

## Syllabus for ABIZ. 2510 Introduction to Agricultural and Food Marketing

Winter Term 2024

**Lectures:** Agriculture Room 130; Tuesdays and Thursdays (1 pm to 2:15 pm)

**Lecturer:** Alankrita Goswami, Rm 374, Phone: 474-9734 email: [alankrita.goswami@umanitoba.ca](mailto:alankrita.goswami@umanitoba.ca)

Office Hours: 1pm to 2pm Monday.

The best way to communicate is by email. Please call if you have not had a reply in 2 business days.

**Purpose and Objectives:** Economic principles and institutions involved in the Canadian agricultural and food marketing system will be the focus of this class with Farm and Agribusiness applications.

Prerequisite: ECON 1010 or ECON 1011 or equivalents.

Managers of any business must assess the market for the goods or services they produce and for the inputs they use. The main goal of this class is to review the basic economic principles and institutions involved in the Canadian agricultural and food marketing system. This will include the following topics:

- review of basic microeconomics and mathematics
- frameworks for market analysis
- technology, input demand, output supply
- competition, monopoly
- government institutions in marketing
- futures markets
- commodity specific supply chains and issues

**Grading:** Grades will be based on a mid-term exam, a final exam, lecture quizzes/reflections, a marketing proposal, and take-home assignments. Normally 85% is needed for an A, 75% for a B and 65% for a C.

Class Reflections	5%
Mid-Term 1	15%
Mid-term 2	15%
Assignments	10%
Essay	10%
Marketing Proposal	20%
Final	<u>25%</u>
	100%

**Lecturing Plan:** This schedule is subject to change at the discretion of the instructor and/or based on the learning needs of the students but such changes are subject to Section 2.8 of the – [ROASS](#)- Procedure. In the beginning of the semester, we will review the basic marketing frameworks and microeconomics and mathematics of prices and markets. These topics will be tested by assignments, a Midterm 1 (Likely Mar. 6) and with applications before the 2nd Midterm (Likely Mar. 20). These basic techniques will then be applied to specific Canadian supply chains, and various government interventions in the market. The final exam will be comprehensive but will focus on applying marketing frameworks and on applied microeconomics. **For late assignments and missed exams a grade of zero will be given unless a medical note is provided. All assignments are to be submitted through UMLearn.**

**Participation: Class Reflections (5%)** will serve as a way to measure understanding of on-going lectures. Students will be required to write 50-100 (max) words on a specific question/example/learning experience pertaining to topics discussed in class. For example: Students can be asked to write their thoughts on Fair Trade Cooperatives and their role in commodity supply chains. Students are required to submit their individual class reflections through UMLearn before the due deadline. There are no right or wrong answers for this exercise. Effort made to share their thoughts is rewarded with 2 points for each class reflection that a student submits.

**Essay (10%):** For this note/paper, students are expected to identify a Canadian agriculture- or food-related sector (or sub-sector), and elaborate on the challenges (e.g., supply-side; trade-related, etc.) that

the sector might be facing. Students are also required to brainstorm and share in the note on how they think these challenges can be dealt with (or are being dealt with at present) and what ag-business related opportunities these sectors offer (if any). Students can also write the note on a past challenge the ag- or food-industry in Canada faced, and how the sector dealt with it. The note/paper should not exceed 1 page (excluding references/tables/charts). Students are required to submit individual reflection note/paper through UMLearn before the due deadline. Please follow the procedure for referencing when using outside sources.

**Marketing Proposal:** The marketing proposal required for this course will be a group assignment (groups will be assigned). It consists of two main parts – a written brief on your marketing idea and a detailed presentation made in class. Group members can take different roles, but each group needs to submit a snapshot on how each member contributed to the project (you can include this as an appendix in the brief you submit).

**Text:** The text for this class is *Economics of the Food System* by Blandford, Dunn and Webb.

**Supplemental texts:** The microeconomics and mathematics used in the class are presented in many introductory micro texts - one good text is *Microeconomics with Calculus* by Binger and Hoffman. I will also rely on parts of *Marketing of Agricultural Products* by Kohls and Uhl. **I will only test you on material presented in class.**

**Referencing:** When using outside sources, your assignments should use the APA reference style. In the Text note your source where the source is used in the report. For example:

Supply chains controlled by retail sectors that compete on price have been shown to offer better prices to producers to ensure steady supplies than those controlled by processors (Sexton, 2013).

Then, note the details of the reference in a section at the end of the report labeled **References**. For example:

#### **References**

For an article:

Sexton, R. J. (2013). Market power, misconceptions, and modern agricultural markets. *American Journal of Agricultural Economics*, 95(2), 209-219.

Online Sources:

Manitoba Agriculture. (2016). Guidelines for Estimating Crop Production Costs - 2016.  
[http://www.gov.mb.ca/agriculture/business-and-economics/financial-management/pubs/cop\\_crop\\_production.pdf](http://www.gov.mb.ca/agriculture/business-and-economics/financial-management/pubs/cop_crop_production.pdf)  
(accessed May 2, 2016).

Books:

Intriligator, M. (1972) *Mathematical Optimization and Economic Theory*. Prentice Hall, Englewood Cliffs, N.J.

**Academic Honesty:** All university of Manitoba guidelines for academic honesty apply in this class. Students are expected to do their own assignments and exams. Plagiarism (presenting someone else's work as your own) or any other form of cheating in examinations, or term tests is subject to serious academic penalty. A student found guilty of contributing to cheating in examinations, term tests or assignments is also subject to serious academic penalty (see the University of Manitoba's Undergraduate calendar under General Academic Regulations and Requirements).

**Using Copyrighted Material:** Please respect copyright. We will use copyrighted content in this course. I have ensured that the content I use is appropriately acknowledged and is copied in accordance with copyright laws and University guidelines. Copyrighted works, including those created by me, are made available for private study and research, and must not be distributed in any format without permission. Do not upload copyrighted works to a learning management system (such as UM Learn), or any website, unless an exception to the *Copyright Act* applies or written permission has been confirmed. **For more information, see the University's Copyright Office website at <http://umanitoba.ca/copyright/> or contact [um\\_copyright@umanitoba.ca](mailto:um_copyright@umanitoba.ca).**

The University of Manitoba and I hold copyright over the course materials, presentations and lectures which form part of this course. No sharing of audio or video recording of lectures or presentations is allowed in any format, openly or surreptitiously, in whole or in part without my permission. Course materials (both paper and digital) are for the participant's private study and research.

### **Medical Notes**

Students who are unable to meet a course requirement due to medical circumstances are currently not required to submit medical notes. However, students are required to contact their instructor or academic advisor by email to inform them of the missed work and to make arrangements for extensions, deferrals, or make-up assignments. Please follow these guidelines if you are unable to meet an academic requirement for your courses.

- Contact your instructor for term work such as a class, quiz, midterm/test, assignment, lab;
- Contact an advisor in your faculty/college/school of registration for a missed final exam (scheduled in the final examination period);
- Inform your instructor/advisor as soon as possible do not delay. Note for final exams, students must contact within 48 hours of the date of the final exam; and
- Email your instructor/advisor from a U of M email address, and include your full name, student number, course number, and academic work that was missed. "

### **Student Accessibility Service**

If you are a student with a disability, please contact SAS for academic accommodation supports and services such as note-taking, interpreting, assistive technology and exam accommodations. Students who have, or think they may have, a disability (e.g. mental illness, learning, medical, hearing, injury-related, visual) are invited to contact SAS to arrange a confidential consultation.

Student Accessibility Services website:

<http://umanitoba.ca/student/saa/accessibility/>

520 University Centre

204 474 7423

Student\_accessibility@umanitoba.ca

### **Writing and Learning Support**

The Academic Learning Centre (ALC) offers services that may be helpful to you throughout your academic program. Through the ALC, you can meet with a learning specialist to discuss concerns such as time management, learning strategies, and test-taking strategies. The ALC also offers peer supported study groups called Supplemental Instruction (SI) for certain courses that students have typically found difficult. In these study groups, students have opportunities to ask questions, compare notes, discuss content, solve practice problems, and develop new study strategies in a group-learning format.

You can also meet one-to-one with a writing tutor who can give you feedback at any stage of the writing process, whether you are just beginning to work on a written assignment or already have a draft. If you are interested in meeting with a writing tutor, reserve your appointment two to three days in advance of the time you would like to meet. Also, plan to meet with a writing tutor a few days before your paper is due so that you have time to work with the tutor's feedback.

These Academic Learning Centre services are free for U of M students. For more information, please visit the Academic Learning Centre website at: <http://umanitoba.ca/student/academiclearning/>

You can also contact the Academic Learning Centre by calling 204-480-1481 or by visiting 201 Tier Building.

### **University of Manitoba Libraries (UML)**

As the primary contact for all research needs, your liaison librarian can play a vital role when completing

academic papers and assignments. Liaisons can answer questions about managing citations, or locating appropriate resources, and will address any other concerns you may have, regarding the research process. Liaisons can be contacted by email or phone, and are also available to meet with you in-person. A complete list of liaison librarians can be found by subject or by name: <http://bit.ly/1tJ0bB4>. In addition, general library assistance is provided in person at 19 University Libraries, located on both the Fort Garry and Bannatyne campuses, as well as in many Winnipeg hospitals. For a listing of all libraries, please consult the following: <http://bit.ly/1sXe6RA>. When working remotely, students can also receive help online, via the Ask-a-Librarian chat found on the Libraries' homepage: [www.umanitoba.ca/libraries](http://www.umanitoba.ca/libraries).

**For 24/7 mental health support, contact the Mobile Crisis Service at 204-940-1781.**

### **Student Counselling Centre**

Contact SCC if you are concerned about any aspect of your mental health, including anxiety, stress, or depression, or for help with relationships or other life concerns. SCC offers crisis services as well as individual, couple, and group counselling. *Student Counselling Centre:*

<http://umanitoba.ca/student/counselling/index.html>

474 University Centre or S207 Medical Services  
(204) 474-8592

### **Student Support Case Management**

Contact the Student Support Case Management team if you are concerned about yourself or another student and don't know where to turn. SSCM helps connect students with on and off campus resources, provides safety planning, and offers other supports, including consultation, educational workshops, and referral to the STATIS threat assessment team.

*Student Support Intake Assistant* <http://umanitoba.ca/student/case-manager/index.html>

520 University Centre  
(204) 474-7423

### **University Health Service**

Contact UHS for any medical concerns, including mental health problems. UHS offers a full range of medical services to students, including psychiatric consultation.

*University Health Service* <http://umanitoba.ca/student/health/>

104 University Centre, Fort Garry Campus  
(204) 474-8411 (Business hours or after hours/urgent calls)

### **Health and Wellness**

Contact our Health and Wellness Educator if you are interested in information on a broad range of health topics, including physical and mental health concerns, alcohol and substance use harms, and sexual assault.

*Health and Wellness Educator* <http://umanitoba.ca/student/health-wellness/welcome.html>

[Katie.Kutryk@umanitoba.ca](mailto:Katie.Kutryk@umanitoba.ca)

469 University Centre  
(204) 295-9032

### **Live Well @ UofM**

For comprehensive information about the full range of health and wellness resources available on campus, visit the Live Well @ UofM site:

<http://umanitoba.ca/student/livewell/index.html>

### **Notice Regarding Copyright**

All students are required to respect copyright as per Canada's *Copyright Act*. Staff and students play a key role in the University's copyright compliance as we balance user rights for educational purposes with the rights of content creators from around the world. The Copyright Office provides copyright resources and support for all members of the University of Manitoba community.

Visit <http://umanitoba.ca/copyright> for more information.

## Your rights and responsibilities

As a student of the University of Manitoba you have rights and responsibilities. It is important for you to know what you can expect from the University as a student and to understand what the University expects from you. Become familiar with the policies and procedures of the University and the regulations that are specific to your faculty, college or school.

The [Academic Calendar](http://umanitoba.ca/student/records/academiccalendar.html) <http://umanitoba.ca/student/records/academiccalendar.html> is one important source of information. View the sections *University Policies and Procedures* and *General Academic Regulations*.

While all of the information contained in these two sections is important, the following information is highlighted.

- If you have questions about your grades, talk to your instructor. There is a process for term work and final **grade appeals**. Note that you have the right to access your final examination scripts. See the Registrar's Office website for more information including appeal deadline dates and the appeal form <http://umanitoba.ca/registrar/>
- You are expected to view the General Academic Regulation section within the Academic Calendar and specifically read the **Academic Integrity** regulation. Consult the course syllabus or ask your instructor for additional information about demonstrating academic integrity in your academic work. Visit the Academic Integrity Site for tools and support <http://umanitoba.ca/academicintegrity/> View the **Student Academic Misconduct** procedure for more information.
- The University is committed to a respectful work and learning environment. You have the right to be treated with respect and you are expected to conduct yourself in an appropriate respectful manner. Policies governing behavior include the:

## Respectful Work and Learning Environment

[http://umanitoba.ca/admin/governance/governing\\_documents/community/230.html](http://umanitoba.ca/admin/governance/governing_documents/community/230.html)

## Student Discipline

[http://umanitoba.ca/admin/governance/governing\\_documents/students/student\\_discipline.html](http://umanitoba.ca/admin/governance/governing_documents/students/student_discipline.html) and,

## Violent or Threatening Behaviour

[http://umanitoba.ca/admin/governance/governing\\_documents/community/669.html](http://umanitoba.ca/admin/governance/governing_documents/community/669.html)

If you experience **Sexual Assault** or know a member of the University community who has, it is important to know there is a policy that provides information about the supports available to those who disclose and outlines a process for reporting. The **Sexual Assault** policy may be found at:

[http://umanitoba.ca/admin/governance/governing\\_documents/community/230.html](http://umanitoba.ca/admin/governance/governing_documents/community/230.html) More information and resources can be found by reviewing the Sexual Assault site <http://umanitoba.ca/student/sexual-assault/>

For information about rights and responsibilities regarding **Intellectual Property** view the policy

[http://umanitoba.ca/admin/governance/governing\\_documents/community/235.html](http://umanitoba.ca/admin/governance/governing_documents/community/235.html)

For information on regulations that are specific to your academic program, read the section in the Academic Calendar and on the respective faculty/college/school web site <http://umanitoba.ca/faculties/>

Contact an **Academic Advisor** within our faculty/college or school for questions about your academic program and regulations <http://umanitoba.ca/academic-advisors/>

## Student Advocacy

Contact Student Advocacy if you want to know more about your rights and responsibilities as a student, have questions about policies and procedures, and/or want support in dealing with academic or discipline concerns.

<http://umanitoba.ca/student/advocacy/>

520 University Centre

204 474 7423

[student\\_advocacy@umanitoba.ca](mailto:student_advocacy@umanitoba.ca)