

### Discussion on use of GMO's

Pro: Higher yields, reduced pesticide use, improved drought tolerance.

Con: Potential allergenicity, gene flow to wild relatives, impact on biodiversity.

### History

1983: First GM food (FlavrSavr tomato) approved.

1994: First GM food (FlavrSavr tomato) approved.

2000: First GM food (FlavrSavr tomato) approved.

### Company Profile

Dragon's Teeth Vineyards: A leading producer of premium wine in the USA.

Products: Cabernet Sauvignon, Pinot Noir, Merlot.

### The Case Solutions.com

Virtual vineyards: A platform for wine enthusiasts to explore different wine regions.

### The Wine Industry

Global wine production and consumption trends.

### The Wine Industry

Old World vs. New World wine production and consumption.

### Discussion Questions

What are the drivers of competition in wine industry? How will the use of GMO's change that dynamic?

### References

Smith, J. (2015). The Impact of GMOs on the Wine Industry. *Wine & Viticulture*, 12(3), 45-55.

### Updates

Recent developments in wine production and GMO technology.

### Value Benefit Analysis

Category	Benefit	Value
Production	Increased yield	High
Quality	Improved flavor	Medium
Cost	Reduced input costs	Low

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### Customer Sensing

Understanding customer preferences and market trends.

### Technology Sensing

Identifying emerging technologies and their potential impact.

### GMO's in Wine Production

Two ways of using them:

- Modified yeast could be created.
- Modified yeast could be used.

# Dragon's Teeth Vineyards

## Firms And Markets

Prof. Ron Veepel

Case Study: **Dragon's Teeth Vineyards**

Cabernet Sauvignon, Pinot Noir, Merlot

### Overview

Agenda of the Presentation:

- Introduction
- Problem Description
- Analysis
- Evaluation
- Conclusion
- Recommendation

### Production Trends

Global wine production and consumption trends.

### Consumption Trends

Changes in wine consumption patterns and preferences.

### Factors Influencing Customers Decisions in Buying Wine

Country of Origin, Variety of Grape, Brands, Sustainability.

### Process and Technology

Advancements in wine production technology.

### Genetically modified organisms

Use of GMOs in agriculture and food production.

### Significant events in GMO history

Timeline of key milestones in genetic engineering.

### GMOs in Wine Production

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### Discussion on use of GMO's

What are the arguments of competitors in wine industry? How will the use of GMO's change their behaviour?

Do you think it would be profitable to introduce GMOs in the wine industry? Would you, as a consumer, try GM products?

Should a company just blend, or try to lobby the industry to move forward to a conventional market?

### History

• The 1970s technology used on the southern coast of California through the 1970s and 1980s led to the development of wine grapes that were resistant to soil-borne diseases like Phylloxera, nematodes, and viruses.

• In 1993, the first genetically modified wine grape was produced.

• Traditionally, South Africa has been a major wine producer and had a large footprint in the wine industry but the emergence of GM led to a large footprint in the wine industry but the emergence of GM led to a large footprint in the wine industry.

• In 2001, the first GM wine was produced in South Africa.

### Company Profile

• DT is one of the top 10 South African wine producers.

• In 2013, DT had 1,700 hectares of vineyards and 100,000 tons of grapes from several vineyards.

• A production of 100,000 tons of wine was produced.

• Production in 2013 had total of 100,000 tons, of which 30% were imported, mostly to Europe.

• The 2013 revenue was R1,200 million, 80% of which came from domestic market while 20% were from exports.

• The company is mainly based on the production of wine, but also has a small R20 million revenue.

### TheCaseSolutions.com

Virtual vineyards

### The Wine Industry

Production

### The Wine Industry

Old World vs New World

### Discussion Questions

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### References

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World Health Organization. (2013). *Genetically Modified Foods: What You Need to Know*. Geneva: WHO.

Wine & Viticulture. (2013). *Wine Production and Consumption*. London: Routledge.

### Updates

In 2013, the first GM wine was introduced in South Africa. It was a blend of GM and non-GM grapes.

In 2014, the first GM wine was introduced in Europe. It was a blend of GM and non-GM grapes.

In 2015, the first GM wine was introduced in the United States. It was a blend of GM and non-GM grapes.

In 2016, the first GM wine was introduced in Australia. It was a blend of GM and non-GM grapes.

In 2017, the first GM wine was introduced in New Zealand. It was a blend of GM and non-GM grapes.

### Value Benefit Analysis

Category	Value	Benefit	Cost
Production	100	10	10
Marketing	200	20	20
Distribution	300	30	30
Consumption	400	40	40
Retention	500	50	50
Exit	600	60	60

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### Customer Segments

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# Dragon's Teeth Vineyards

Firms And Markets  
Prof. Ron Veepel

Case Study: Dragon's Teeth Vineyards

Cristiano Georgina  
Paul Sargant  
Wojan Jurec

## Overview

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"Order today the delectable Queen of Hearts wine, and you'll be able to get a queen's eye for her own hand. Through the looking glass (to the cellar)." - Queen of Hearts

### Production Trends

The global wine industry was highly competitive and characterized by increasing demand.

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### Consumption Trends

Since 1980, global demand for wine has increased 15%.

• The Old World continues to dominate wine consumption with increasing loss of a daily habit.

• People increasingly younger in their age for increasing number of observations.

### Factors Influencing Customers Decisions in Buying Wine

Country of Origin

Variety of Grape

Brands

Sustainability

### Process and Technology

Increasing the demand for wine has led to the development of new technologies.

• The use of new technologies has led to the development of new technologies.

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### Genetically modified organisms

Genetically modified organisms (GMOs) are organisms whose genetic material has been altered in a way that does not occur naturally.

### Significant events in GMO history

1983: First GM plant (tomato) approved for sale.

1994: First GM food (soybean) approved for sale.

2000: First GM animal (sheep) approved for sale.

2001: First GM crop (corn) approved for sale.

### Significant events in GMO history

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1994: First GM food (soybean) approved for sale.

2000: First GM animal (sheep) approved for sale.

2001: First GM crop (corn) approved for sale.

### GMOs in Wine Production

Two ways of using them:

1) Modified yeast could be cloned.

2) Modified yeast could be used.

### Customer Segments

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### Facts

In 2001, a group of researchers called for a ban on the introduction of GM crops and yeast for at least 10 years.

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### Problems

Should, for example, a Chardonnay with a GM gene keep its name?

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### Logistics

Changes in the downstream supply chain of wine industry (less chemicals needed and bigger protection - less costs)

# Firms And Markets

Prof. Sven Voepol 06.03.2012

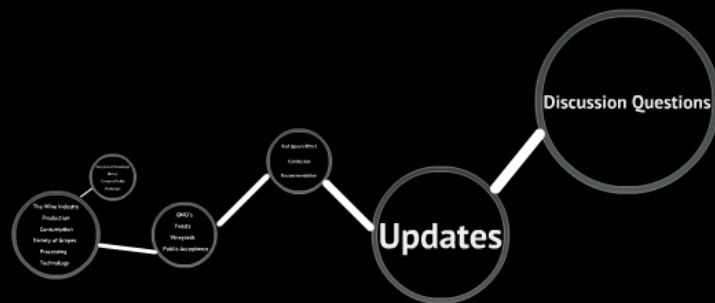
## Case Study : *Dragon's Teeth Vineyards*

Ciobotaru Georgiana

Pant Suryansh

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