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RESPONSES TO THE AGRICULTURAL CRISIS IN THE MARCO DEL JEREZ AREA AT THE END OF THE 19TH CENTURY: A CASE STUDY

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INTRODUCTION

The Sherry Wine Region



Source: https://www.sherry.wine/sites/default/files/media/pintura_bodega.jpg



Source: <https://www.sherry.wine/sites/default/files/media/zonadejerezsherry.jpg>

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METHODOLOGY AND OBJECTIVES

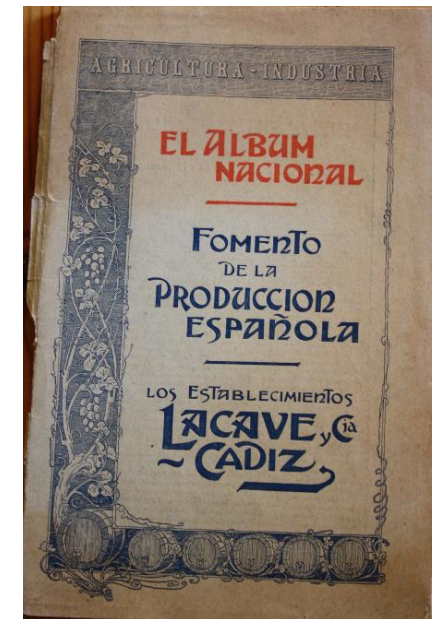
Methodology

Internal information of the company.

Provincial Historical Archive of Cádiz → notarial deeds.

El Álbum Nacional

Guías de Cádiz



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METHODOLOGY AND OBJECTIVES

Main objective

Analyse the strategies developed by *Lacave & Company* to face the difficulties of the sector towards the end of the 19th century, at the height of the crisis in Andalusian winemaking, and whether they were effective in alleviating the difficulties that arose in those years.

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METHODOLOGY AND OBJECTIVES

Structure of the presentation

1. Characteristics of the wine industry in the province of Cádiz.
2. Business structure and activities of Lacave & Co.
3. Strategies developed to face the crisis in the Andalusian wine industry.

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DEVELOPMENT OF THE SHERRY WINE INDUSTRY TOWARDS THE END OF THE 19TH CENTURY

Difficulties:

Alterations of wines.

Competition on international markets.

Cobden-Chevalier Treaty.

The Times → dangers of sherry.

Phylloxera plague.

Several agricultural crises in the province of Cádiz.

Drop in sales and prices.

Decrease in profits.

Protectionism.

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ORGANIZATION OF *LACAVE & COMPANY*

Family business

1810 → *Lacave & Company*

Trade in colonial products and shipping consignments

1830 → *Lacave & Echecopar*

Trade in general and comission business

Human capital:

Pedro Lacave Mulé

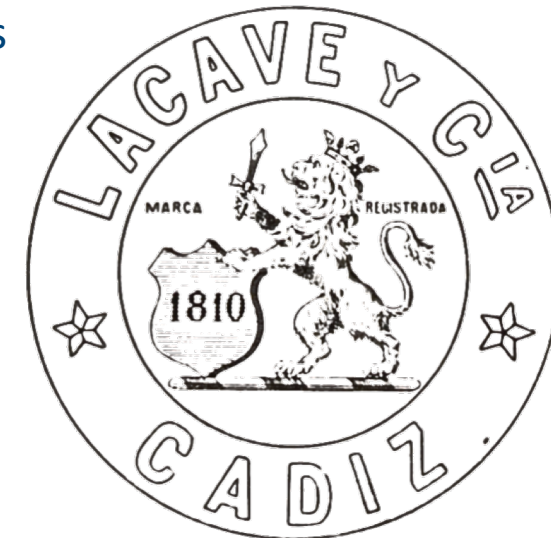
Pedro-Luis Lacave Soulé

Juan-Pedro Lacave Soulé

1870 → *Lacave & Company*

Cádiz: commissions and the export of wines

Seville: commissions, cork, cooperage and wine storage business



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ORGANIZATION OF *LACAVE & COMPANY*

Distribution of *Lacave & Co.* share capital

Year	Partner	Type of partner	Invested capital (pesetas)
1870	Pedro Lacave Mulé	Capitalist	1,250,000
	Pedro-Luis Lacave Soulé	Capitalist	1,250,000
	Juan-Pedro Lacave Soulé	Capitalist	500,000
1879	Pedro Lacave Mulé	Capitalist	625,000
	Pedro-Luis Lacave Soulé	Capitalist	625,000
	Juan-Pedro Lacave Soulé	Capitalist	250,000
1888	José-Luis Lacave Arrigunaga	Capitalist	100,000
	Lorenzo Lacave Perrot	Industrial	-
1894	José-Luis Lacave Arrigunaga	Industrial and capitalist	157,500
	Lorenzo Lacave Perrot	Industrial and capitalist	157,500
1898	José-Luis Lacave Arrigunaga	Industrial and capitalist	157,500
	Lorenzo Lacave Perrot	Industrial and capitalist	157,500
1906	José-Luis Lacave Arrigunaga	Industrial and capitalist	150,000
	Pedro-Francisco Lacave de la Rocha	Industrial and capitalist	150,000
1910	José-Luis Lacave Arrigunaga	Industrial and capitalist	150,000
	Pedro-Francisco Lacave de la Rocha	Industrial and capitalist	150,000
1920	José-Luis Lacave Arrigunaga	Industrial and capitalist	400,000
	Pedro-Francisco Lacave de la Rocha	Industrial and capitalist	400,000
1927	José-Luis Lacave Arrigunaga	Collective	1,000,000
	Pedro-Luis Lacave Blázquez	Collective	10,000
	Manuel Lacave Blázquez	Collective	20,000
	Servanda Lacave Blázquez	Limited partnership	10,000
	M ^a de los Ángeles Lacave Blázquez	Limited partnership	10,000
	M ^a Luisa Lacave Blázquez	Limited partnership	10,000

Source: Vázquez-Fariñas, 2022, p. 95.

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ORGANIZATION OF *LACAVE & COMPANY*

José-Luis Lacave Arrigunaga & Lorenzo Lacave Perrot



Source: Greiner, 1897, pp. 24 -25.

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ORGANIZATION OF *LACAVE & COMPANY*

Businesses

General trade

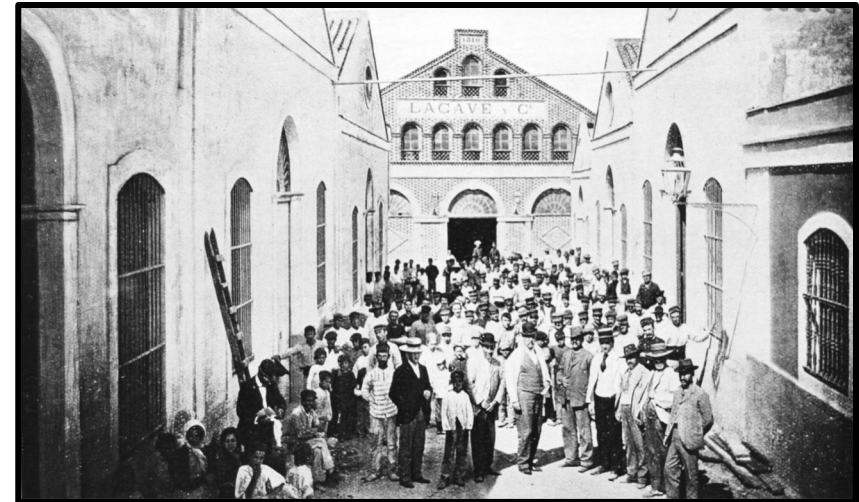
Comissions

Ships consigment

Production and export of wines

Trade of salt

Office in Seville → cork, cooperage and wine storage



Source: Greiner, 1897, p. 31.

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RESPONSE TO THE AGRICULTURAL CRISIS

Strategies

Sale of bottled sherry in Spain

Exports to new markets:

Cuba, Puerto Rico and the Philippines.

Production and sell of spirits and liqueurs.

Brandy de Jerez.

Appearance of new markets.

Diversification of products.



Source: Greiner, 1897, p. 51.

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RESPONSE TO THE AGRICULTURAL CRISIS

Strategies



Source: Vázquez-Fariñas, 2018,.

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RESPONSE TO THE AGRICULTURAL CRISIS

Strategies



Source: Vázquez-Fariñas, 2020, pp. 251-252.

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RESPONSE TO THE AGRICULTURAL CRISIS

Strategies



Source: Vázquez-Fariñas, 2020, pp. 251-252.

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RESPONSE TO THE AGRICULTURAL CRISIS

Strategies

DIVERSIFICATION:

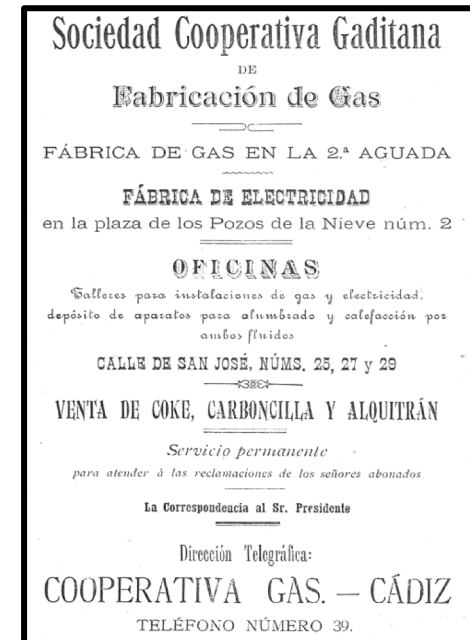
Lloyd Andaluz.

Ship consignment business.

Carlos Segerdhal, limited partnership.

Cooperativa Gaditana de Fabricación de Gas.

Banking.



Source: Rosety, 1902.

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RESPONSE TO THE AGRICULTURAL CRISIS

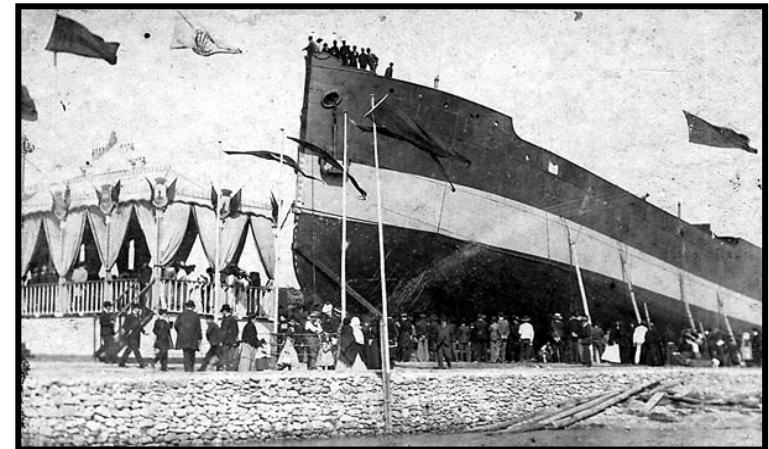
Strategies

DIVERSIFICATION:

Lefebvre and Company.

Compañía Gaditana de minas La Caridad.

*Compañía Gaditana de Navegación
del Vapor Pedro-Luis Lacave.*



Source: Memoria de Cádiz, 2008.

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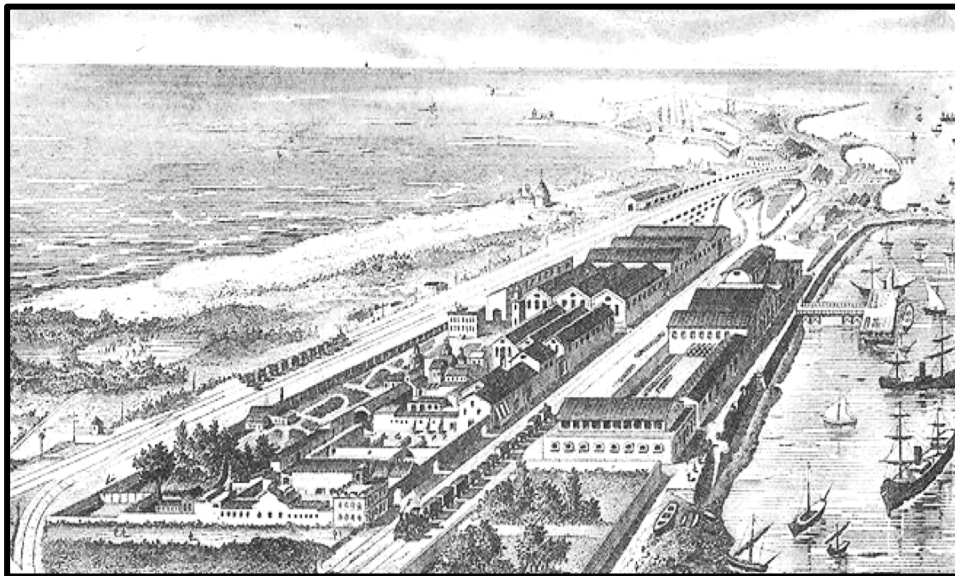
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RESPONSE TO THE AGRICULTURAL CRISIS

Strategies

VERTICAL CONCENTRATION



Source: Vázquez-Fariñas, 2020, p. 144.

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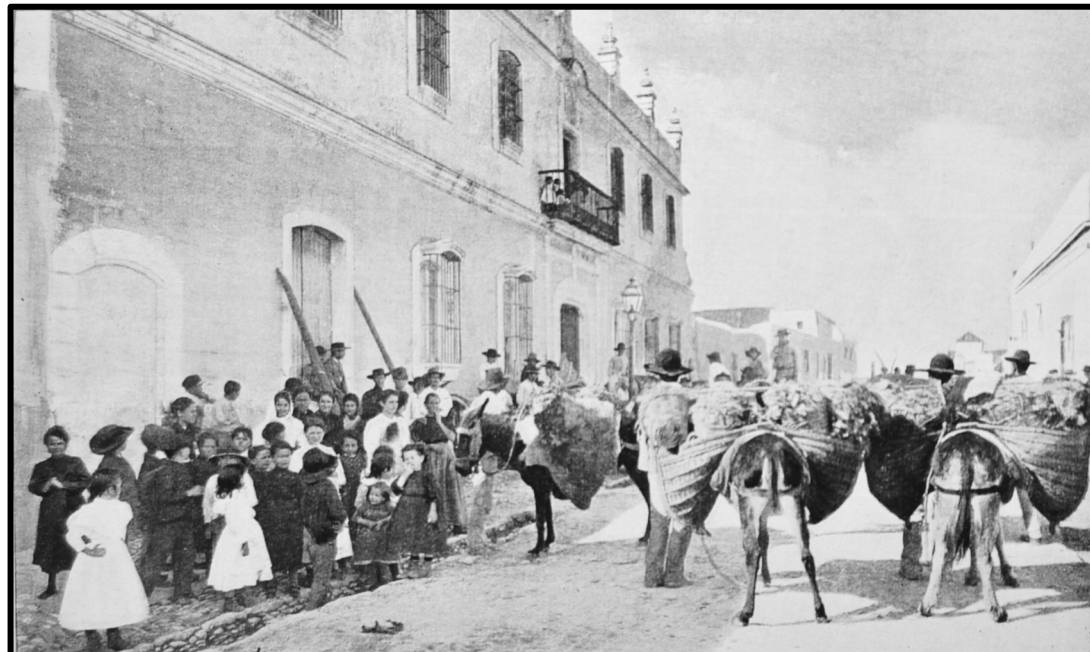


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RESPONSE TO THE AGRICULTURAL CRISIS

Strategies



Source: Greiner, 1897, p. 65.

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RESPONSE TO THE AGRICULTURAL CRISIS

Strategies



Source: Greiner, 1897, p. 63.

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CONCLUSIONS

Lacave & Co. carried out its activity in an outstanding way.

Business diversification → great dinamism.

Vertical integration of wine business:

- Great business complex in Cádiz.

- Railway.

- Quay.

- Houses, wineries and vineyards in Rota (Cádiz).

Human capital → a determining factor in the development of the Company.

Lacave & Co. was not just a typical company of the Marco del Jerez.

THANK YOU FOR YOUR ATTENTION



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