PRODUCTION OF PLEASURE:
The Wine Cluster
in the Okanagan Valley

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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