historical background as an advertisement and a promotion for his vineyard. Youp wants what is the best for him and to maximize his profits through the historical promotion.
- **Youps' character.** Youp is proud about his vineyard and his wine. He believes that he is above the other winegrowers and as he said his vineyard is the best and in a few years he will produce the best wine in The Netherlands. Although it is not the intention to analyze his character and what his behavior and actions mean, however, it can be assumed that he wants make himself visible and face the competition at the Dutch wine sector. He has a certain kind of arrogance as he said and he is very enthusiastic about what he is doing. Youp during the interview gave the impression that he knows what he is doing and what to expect from his vineyard. Throughout the interview he smelled the air around him, saying that his vineyard is the best and that he will make the best wine. He has invested a lot of time and money to his vineyard and his expectations are high.

Based to the above description it can be concluded that Youp is acting rational, he has estimated everything and he doesn't let anything in luck. Although having a vineyard assumes uncertainty about future consequences, Youp tries to predict and imagine what will happen in the future based on his choices and guesses. On the other hand, the character of Youp didn't give many options to judge him irrationally as every choice that he makes has a logical reason behind it (income generation, promotion of his vineyard, side activities). However, it should be kept in mind that people want to justify what they do and they will not admit that they are doing something wrong.

CHAPTER 7

CONCLUSIONS AND SUGGESTIONS

7.1 CONCLUSIONS

Group initiatives and individual winegrowers were the research units for this Master thesis. The intention was to find out what influences the winegrowers in their decisions to join a group or to work alone and to analyze them using the rational choice theory.

Rational considerations have influenced the winegrowers to take their decisions. However the question is whether these decisions are rational or not. People in general make estimations for their choices and they choose the alternative that they think will benefit them the most. This is also the case for the winegrowers, they have their vineyard, they want to succeed and they choose for the option that they think will bring them some profits.

Main conclusions

1. **GROUPS.** Winegrowers chose to join a group not only motivated by the reason of joint investments, as it is the case of the Achterhoek cooperative, but also by the fact that they can gain in knowledge, enlargement of networks, minimizing risks. Benefits aren't only in terms of money but also in terms of knowledge generation or exchange of information and experiences. Except the Achterhoek cooperative the other three study groups do not make joint investments and do not share the production costs. Below the main rational considerations to join a group are mentioned:
 - **Exchanging knowledge and information** is the main reason to join a group as it can be concluded from the analysis. However, for the members of Achterhoek cooperative the main reason is the share of the expenses and the fact that they can make joint investments.
 - **Enlarging the networks and the feeling of belongingness.** Being in a group the winegrowers have opportunities to meet people and moreover, they feel that they belong in a group where they share the same interests and worries about wine. The importance of socializing and communicating with others is a great reason to join a group.
 - **The reason of minimizing risks** has positive and negative consequences. The members can minimize risks (e.g. continuation of the vineyard, fell secure) but they have to be cautious as they can also enhance risks like the group complacency.
 - **Location.** As it can be concluded from the analysis, location is one of the main factors that influence the winegrowers to join a group. Vineyards that are located closely to each other create opportunities to formulate a group.
2. **INDIVIDUALS.** Individual winegrowers work alone because they want to be independent and to have the freedom to make their decisions. For some of them to work alone is also part of their character; they want to be autonomous and they don't like others to decide for them. Below the main rational considerations to work independently are mentioned:
 - **Independence.** The main reason to work alone as it is concluded in the analysis part is that the winegrowers want to be independent and free; they don't want to be committed to any group and they want to make their own decisions. Possibly this is part of their personal character, to be independent and not cooperating with others.

- **Personalize the product/profitability.** They can also produce their own style of wine and personalize it because being a member of a cooperative or a group they wouldn't be able to do that and they would have to agree with the others before arriving to any decision. One of the reasons why they want to personalize their product is that they believe that working alone and sell the wine alone, they can gain more. However this reason is ambiguous because not only the individuals but also the group members make a profit. The question is whether the individuals make more profit or they think that they make more profit.
- **Enough knowledge.** This reason also affects the individual winegrowers to work alone. They believe that they have enough knowledge about wine. They don't need others to enrich their knowledge and they don't want to share with others what they already know about wine. However, there are a few exceptions to that. Like Jan Oude Voshaar and Fred Lorscheid who gave the wine courses in Achterhoek. These people although they produce wine alone, they wanted to share their knowledge. They want to help others and moreover, that gives them pleasure and brings them approval from the other winegrowers.
- **Location.** The external factor of the location affected the winegrowers to start working alone. Being isolated from the other colleagues, the winegrowers didn't have any other option but to start the vineyard alone.

Is it rational to stay independent? Have the individual winegrowers thought that within a group they can gain more than they think? As people that have a 'business' (vineyard), they should have thought the alternative options. Joining a group or working alone have advantages and disadvantages (e.g. group: share expenses, exchange knowledge, group risks, dependence, individual: independence, personalize product, expenses), the question is which option will reward them most. The individual winegrowers they want to achieve the best outcome. For them working alone has proved to be working well until now and they will continue like that.

3. MAIN OUTCOMES

- **Rationality.** Whether the winegrowers work alone or are members of a group they make their estimations, balancing costs and benefits before arriving to a decision. However, it cannot be said that the decisions of the winegrowers are completely rational as there are many limitations according to rational choice theory. One of the main limitations is that the winegrowers are also bounded rational actors acting emotionally in some circumstances (e.g. love about wine making). Additionally, because of the complexity of the situation (Dutch wine sector) and the difficulty to take an important decision for their vineyard, some of the winegrowers couldn't compute all the alternatives. Some of them have the knowledge but they cannot assimilate all the available information and as a result they arrive to a decision that at a certain point of time they thought that benefit them the most (Join a group of work alone). Perhaps this decision may not be the best but it is based on what they have learnt through time and their experiences and they perceived to be a good alternative for them.
- **Human Behavior/Personal character.** It is not easy to explain human behavior, why winegrowers choose for certain options and if their decisions are rational or not. Many variables influence human actions. Can be the size of the group, the heterogeneity of the members, the character of the individual, the different benefits that each one wants to achieve and furthermore, the available information that someone has on his/her disposal. However, it is necessary to step back from the idea that rationality is a

central way to explain behavior. Rationality is only one way to see and explain action and behavior.

- **Self-interests.** Whether people are part of a group or working alone they have their self-interests. Before they make their decisions they should anticipate the outcomes of their options, to start a vineyard alone, to join a group or not to start a vineyard at all. People in general want to feel good from their decisions and according to their preferences they make their own choices and it doesn't matter if these are rational or not, the most important is that please them and their needs (economic, social recognition, knowledge generation).

- **Future.** The wine sector in The Netherlands is still very young and it is continuously developing. The static picture so far is that there is only one official wine cooperative (Achterhoek cooperative) and three study groups as it was described in this thesis. Only in the Achterhoek cooperative the members make joint investments and work intensively. In the other three study groups the members don't share the expenses; they only meet occasionally discussing about their vineyards and at the same time exchanging knowledge and experiences.

As for the future of these group initiatives nothing is definite. Achterhoek cooperative is at a starting point. They formed the cooperative two years ago and still their planted acreage has to enter the full production. It is estimated that more members will join the cooperative but again it is uncertain how the future situation will be.

In the Noord Holland and Mergelland group there are possibilities that the groups will start making joint investments. Some members of these groups find appealing the possibility to make joint investments in the future. Furthermore, the members of the Groesbeek group have plans about the future, not only locally (for Groesbeeks' winegrowers) but also nationally, comprising all the winegrowers in the country. Still this situation is imbalanced and cannot be stated for sure how they will manage to grow and achieve their goals. The growth of all the groups cannot be defined for sure as it is hidden in the future.

Concerning the individual winegrowers that were interviewed during this research, they want to stay independent. They will continue working alone and it is more and more unlikely that they will join a group. They have made their investments (they don't want to give away their capital), they have learned to work alone and they don't think that they will have any profits joining a group.

Anyhow, the wine sector in The Netherlands is highly dynamic with a lot of growth potentials but it can also be characterized by a high uncertainty. Uncertainty about the sales, the wine production, the wine quality, the income generation. It would be challenging to make further research in a few years time to check how these groups have proceed, made any progress and how they judge their earlier motivations.

- **Wine network.** As it was described before (see chapter 5.2), the winegrowers are engaged in many local relations in order to sell their wine and advertise their vineyard. These relations enlarge their connections with other actors in the wine sector and have created a wine network. The individual winegrowers aren't isolated from each other. Participating in a group or not they have their own connections and have created their own wine network. Even winegrowers that are members of a group (e.g. Noord Holland, Groesbeek, Mergelland group) have their own connections. As a conclusion, there is a tendency over the last years in The Netherlands establishing a wine network where the winegrowers will have the possibility to meet people and have opportunities to promote their wines efficiently.

7. 2 SUGGESTIONS FOR FURTHER RESEARCH

The Dutch wine industry has developed rapidly over the last ten years and has lately begun to take a more professional shape. Since it grew so fast, this could have an influence over the results of this thesis. In order to make generalizations and to arrive to conclusions it would be necessary to do another similar research (in a few years time) to see if similar conclusions about the groups can be made or it is because of the fast growth of the industry.

Moreover, the few researches (Van der Zweert, Van Deudekom) that have been done to the wine sector – together with this one – were only qualitative. That means that the results and the conclusions could have been influenced by the prejudices of the researcher while he/she tried to give explanations and to arrive at conclusions. As a suggestion to prove or disapprove the results and findings, would be to quantify them. This is necessary in order to arrive to more concrete conclusions.

Finally, another suggestion would be to conduct similar researches to other countries and to make comparisons. It would be interesting to find countries that have recently introduced to the wine sector (like The Netherlands) and then make some comparisons. Then it would be possible to make more robust conclusions and to generalize.

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APPENDIX A

Province Drenthe

1. **Wijngaard Halvelte**
Planted area: 1 ha
2. **Wijngaard Onder de Sterren**
Planted area: 0,015 ha
3. **Wijngaard Runa**
Planted area: 0,9 ha

Provincie Friesland TOTAL=4

1. **Wijndomein Frederique**
Planted area: 0,5 ha
2. **De Hagen**
Planted area: 0,5ha
3. **De Acker van Thijmen Wijngaard**
Planted area: 1 ha.
4. **De Heidepleats Wijn- en Kaasboerderij**
Planted area: 1,8 ha.

Provincie Gelderland TOTAL=52

1. **Avitera Wijngoed**
Planted area: 1 ha
2. **Bewuste wijngaard "DeHarslo"**
Planted area: 0,06 ha
3. **Wijngaard "de S-Akker"**
Planted area: 0,4 ha
4. **Biologische Wijngaard Hoef**
Planted area: 2 ha.
5. **Wijngaard Wageningse Berg**
Planted area: 2 ha.
6. **Chateau Bejo**
Planted area: 2 ha.
7. **De Nieuwe Baankreis**
Planted area: 0,8 ha
8. **De Plack**
Planted area: 0,75 ha
9. **De Reeborghesch**
Planted area: 1 ha
10. **Dierkinck V.O.F.**
Planted area: 2,2 ha
11. **Domein Hof te Dieren**
Planted area: 2 ha
12. **Domein Hoogstede**
Planted area: 0,04 ha
13. **G. v.d. Poel**
Planted area: 1 ha
14. **Herberg de Engel**

Province Flevoland TOTAL=4

1. **Wijngaard El Placer**
Planted area: 0,5 ha
2. **Wijngaard Maronesse**
Planted area: 0,24 ha
3. **Wijngaard Vinimare**
Planted area: 0,03 ha
4. **Wijngaard 't Landje**
Planted area: 0,075 ha

Provincie Utrecht TOTAL=5

1. **Wijngaard De Kikvors**
Planted area: 0,015 ha
2. **De kleine wijngaard**
Planted area: 0,025 ha
3. **Chateau De Akker**
Planted area: 0,05 ha
4. **De Lijstereng**
Planted area: 0,01 ha
5. **Wijngaard Sophia**
Planted area: 0,02 ha

Provincie Limburg TOTAL=50

1. **Apostelhoeve**
Planted area: 6 ha
2. **Caves Cadier B.V.**
Planted area: 0,3 ha
3. **Chateau Neercanne**
Planted area: 0,2 ha
4. **De Kreitenberg**
Planted area: 0,09 ha
5. **De Thuller Gaard (biologisch)**
Planted area: 0,1 ha
6. **De Wijngaardsberg**
Planted area: 0,6 ha
7. **Domaine des Blaireaux**
Planted area: 0,3 ha
8. **Domaine Petit Belves**
Planted area: 0,28 ha
9. **Domein Amberg**
Planted area: 0,015 ha
10. **Domein Backerbosch**
Planted area: 0,25 ha
11. **Domein Colbers**
Planted area: 0,5 ha
12. **Domein De Stad Maastricht/Wijngaard Boekenderhof**
Planted area: 4,5 ha

- Planted area: 0,4 ha
15. **Klein-Amerika**
Planted area: 1,5 ha
 16. **Piet van Rijsingen**
 17. **Wijndomein Besselinkschans**
Planted area: 4,5 ha
 18. **Wijngaard "De Oogsthoek"**
Planted area: 0,2 ha
 19. **Wijngaard "De Rijsakker" V.O.F.**
Planted area: 1 ha
 20. **Wijngaard Aan de Breede Beek**
Planted area: 1 ha
 21. **Wijngaard De Braoke**
Planted area: 1 ha
 22. **Wijngaard de Heikamp**
Planted area: 1,35 ha
 23. **Wijngaard de Hessenpas**
Planted area: 0,05 ha
 24. **Wijngaard de Holdeurn**
Planted area: 0,5 ha
 25. **Wijngaard De kleine Heerlijkheid**
Planted area: 1,5 ha
 26. **Wijngaard de Phoenix**
Planted area: 0,5 ha
 27. **Wijngaard Hesselink**
Planted area: 3,25 ha
 28. **"Wijngaard Kasteel de Harslo"**
Planted area: 0,06 ha
 29. **Wijngaard Oud Groevenbeek**
Planted area: 0,08 ha
 30. **Wijngaard Slingehorst**
Planted area: 2 ha
 31. **Wijngaard Wedichem**
Planted area: 0,2 ha
 32. **Wijngoed Kranenburg**
Planted area: 1,5 ha
 33. **Wijngoed Montferland**
Planted area: 3 ha
 34. **Wijnhoeve "de Hoge Veluwe"**
Planted area: 1 ha
 35. **Wijnhoeve "Kunneman"**
Planted area: 1,7 ha
 36. **Wijnhoeve 'De Heikant'**
Planted area: 1,5 ha
 37. **Wijnhoeve De Colonjes**
Planted area: 5 ha
 38. **Wijnstaete Op den Pas - Epse**
Planted area: 0,1 ha
 39. **Willem van Buren**
Planted area: 0,15 ha
 40. **Wijngaard 'Park Westerveld'**
Planted area: 0,0356 ha
 41. **Teunishof**
Planted area: 0,03 ha
 42. **Wijndomein "Het Spijck"**
 13. **Domein de Wijngaardsberg**
Planted area: 0,6 ha
 14. **H. Schers**
Owner: H. Schers
Planted area: 0,095 ha
 15. **Hoeve Nekum**
Planted area: 2,5 ha
 16. **Hoeve Roozendaal**
Planted area: 1,8 ha
 17. **Klauwes**
Planted area: 0,15 ha
 18. **Op gen Heugde**
Planted area: 0,5 ha
 19. **Slavante**
Planted area: 0,08 ha
 20. **St. Cunibert**
Planted area: 0,32 ha
 21. **Stokhemer Wingert**
Planted area: 0,25 ha
 22. **Wijnbouw Domaine d'Elkandre**
Planted area: 1,5 ha
 23. **Wijngaard 't Roother Kapelke**
Planted area: 0,5 ha
 24. **Wijngaard Grashoek**
Planted area: 0,09 ha
 25. **Wijngaard Sjtejneberg**
Planted area: 0,45 ha
 26. **Wijngoed Fromberg**
Planted area: 2,25 ha
 27. **Wijngoed Thorn**
Planted area: 1 ha
 28. **Wijnhandel Thiessen**
Planted area: 0,03 ha
 29. **Wijnhoeve "Limburgergaard"**
Planted area: 1 ha
 30. **Wijnhoven**
Planted area: 0,07 ha
 31. **Wijnhuis Baarlo**
Planted area: 0,09 ha
 32. **Wijnkelder het Leudal**
Planted area: 0,12 ha
 33. **Wittermer Wijngaard Wahlwiller**
Planted area: 0,27 ha
 34. **Château du Lac**
Planted area: 0,04 ha
 35. **De Hut**
Planted area: 0,5 ha
 36. **De Klingerberg**
Planted area: 0,07 ha
 37. **De Oëtkiek**
Planted area: 0,1 ha
 38. **De Tienbunder**
Planted area: 0,005 ha
 39. **De Wassum**
Planted area: 0,05 ha

- 43. Domein Klingelberg**
Planted area: 0,04 ha
- 44. Wijngaard De Slapende Engel**
Planted area: 0,04 ha
- 45. Wijnhoeve Vemde**
Planted area: 0,1 ha
- 46. Wijngaard Sonnewei**
Planted area: 1 ha.
- 47. Wijngaard Ludique**
Planted area: 0,07 ha
- 48. De Wijkgaard**
- 49. Biologische Wijngaard De Tuin**
Planted area: 0,025 ha
- 50. Biologische Wijngaard Boerenhoek**
Planted area: 0,02 ha
- 51. Betrac**
Planted area: 0,06 ha
- 52. Biologische Wijngaard Delgaard**
Planted area: 0,075 ha

Provincie Noord-Brabant TOTAL=20

- 1. Dassemus**
Planted area: 1,3 ha
- 2. De Daalgaard**
Planted area: 1 ha
- 3. Domaine d'Heerstaayen**
Planted area: 0,7 ha
- 4. Domaines Les Damianes**
Planted area: 1,4 ha
- 5. Domein de Edelhof**
Planted area: 0.096 ha
- 6. Domein P'Attelak**
Planted area: 0,125 ha
- 7. Donckse Dreef**
Planted area: 0,0330 ha
- 8. Wijngaard de Linie**
Planted area: 1,25 ha
- 9. Wijngaard Locht**
Planted area: 0,0065 ha
- 10. Wijngaard Steenvoorde**
Planted area: 0,5 ha
- 11. Wijnmakerij Blauwehandshoeve**
Planted area: 0,33 ha
- 12. Chateau St. Jacques**
Planted area: 0,02 ha
- 13. Wijnboerderij De Santspuy**
Planted area: 0,5 ha
- 14. Domein de Heuvelse Heide**
Planted area: 0,05 ha
- 15. Wijngaard de Hoge Bremberg**
Planted area: 0,05 ha
- 16. Johannes Hoeve**
- 17. Nog geen Naam**

- 40. Domaine Jekerdal**
Planted area: 0,06 ha
- 41. Domaine Les Trois Nez**
Planted area: 750 m2
- 42. Hobby Wijngaard Groenstraat**
Planted area: 0,025 ha
- 43. Domein Aldenborgh**
Planted area: 2 ha.
- 44. Hubertus Wijngaard**
Planted area: 0,15 ha
- 45. Maison Colline de Hetres**
Planted area: 0,033 ha
- 46. St. Pieterwijn**
Planted area: 0,05 ha
- 47. Wien Plantaasj Sjtejneberg**
Planted area: m2
- 48. Wijdomein "De Heerenhoeve"**
Planted area: 0,09 ha
- 49. Wijngaard De Goltenhof**
Planted area: 0,14 ha
- 50. Wijngaard St. Martinus**
Planted area: 4 ha

Provincie Groningen TOTAL=1

- 1. Domein de Tarquinius**
Planted area: 0,3 ha

Provincie Noord-Holland TOTAL=13

- 1. Beemster Wijngaard**
Planted area: 4,5 ha
- 2. Chateaux de Saen**
Planted area: 0,03 ha
- 3. De Koen**
Planted area: 0,2 ha
- 4. De Watertoren van Hoorn**
Planted area: 0,1 ha
- 5. Waarlands Wijngaard**
Planted area: 0,025 ha
- 6. Westfrieze Wijngaard "De Acker van Thijmen"**
Planted area: 1 ha
- 7. Wijdomein De Slootgaert**
Planted area: 1,25 ha
- 8. Wijngaard Westfriesland "De Swanenplaats"**
Planted area: 2,5 ha
- 9. Wijngaard de Swaenen**
Planted area: 0,015 ha
- 10. Cavenue**
Planted area: 0,03 ha
- 11. De Wijnhoek**
- 12. Wijngaard Amstelstuin**

Planted area: 0,02 ha

18. Van Weert

Planted area: 0,02 ha

**19. Wijngaard De Sprenk
Kruidencentrum**

Planted area: 0,09 ha

20. Zonnehof

Planted area: 0,1 ha

Provincie Zeeland TOTAL=8

1. De Druivengaerde

Planted area: 1 ha

2. Domein van Hellemond

Planted area: 0,1 ha

**3. Wijn- en Kampeerboederij De
Druiverank**

Planted area: 1 ha

4. Wijngaard "De Oorsprong"

Planted area: 2,2 ha

5. Wijngaard 't Vierendeel

Planted area: 2,5 ha

6. Wijngaard op de Bute

Planted area: 0,1 ha

7. Wijnhoeve De Kleine Schorre BV

Planted area: 5,5 ha

8. Wijngaard Westerhoeve

Planted area: 0,1 ha

Provincie Zuid-Holland TOTAL=11

1. Chateau du Tets

Planted area: 0,099 ha

2. Domaine Mon Desir

Planted area: 0,015 ha

3. Domaine Zwaanskuiken

4. Domein de Vier Ambachten

Planted area: 3,65 ha

5. Naescas

Planted area: 0,4 ha

6. Wijnboerderij Lickebaert

Planted area: 0,2 ha

7. Wijngaard De Agthuysen

Planted area: 0,2 ha

8. Wijngaard de Vyf Heeren

Planted area: 0,01 ha

9. Wijngaard Paparisa

Planted area: 0,015 ha

10. Chateau Deux Filles

Planted area: 0,02 ha

11. Lidrusgaarde

Planted area: 0,02 ha

Planted area: 0,13 ha

13. Wijngaard De Vuurlijn

Planted area: 0,04 ha

Provincie Overijssel TOTAL=12

1. Wijngaard de Reestlandhoeve

Planted area: 3 ha

2. Chateau d'aux Rot

Planted area: 0,0075 ha

3. Country Winery

Planted area: 0,5 ha

4. Wijngaard 't Ulleveld

Planted area: 1,5 ha

5. Wijngaard de Roosenburg

Planted area: 0,03 ha

6. Wijngaard de Varsenerhof

Planted area: 1,25 ha.

7. Wijngaard Hof van Twente

Planted area: 7,9 ha

8. Wijnstaete Op den Pas - Lemelerveld

Planted area: 1 ha

9. Château Kleverkamp

Planted area: 0,04 ha

10. De Losserhof

Planted area: 0.75 Ha.

11. Wijngaard C.van Roon

Planted area: 0,2 ha

12. Wijngaard De Ziel

Planted area: 1 ha.

APPENDIX B

INVESTMENTS AT THE VINEYARD AND LABOR REQUIREMENTS

Table 1.1 Investments in the vineyard of 2 ha (€)²⁰	
Land	Depends
Fence	7,000
Soil preparation and fertilization	3,000
Plants	10,000
Trellis system	20,000
Night frost	25,000
Tractor	30,000
Machines (mower, sprayer, etc.)	
Diverse	10,000
Total (excluding Land)	125,000

Table 1.2 Investments in the wine cellar in a vineyard of 2 ha (€)²⁰	
Cellar space and reception room	Depends
Boxes for the harvesting	3,000
crushing machine	3,000
Wine pumps and water snake	4,000
Press machine	20,000
Tanks	12,000
Fermentation for the red wine	15,000
Wooden barriques for the red wine	15,000
Bottling machine and filters	15,000
Fork lift truck	5,000
Measuring equipment	5,000
Diverse	15,000
Total (excluding space)	112,000

²⁰ Note: Permission from Jan Oude Voshaar and Dr. Frank Maas, P.P.O-fruit/Randwijk. This information was part of the wine courses in Achterhoek and Dr. Frank Maas was the coordinator of these courses.

Table 1.3 Labour in the vineyard for the first year (labour in days)

Working activities in the vineyard (per ha)	Jan.	Feb.	Mrt	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Soil preparation and fertilization			3									
Putting on the fence			3	2								
Expand the planting distance				3								
Putting the pallets				30								
Plant the vine plants					40							
Sow undergrowth					1							
Putting the plant pallets						10						
Join in the young plants						5	5	3	2	1		
Cut and weed							1	1	1	1		
Manual weeding						5	10	5				
Cutting bundle of grapes						5	5					
Picking the vine plants								2	2			
Plant protection						1	1	1				
Uitklapveren fix										5	5	5
Rest working activities												
Administration and book keeping	1	1	1	1	1	1	1	1	1	1	1	1
Public relations			1	1	2							
Education and study	5	5	4	3	2	2	2	2	2	3	4	4

Table 1.4 Labour in the vineyard for the second year (labour in days)

Working activities in the vineyard (per ha)	Jan.	Feb.	Mrt	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Winter snow	5	5										
Scheuten aanbinden		3	3									
Fertilizing and soil preparation			2	2								
Mowing and weeding				1	1	1	1	1	1	1		
Manual weeding				10								
Cutting wasted bundle of grapes					5							
Scheuten aanbinden						5	5					
Plant and leaf protection				1	1	2	1					
Cutting bundle of grapes (mechanical)							1	1				
Let less grapes in the plants							5					
Harvesting of grapes and sort them out										10		
In the wine cellar												
Organizing the wine cellar					5	5	5	5	5			
Preparation for harvesting									3			
Fermentation and press										5	3	2
Rest working activities												
Administration and book keeping	1	1	1	1	1	1	1	1	1	1	1	1
Public relations						1		1	1	1		
Guided tours/ Wine tasting						1		1	1			
Education and study	3	3	3	3	2	1	1	1	1	1	2	3

