

**PRODUCTION OF PLEASURE:
The Wine Cluster
in the Okanagan Valley**

**ISRN Annual Meeting
1 May, 2003**

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PRODUCTION OF PLEASURE

Outline

- **Preliminary Report**
- **Industry Overview**
- **Okanagan Valley**
- **Innovation**
- **Conclusion**

INDUSTRY OVERVIEW

- **Old Industry of wine making**
- **Pull-out Program**
- **Romanticism of the industry**
- **Investment**

OKANAGAN VALLEY

- **Grapes**
 - “You can’t make good wine from bad grapes.”
- **Terroir**
 - “There is a limited variety because of the geography that best suits a particular variety. Some spots have been replanted three times.”
- **Lifestyle**
- **Map**

INNOVATION

- **“Old Industry”**
 - **“I don’t have any innovation...wine making has been going on for hundreds of years”**
 - **Description of changes on the impact to the grapes in wine production**
 - **Social networks**
 - **Importance of education and hands-on training**

INNOVATION

- **Technical Innovation**
 - **Always testing and researching**
 - **Takes large capital investment for new equipment**
 - **Availability of PARC**
 - **Social networks**

INNOVATION

- **Business Innovation**
 - **Selling the pleasure of wine**
 - **Marketing techniques**
 - **Methods of collecting capital**
 - **Names of wines**

CONCLUSION

- **Points of Interest**
 - Movement of people
 - Kin relations among wineries
 - Young industry
- **Comparison to other industries**
 - As a cluster
 - Innovation
 - Location
 - Capital investment
 - Age of industry
 - Size of wineries
- **Future**

Thank you