

SFU Press Releases Collection

These archival copies have been generated from web press releases maintained and originally written by SFU Communications and Marketing. Where possible, an effort has been made to preserve the public comments left on the website as well as any included photos or other images. All textual content should be faithful to the original press releases; contact numbers have been removed but they have not otherwise been altered in any way. However, this collection of documents spans multiple generations of web authoring software and not all formatting will be exact.

MEDIA RELEASE

Study tracks global wine industry success

July 05, 2011

[Tweet](#) [Facebook](#) [Pinterest](#) [Email](#) [Print](#)**Contact:**Andy Hira, 778.782.3286; ahira@sfu.caMarianne Meadahl, PAMR, 778.782.3210/9017; Marianne_Meadahl@sfu.ca

An international study set up by [Simon Fraser University](#) political scientist [Andy Hira](#) is probing what makes global wine industries successful – and could help B.C.'s grape growers improve business in the process.

Hira will be in Penticton for a week starting July 18 for the [B.C. Grape Council](#) annual meeting and has organized a workshop with counterparts flying in from France, Spain, Chile and Australia to meet with B.C. wine makers.

The researchers are undertaking a comparative study of international wine industries, funded by [Genome Canada](#).

“We are studying the historical development of the industries, the role of policies and their support institutions, and the depth and types of personal networks as possible advantages,” says Hira, whose earlier study of the B.C. industry found its long-term success faces numerous challenges.

“My study of B.C. showed deficits in several areas,” adds Hira, who recently updated his report on B.C. wine-industry innovations, “and I predicted the industry would struggle with a saturation of wine producers and increasing costs, and that has started to happen.”

By comparing B.C. with more mature wine industries elsewhere in the world he is hoping to find new ideas for growing B.C.'s industry.

Hira's earlier study, *The Wine Industry in British Columbia, Closed Wine but Ready for Harvest*, part of a \$3.4 million Genome Canada grant, included interviews with more than 50 wine makers, suppliers, scientists and consultants to the Okanagan Valley wine industry.

-30-

No comments yet[Comment Guidelines](#) 

[About](#)

[Emergency Information](#)

CONNECT WITH US

[Facebook](#)
[Instagram](#)
[Twitter](#)
[YouTube](#)

CONTACT US

Simon Fraser University
8888 University Drive
Burnaby, B.C.
Canada V5A 1S6

[Terms and conditions](#)
© Simon Fraser University