

# Syllabus

DAGR 0540: Exploring New Opportunities in  
Adding On-Farm Value  
(Fall 2023)

## TABLE OF CONTENTS

COURSE DETAILS.....	3
INSTRUCTOR CONTACT INFORMATION.....	4
COURSE DESCRIPTION .....	5
COURSE GOALS .....	6
COURSE LEARNING OBJECTIVES.....	6
COURSE MATERIALS AND TECHNOLOGY.....	7
EXPECTATIONS AND POLICIES.....	9
COURSE SCHEDULE .....	11
LAB SCHEDULE:.....	12
VOLUNTARY WITHDRAWAL.....	13
COURSE ASSESSMENT.....	13
ASSIGNMENT #1: PROJECT CHOICE AND DESCRIPTION.....	13
ASSIGNMENT #2: PRELIMINARY BUSINESS PLAN OBJECTIVES.....	13
ASSIGNMENT #3: MARKETING PLAN.....	14
ASSIGNMENT #4: FINAL BUSINESS PLAN.....	14
ASSIGNMENT #5: BUSINESS PLAN PRESENTATION.....	14
EXPERIENTIAL LEARNING REPORT:.....	15
GRADING .....	15
ASSIGNMENTS AND GRADING .....	15
ASSIGNMENT FEEDBACK.....	15
ASSIGNMENT EXTENSION AND LATE SUBMISSION POLICY .....	16
ACADEMIC INTEGRITY, EVIDENCE AND REFERENCING .....	16
LEARNER SUPPORT .....	17
STUDENT HEALTH & WELLNESS SUPPORT:.....	18
STUDENT RIGHTS AND RESPONSIBILITIES: .....	19

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## COURSE DETAILS

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**Course Title & Number:** DAGR 0540 - Exploring New Opportunities in Adding On-Farm Value

**Number of Credit Hours** 4

**Course Delivery:** Class: 1:00 pm - 3:45 pm Mondays  
Room 245 J.H. ELLIS Building

Lab: 1:00 pm - 2:15 pm Wednesdays  
Room 245 J.H. ELLIS Building

Storm days/Instructor Absence:

This class may pivot to online synchronous delivery (Microsoft Teams) under extraordinary circumstances such as snowstorms that bring poor commuting conditions, or in the event the instructor(s) become sick. It is important that students check their email frequently in order to assess communications regarding last minute switches to virtual delivery throughout the semester. Do not assume class is cancelled under any circumstance except direct communication from myself or the School of Agriculture.

Field Trips: Field trips organized during experiential learning week are relevant to this course, and are required for the course.

No lecture or lab during experiential learning week.

No lecture or lab during reading week.

**Pre-Requisites:** DAGR 0480 & ABIZ 0460

**Co-requisites:** DAGR 0490 & ABIZ 0470

## Instructor Contact Information

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<b>Instructor(s) Name &amp; Preferred Form of Address:</b>	Phillip ( <b>Phil</b> ) Veldhuis
<b>Office Hours or Availability:</b>	<p>On campus office: Room 236 Ag Building. On Campus: Monday &amp; Wednesdays, except during class. Additional Office hours will be available by prior arrangement. “Walk-ins” are welcome subject to my availability.</p> <p>Remote: Tuesday and Thursday: please arrange virtual meetings using email.</p>
<b>Office Phone No.</b>	Home Phone 204 735 2272 (Please use during daylight hours only).
<b>Email:</b>	<a href="mailto:Phillip.Veldhuis@umanitoba.ca">Phillip.Veldhuis@umanitoba.ca</a> When possible, emails should be business-like in tone and format.
<b>Contact:</b>	1 <sup>st</sup> point of contact is Email: <a href="mailto:Phillip.Veldhuis@umanitoba.ca">Phillip.Veldhuis@umanitoba.ca</a> Expect reply within 1 hr Monday - Thursday. Reply times on Fridays, evenings and weekends may vary.

## COURSE DESCRIPTION

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### U of M Course Calendar Description:

DAGR 0540 Exploring New Opportunities in Adding On-Farm Value

A practical study of the opportunities for farm operators to increase value return for farm products with innovative approaches to production, processing and marketing. Students will learn from case studies the challenges and realities of value chain integration. Students will develop their ability to critically evaluate business plans for farm product enterprises.

Prerequisites: DAGR 0480 and ABIZ 0460. Co-requisites: DAGR 0490 and ABIZ 0470.

Students whose programs don't include the specified prerequisites are only admitted to the course by permission of the director of the School of agriculture, in consultation with the instructor. Course participants with personal agriculture experience may be participating in the course at the recommendation of the instructor.

Course descriptions for prerequisites:

ABIZ 0460: Study of accounting principles and financial information for the preparation and presentation of financial statements to facilitate the management of farms and agricultural businesses.

DAGR 0480: Students will be introduced to the various roles that are carried out by farm managers.

Co-requisites:

ABIZ 0470: Study of analysis of financial statements and financial information by decision makers managing the finances of farms and agricultural businesses

DAGR 0490: Introduction to objectives-driven planning dealing with production and financial management. Students will generate and analyze enterprise budgets and financial statements.

### General Course Description

In this course, students will combine an independent project of the student's choosing with group and lecture study of topics relevant to farm diversification and added value farm production.

### **Course Goals**

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1. Students will gain a practical understanding of the opportunities available for farm operators to increase value return for farm products with innovative approaches to production and marketing.
2. Students will learn the challenges and realities of value chain integration from historical and case studies.
3. Students will improve their ability to critically evaluate business plans for farm product enterprises.
4. Students will develop a presentation of their business plan for an innovative enterprise to support diversification on the farm or case farm they are using for the management planning project.

### **Course Learning Objectives**

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Students will..

1. do independent research.
2. understand new opportunities in the value added sector of agriculture
3. improve their work through collaborative discussion.
4. understand how trends and niche markets create economic opportunities.
5. develop business plans, including capital and cash-flow requirements.
6. set realistic agronomic and business goals.
7. understand value chains, vertical integration and economic margins in agriculture.
8. appreciate the challenges and realities of value chain integration from historical and case studies.
9. critically evaluate business plans for farm product enterprises.
10. compare new economic models for farms, including Community supported agriculture (CSA) labour coops, and institutional supply chains.
11. identify regulation and production limitations relevant to their farm project.
12. prepare and present a complex business plan.

## COURSE MATERIALS AND TECHNOLOGY

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Students are expected to have the minimum technology equipment to access [UMLearn](#). These requirements can be checked here: [System Check - University of Manitoba \(desire2learn.com\)](#).

**Textbook:** This course will have no required textbook.

**Readings:** assigned as follows:

**Class 1: Getting started:** syllabus review and project guidelines.

Required: Course Syllabus (this document).

Required: "10 steps to a solid business plan": Farm Credit Canada (2017); <https://www.fcc-fac.ca/en/ag-knowledge/knowledge/10-steps-to-a-solid-business-plan.html>

Optional: David Kahan, ENTREPRENEURSHIP in farming. FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS, Rome 2012. (<http://www.fao.org/uploads/media/5-EntrepreneurshipInternLores.pdf>)

**Class 2: Opportunities overview.**

Required: "Niche Markets". Dean McCorkle and David Anderson, Texas A&M extension system. Available at: <https://agecoext.tamu.edu/wp-content/uploads/2013/10/rm1-2.pdf>

Recommended: "AN OVERVIEW OF THE CANADIAN AGRICULTURE AND AGRI-FOOD SYSTEM": Agriculture Canada: [https://caes.usask.ca/members/\\_pdf/Final\\_English\\_Report\\_2017\\_Overview.PDF](https://caes.usask.ca/members/_pdf/Final_English_Report_2017_Overview.PDF)

Recommended: [Adding Value Takes Many Forms \(gov.on.ca\)](#). 2020. Government of Ontario.

Optional: Hamlin, R., Knight, J., and Cuthbert, R. "Niche marketing and farm diversification processes: Insights from New Zealand and Canada." *Renewable Agriculture and Food Systems*, 31.1 (2016): 86-98. <https://doi.org/10.1017/S1742170514000489>

**Class 3: Business plans.**

Required: "Analyzing a Farm Business" : Manitoba Agriculture Food and Rural Development. [https://www.gov.mb.ca/agriculture/business-and-economics/financial-management/pubs/software\\_farmplan\\_analyzingafarmbusiness.pdf](https://www.gov.mb.ca/agriculture/business-and-economics/financial-management/pubs/software_farmplan_analyzingafarmbusiness.pdf)

Recommended: "Production Economics - Cost Of Production Budgets." 2017. Government of Manitoba <http://www.gov.mb.ca/agriculture/business-and-economics/financial-management/cost-of-production.html#other>

Optional: "[How to write a business plan | BDC.ca](#)" 2020. Business Development Bank of Canada.

**Class 4: Value Chains**

Required: “introduction to value chains”: FAO of UN: [www.fao.org/docrep/018/i3325e/i3325e11.pdf](http://www.fao.org/docrep/018/i3325e/i3325e11.pdf)

Recommended: “The agricultural and food value chain: Entering a new era of cooperation”: KPMG international; 2013. <https://assets.kpmg.com/content/dam/kpmg/pdf/2013/06/agricultural-and-food-value-chain-v2.pdf>

Optional: “A GUIDE TO UNDERSTANDING THE VALUE CHAIN” Brent Gloy, Department of Applied Economics and Management, Cornell University, Ithaca, NY 14853 [Microsoft Word - valuechain.doc \(wisc.edu\)](http://www.cornell.edu/department/applied_economics_and_management/micro_word_valuechain.doc)

**Class 5: Economic models.**

Required: “Growing opportunity through innovation”: Stats Canada: (2016). <https://www150.statcan.gc.ca/n1/pub/95-640-x/2016001/article/14816-eng.htm>

Recommended: “Direct Marketing in Canada”: Ann Dale: Community Research Connections Discussion Paper Series, Number 1 (2004) ([https://www.crcresearch.org/files-crcresearch/File/Discussion\\_Paper-1\\_Organic\\_Farming\\_April-26.pdf](https://www.crcresearch.org/files-crcresearch/File/Discussion_Paper-1_Organic_Farming_April-26.pdf))

Recommended: “Community Supported Agriculture (CSA) in the Midwest United States: A regional characterization”: Erin M. Tegmeier & Michael Duffy (2005) Leopold Center Pubs and Papers: [https://lib.dr.iastate.edu/cgi/viewcontent.cgi?article=1151&context=leopold\\_pubs\\_papers](https://lib.dr.iastate.edu/cgi/viewcontent.cgi?article=1151&context=leopold_pubs_papers)

Optional: Nicole L. Vaugeois, Shannon Bence, Anna Romanova, Farm Diversification through Agritourism: Guidebook A publication of the British Columbia Ministry of Agriculture, 2017. [https://www2.gov.bc.ca/assets/gov/farming-natural-resources-and-industry/agriculture-and-seafood/farm-management/farm-business-management/business-planning-guides/agritourism\\_guide\\_2017.pdf](https://www2.gov.bc.ca/assets/gov/farming-natural-resources-and-industry/agriculture-and-seafood/farm-management/farm-business-management/business-planning-guides/agritourism_guide_2017.pdf)

Recommended viewing: The faculty of agriculture has produced two excellent videos that discuss alternate business models for added value enterprises. The first focuses on the personal development associated with knowledge and connection to agriculture, the second on a community garden that adds value and sustainability to a rural community.

Manitoba Faculty of Agriculture and Food Sciences; “Indigenous Voices – Sharing our Agricultural History and Journey”. URL: <https://youtu.be/4T-rDtstQkA?si=W5WpH3430zVlP47y>

Manitoba Faculty of Agriculture and Food Sciences; “Peguis Community Gardens”. URL: TBA.

**Class 6: Value analysis: finding opportunity.**

Required: “Growing opportunity through innovation in agriculture”, Stats Canada (2017): <https://www.gov.mb.ca/agriculture/markets-and-statistics/economic-analysis/pubs/growing-opportunity-through-innovation-in-agriculture.pdf>



Recommended: "Farm-direct Marketing #1: An Overview and Introduction": Larry Lev, Pacific Northwest Extension Publication

[https://catalog.extension.oregonstate.edu/sites/catalog/files/project/pdf/pnw201\\_4.pdf](https://catalog.extension.oregonstate.edu/sites/catalog/files/project/pdf/pnw201_4.pdf)

Recommended: "Issues related to value-added processing of Agricultural products in Manitoba": McEwan & Rounds, Rural Development Institute, Brandon University, (1994):

[https://www.brandonu.ca/rdi/files/2015/08/Issues\\_Relating\\_to\\_Value\\_Added\\_Processing\\_Of\\_Agricultural\\_Products\\_in\\_Manitoba.pdf](https://www.brandonu.ca/rdi/files/2015/08/Issues_Relating_to_Value_Added_Processing_Of_Agricultural_Products_in_Manitoba.pdf)

Recommended: "Put the right price on your products": Julia Shanks, Growing for Market, Oct 1, 2016.

<https://www.growingformarket.com/articles/put-the-right-price-on-your-products?fbclid=IwAR3gThhdgWTCCEJW0pW7xiTWZZ4TnjuJu8wPBt-FEeZcd3pKQRV1X6tUu1w>

### **Class 7: Food processing opportunities and limitations.**

Required: "Direct Marketing Your Food Product", Manitoba Agriculture. (2016)

<https://www.gov.mb.ca/agriculture/food-and-ag-processing/pubs/direct-marketing-your-food-product.pdf>

Recommended: "Provincial Food Processing & Distribution": Manitoba agriculture (2018).

<https://www.gov.mb.ca/agriculture/food-safety/regulating-food/provincial-food-processing-and-distribution.html>

Optional: "Farm Direct Marketing: Know the Regulations - Fruits, Vegetables and Products", Alberta Agriculture and Forestry (2015).

[https://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex15388](https://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex15388)

Class 8: Give them what they want: Consumer focused opportunities.

Required: "Leveraging technology and market opportunities in a diverse horticulture industry", Stats Canada, (2017): <https://www150.statcan.gc.ca/n1/pub/95-640-x/2016001/article/14814-eng.htm>

Recommended: "Organic: from niche to mainstream": Stats Canada (2009).

<https://www150.statcan.gc.ca/n1/pub/96-325-x/2007000/article/10529-eng.htm>

Class 9, 10 & 11: Course summary; Student presentations: No assigned reading.

## **EXPECTATIONS AND POLICIES**

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This course will depend on the participation of all students. I will expect you to contribute to class discussions and research projects. I will expect you to be courteous and respectful to guests and mentors as well as fellow students and myself. Please see the University of Manitoba's [Respectful Work and Learning Environment Policy](#). Course expectations will be consistent with the policies of [Section 2.5 ROASS](#).

**Attendance at Scheduled classes:**

Attendance at the interactive classes is crucial for students for students to understand the assignments and course material. Students who have four or more unexcused absences for the scheduled classes will receive a grade of F in the course. As information critical to progress in the course is presented at each class, Students who miss class will be expected to provide a written synopsis of the assigned readings for the missed class at the next regular class meeting.

**Attendance at Experiential Learning field trips:**

All students must attend required field trips except under extra-ordinary circumstances. Students with conflicts can submit a request for an accommodation for an alternate learning experience. Written requests for accommodations will be considered by the course instructor to determine alternate experiential learning opportunities if the request is approved. Requests for accommodation must be communicated via email at least one week prior to any scheduled field trip. Students who fail to attend the required experiential learning activities or negotiate satisfactory accommodations with the Instructor will receive a grade of F in the course.

**Class Cancellations:**

In the event of winter storms or instructions from the school of agriculture, this course will pivot to remote learning. Instructions will be emailed to students prior to the start of affected classes, and announcements will be posted in the UMLearn class website.

**Class Communication:**

You are required to obtain and use your University of Manitoba email account for all communication between yourself and the university. All communication must comply with the Electronic Communication with Student Policy:

[http://umanitoba.ca/admin/governance/governing\\_documents/community/electronic\\_communication\\_with\\_students\\_policy.html](http://umanitoba.ca/admin/governance/governing_documents/community/electronic_communication_with_students_policy.html).

**Academic Integrity:**

Each student in this course is expected to abide by the University of Manitoba [Academic Integrity principles](#). Always remember to reference the work of others that you have used. Also be advised that you are required to complete your assignments independently unless otherwise specified. When you work in a team, ensure that your project complies with the academic integrity regulations.

Inappropriate collaborative behavior and violation of other Academic Integrity principles, will lead to the serious [disciplinary action](#). Visit the [Academic Calendar](#), [Student Advocacy](#), and [Academic Integrity](#) web pages for more information and support.

It is expected that all submitted work should be completed independently. Information from mentors or group collaboration should be appropriately cited in work submitted for academic credit.

**Recording Class Lectures:**

Because this class will occasionally present confidential or proprietary information, no audio or video recording of lectures or presentations is allowed in any format, openly or surreptitiously, in whole or in part without permission of the course administrator. All course materials (both paper and digital) are only for the participant's private study and research.

**Student Accessibility Services:**

The University of Manitoba is committed to providing an accessible academic community. [Students Accessibility Services \(SAS\)](#) offers 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  
520 University Centre  
Phone: (204) 474-7423  
Email: [Student\\_accessibility@umanitoba.ca](mailto:Student_accessibility@umanitoba.ca)

**STUDENT EXPECTATIONS:**

Success in this course will depend on significant student engagement outside of class. You can expect me to make significant “office hours” available for individual consultation. You can expect me to facilitate introductions to possible mentors and experts related to your chosen project. You can expect your term work to be graded and returned approximately two weeks after submission.

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**COURSE SCHEDULE**

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**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 ROASS](#).**

**Proposed class schedule: Mon: 1:00 pm - 3:45 pm Sep 11, 2023 - Dec 08, 2023**

No lecture during experiential learning week

No lecture during reading week

Week 1: Independent study basics:

- Syllabus review, course expectations.
- Tips for success. Research methods.
- Resources for project topics.
- Choosing independent project topic.
- Budgeting for a start-up business.

Week 2: Independent project guidelines:

- Students will propose, refine and develop a diversification/value re-capture opportunity for their farm or agribusiness.

Week 3. Business plan basics:

- Forecasting profit loss estimates for new businesses.
- Capital investments.
- Cashflow requirements.

Week 4. Analysis of value chains in Canadian Agriculture, including:

- Traditional value chains (barter and labour exchanges)

- Conventional value chains (free market exchange and specialization)
- Traditional value chain recapture (service and producer co-ops, pools)

Week 5. Recent innovations and models for value chain re-capture:

- Direct Marketing models
- Farmgate and farmers market sales
- Community Support Agriculture (CSA) / foodshares
- Group marketing
- Institutional supply
- Labour co-ops

Week 6. Farm product opportunities:

- Conditions for niche markets and value chain recapture.
- Production limits and opportunities (new products and production methods).
- Regulatory limitations and opportunities (limits and requirements).

Week 7. Processed food product opportunities:

- Basic food safety requirements.
- Regulatory requirements and classification systems.
- On-farm food processing (limits and opportunities).

Week 8. Consumer focused opportunities:

- Niche and high value product limitations and opportunities (organic, identity-branded, u-pick, emotive value).

### **Lab Schedule:**

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Proposed Lab schedule: Wednesdays 1:00 pm – 2:15 pm.

Labs only on: Sept 13, 20, Oct 25, Nov 1, Nov 22.

Scheduled Labs will include 5 “workshop sessions” where students share and collaborate their draft projects in a discussion roundtable. Students are expected to attend and bring their working copies of coursework. Labs may occasionally feature guest speakers who will share their own experiences in “added value” businesses.

Effective participation in the labs will be worth 10% of final course grade. Lab participation will be evaluated as below:

For each lab (total of 5) 1 credit each for

- 1: Being present during entire lab.
- 2: Your working documents available for discussion
- 3: Your discussion participation
- 4: Your discussion leadership.

Total available 20 credits (5 x 4).

“Discussion participation” means at you ask at least one question of another course participant, and give at least one helpful suggestion to another course participant, as well as sharing the progress of your own work.

“Discussion leadership” means in addition to the participation described above, making constructive contributions to discussion and supporting the participation of fellow students.

Participation in the experiential learning opportunities will be substituted for the remaining time in the laboratory requirements.

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### Voluntary Withdrawal

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Students should make themselves aware of the last day to drop classes for full refund and the last day to drop class without academic penalty. All Students who do not officially drop the class will be assigned a final grade on your official transcript even if no coursework is submitted. Please refer to the [Registrar's Office](#) web page for more information.

I am always willing to discuss your progress and strategies for improvement in the course.

## COURSE ASSESSMENT

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### Assignment #1: Project Choice and Description.

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**GOAL:** To choose and describe a farm project that will facilitate successfully completing the course.

**PROCEDURE:** A detailed handout is available for this assignment.

**SUBMISSION GUIDELINES:** Electronic copy submitted in the UMLearn Assignment dropbox before the start of class.

**EVALUATION CRITERIA:** Detailed rubric included in assignment handout. Feedback will include suggestions to refine the proposal and resources that will be helpful to continue the project.

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### Assignment #2: Preliminary Business Plan Objectives.

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**GOAL:** Determine realistic and measurable business goals for the project business.

**PROCEDURE:** A detailed handout is available for this assignment. For this assignment the student makes preliminary economic estimates about the value of the project.

**SUBMISSION GUIDELINES:** Electronic copy submitted in the UMLearn Assignment dropbox before the start of class.

**EVALUATION CRITERIA:** Detailed rubric included in assignment handout. Feedback will include suggestions to improve the business plan and indicate resources that will be helpful to continue the project.

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### **Assignment #3: Marketing Plan.**

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**GOAL:** Describe how the proposed business will market the product or service.

**PROCEDURE:** A detailed handout is available for this assignment. Identify the target consumers, the information channels to reach those consumers and the “point of difference” between your product and service.

**SUBMISSION GUIDELINES:** Electronic copy submitted in the UMLearn Assignment dropbox before the start of class.

**EVALUATION CRITERIA:** Detailed rubric included in assignment handout. Feedback will include suggestions to improve the business plan and indicate resources that will be helpful to continue the project.

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### **Assignment #4: Final Business plan.**

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**GOAL:** A business plan ready for implementation or further feasibility study.

**PROCEDURE:** A detailed handout is available for this assignment. Work and feed back from previous assignments is combined into a complete business plan proposal. Business plan should satisfy the expectations of an agriculture industry business plan description such as the FCC business plan tip sheet: “10 steps to a solid business plan”.

**SUBMISSION GUIDELINES:** Electronic copy submitted in the UMLearn Assignment dropbox before the start of class.

**EVALUATION CRITERIA:** Detailed rubric included in assignment handout. Feedback will include suggestions to improve the business plan, and tips to include during the verbal presentation.

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### **Assignment #5: Business plan presentation.**

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**GOAL:** Presentation of business plan that models an investor / financing meeting.

**PROCEDURE:** A detailed handout will be available for this assignment.

**SUBMISSION GUIDELINES:** During class time, students will make a remote verbal presentation of their business plan.

**EVALUATION CRITERIA:** A detailed rubric will be available with handout. Feedback and evaluation of other students and invited guests will be a factor in evaluation.

## Experiential Learning Report:

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**GOAL:** Capture course relevant learning and experience from Experiential Learning Week.

**PROCEDURE:** A detailed handout will be available for this assignment.

**SUBMISSION GUIDELINES:** Electronic copy submitted in the UMLearn Assignment dropbox before the start of class.

**EVALUATION CRITERIA:** A detailed rubric will be available with handout. Feedback will include suggestions about how to include report information in remaining course work.

## Grading

### Assignments and Grading

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Grade in the course will be a weighted average of the grades for the required assignments and Lab participation.

Assignment	Description	Weight	Due Date
1	Project Choice & Description	10%	Sept 25
2	Business Plan Objectives	15%	Oct 23
Ex Learn	Experiential Learning Report	10%	Oct 30
3	Marketing Plan	15%	Nov 6
4	Final business Plan	20%	Nov 20
5	Project Presentation	20%	Dec 11
LAB	Lab Participation	10%	Throughout course.

Letter Grades will be assigned using the following benchmarks.

Letter Grade	Percentage out of 100	Grade Point Range	Final Grade Point
A+	90-100	4.25-4.5	4.5
A	80-90	3.75-4.24	4.0
B+	75-80	3.25-3.74	3.5
B	70-75	2.75-3.24	3.0
C+	60-70	2.25-2.74	2.5
C	50-60	2.0-2.24	2.0
D	45-50	Less than 2.0	1.0
F	Less than 45		0

## Assignment Feedback

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Assignments will receive comments and grades using standardized rubrics. Students can expect to receive feedback to their work two weeks after submission. Students who have received low grades and challenging feedback on their first two assignments should reconsider continuing the course.

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## Assignment Extension and Late Submission Policy

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Late assignments may not be accepted without prior approval from the course instructor or student services.

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## Academic Integrity, Evidence and Referencing

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### Use of Evidence:

Student work for this course should be supported by evidence wherever possible. Evidence is made stronger with the provision of source information. Students should expect the strength of their evidence to affect their grade.

Documenting your research to strongly tie evidence to specific sources is expected. Thus, preferred documentation of evidence is “in text citations” supported by an efficient list of “works cited”.

For example:

Corn was first grown by people in what is now Mexico nearly 9000 years ago where a natural growing grass called Teosinte with ears no bigger than a finger was cultivated (O’Leary). We now know with DNA sequencing, that the process of developing teosinte into corn with ears as large as a hand took place over many thousands of years and in many places besides Mexico (Kistler).

### Works Cited:

Kistler, Thakar, Vanderwarker and Kennett: “Acrheological Central American maize genomes suggest ancient gene flow from South America”. Proceedings of the National Academy of Sciences (PNAS), Dec 14, 2020. URL: [www.pnas.org/doi/full/10.1073/pnas.2015560117](http://www.pnas.org/doi/full/10.1073/pnas.2015560117)

O’Leary, Mathew: “Maize: From Mexico to the world”. May 20, 2016. CIMMYT Blog. URL: [www.cimmyt.org/blogs/maize-from-mexico-to-the-world/](http://www.cimmyt.org/blogs/maize-from-mexico-to-the-world/)

Each student in this course is expected to compete their coursework and programs of study with integrity by making a commitment to the six fundamental values of honesty, trust, fairness, respect, responsibility, and courage. <http://umanitoba.ca/student-supports/academic-supports/academic-integrity>

Academic integrity looks like referencing the work of others that you have used and completing your assignments independently unless otherwise specified.

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.



## LEARNER SUPPORT

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### Writing and Learning Support

The Academic Learning Centre (ALC) offers writing and learning supports to help you throughout your academic program. These supports are offered online during the Covid-19 pandemic.

Make an appointment with an ALC 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. The ALC also has an English as an Additional Language (EAL) specialist available to work with students on improving their English-language academic writing skills.

Consult an ALC learning specialist or attend an academic skills workshop to improve your time management, learning strategies and test-taking strategies. Get support in select courses by making an appointment with an ALC content tutor. The ALC also offers peer-facilitated study groups called Supplemental Instruction (SI) for certain courses that students have typically found difficult. In SI study groups, students ask questions, compare notes, discuss content, solve practice problems, and develop new study strategies in a group-learning format.

In addition to one-to-one and group sessions, you can also find writing and study tip sheets and videos on the ALC website.

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/>

Contact the Academic Learning Centre by calling 204-480-1481 or emailing [academic\\_learning@umanitoba.ca](mailto:academic_learning@umanitoba.ca). Bannatyne students can contact the Bannatyne Student Services office at 204-272-3190.

### University of Manitoba Libraries (UML)

Research begins at [UM Libraries](#). [Learn at the Libraries](#) is a great place to start, with information for students on academic writing, how to search the library, evaluating resources, and writing citations. 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 locating appropriate resources or managing citations, 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 online. When working remotely, students can also receive help online through [Ask Us!](#) chat. For further detail about the libraries' services and collections, [visit the Libraries' web site](#).

## Student Health & Wellness Support:

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**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 UMSU University Centre or S211 Medical Services Building  
(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.

<http://umanitoba.ca/student/case-manager/index.html>

520 UMSU University Centre  
(204) 474-7423 (Student Support Intake Assistant)

### 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. Note that due to fire displacement, UHS is unable to provide in-person medical care on the Fort Garry Campus until October, 2020.

*University Health Service:*

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

(204) 474-8411 (Business hours or after hours/urgent calls)

### Health and Wellness

Contact our Health and Wellness Educator if you are seeking information on health topics, including physical and mental health concerns, alcohol and substance use harms, or sexual violence. You can also access peer support from a *Healthy U* peer health educator.

*Health and Wellness Educator*

<https://umanitoba.ca/student/health-wellness/welcome-about.html>

[britt.harvey@umanitoba.ca](mailto:britt.harvey@umanitoba.ca)

469 UMSU University Centre

(204) 295-9032

### **Sexual Violence Resource Centre**

Contact SVRC if you have experienced sexual violence or are seeking information about how to help somebody else. SVRC provides inclusive, survivor-centred, trauma-informed services, such as consultation, referrals, safety planning, and a range of on-site supports, including counselling by Klinik.

*Sexual Violence Resource Centre*

<https://umanitoba.ca/student-supports/sexual-violence-support-and-education>  
[svrc@umanitoba.ca](mailto:svrc@umanitoba.ca)

537 UMSU University Centre

(204) 474-6562 (Sexual Violence Intake and Triage Specialist)

### **Student Services at Bannatyne Campus**

Contact SS@BC to access a full range of resources and supports for learners at the Rady Faculty of Health Sciences. Services are provided through a one-stop hub that includes a range of supports for personal and academic success, including counselling, mental health consultation, and spiritual care.

*Student Services at Bannatyne Campus*

<https://umanitoba.ca/student-supports/student-services-bannatyne-campus>  
[bcss@umanitoba.ca](mailto:bcss@umanitoba.ca)

**S211 Medical Services Building**

**(204) 272-3190 (Intake and Triage Specialist)**

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## **Student rights and Responsibilities:**

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