



FARE*3000 International Food Sector and Policy

Analysis

Fall 2020

Section(s): C01

Department of Food, Agricultural and Resource Economics

Credit Weight: 0.50

Version 1.00 - August 25, 2020

1 Course Details

1.1 Calendar Description

This course explores the structure and functioning of the agri-food sector and the determinants and outcomes of food markets in different parts of the world and in countries at varying levels of economic development. In so doing, the course explores how individual countries are positioned and linked within the global agri-food system. Using an applied industrial organization perspective, the course examines the behaviour of actors within the agri-food sector and the influence of policies at the national, regional and international levels on sector performance, for example in terms of the quality and safety, availability and price of food.

Pre-Requisites: 9.50 credits including (1 of ECON*1050, FARE*1040, FARE*1400), (1 of ECON*2740, STAT*2040, STAT*2060)

1.2 Course Description

This course focuses on the agri-food sector beyond the farm gate. It explores how the structure and conduct of the food sector evolves in line with economic development and how it differs across geographical contexts, and the implications for the performance of the sector.

Some of the topics to be covered include:

- Nature of the food sector.
- Food sector and economic development.

- Structure of the food sector and processes of consolidation.
- Food clusters and cooperatives.
- Globalisation of the food sector.
- Global value chains.
- Nature of food demand.
- Food safety and the interface between food businesses and the state.

This course aims to be of relevance and accessible to students with diverse interests. Importantly, the content and structure of the course is premised on the principle that analysis of the food sector must have a global perspective. Not only are food markets across the globe interconnected and interdependent, but much can be learned from experiences in diverse contexts.

1.3 Timetable

We will have two back-to-back meetings each week. It is expected that you will come prepared and participate actively in both of these sessions.

Firstly, a 50 minute lecture at which the main issues related to the subject matter of the week will be reviewed. This will be from 7.00pm to 7.50pm every Wednesday.

Secondly, a discussion and question and answer session from 8.00pm to 8.50pm every Wednesday. At this session, we will discuss a topic related to the subject matter of the week. These sessions also provide you with an opportunity to raise issues that will be of general interest to the class. You should come to this session having prepared and being able to participate in the discussions.

All of these meetings will be remote and held via Zoom. There is a link to Zoom for each of these sessions in the course calendar in CourseLink.

1.4 Final Exam

There is no final examination.

2 Instructional Support

2.1 Instructional Support Team

Instructor: Spencer Henson
Email: shenson@uoguelph.ca
Telephone: +1-519-824-4120 x53134
Office: MCLN 220
Office Hours: Office hours will be 9.00am to 11.00am every Friday. All meetings will be via Zoom. If you wish to meet with me, please connect to Zoom. There will be a waiting room in operation and you will be let in when the previous student meeting is finished. There is a link to the Zoom meeting in the course calendar on Courselink.

Courselink site: The course link site for the course has a calendar of all meetings and office hours. The site also has links to all readings and resources, details of all assignments and links to Zoom for all class meetings.

Announcements: The instructor will use Announcements on the Course Home page to provide you with course reminders and updates. Please check this section frequently for course updates from your instructor.

Discussion forum: Use the discussion forum in Courselink to ask questions of your instructor about content or course-related issues with which you are unfamiliar. If you encounter difficulties, the instructor is here to help you. Please post general course-related questions to the discussion forum so that all students have an opportunity to review the response.

Email: If you have a conflict that prevents you from completing course requirements, or have a question concerning a personal matter, you can send your instructor a private message by email. The instructor will attempt to respond to your email within one business day.

Video Call: If you have an urgent complex question you would like to discuss with your instructor, you may book a video meeting via Zoom. Please email the instructor to request a call. Video meetings depend on availability and are booked on a first come first served basis.

3 Learning Resources

3.1 Required Resources

Course text (Textbook)

Many of the readings from the course are from the course text:

Hanson, H.E. (2013). Food Economics: Industry and Markets. Routledge, London.

The text can be accessed online at the university library and can also be downloaded as a PDF. See:

<https://www-taylorfrancis-com.subzero.lib.uoguelph.ca/books/9780203066478>

3.2 Courselink Site

The key resource for the course is Courselink. This provides a copy of the course outline, a detailed outline of the course week-by-week, details of all assessments, links to Zoom for course meetings, etc.

The Courselink site also has links to the class Zoom meetings including lectures, question and answer sessions and office hours.

By using Courselink, you agree to comply with the University of Guelph's Access and Privacy Guidelines. Please visit the D2L website to review the Brightspace privacy statement and Brightspace Learning Environment web accessibility standards:

<http://www.uoguelph.ca/web/privacy/> <https://www.d2l.com/legal/privacy/>
<https://www.d2l.com/accessibility/standards/>

You are responsible for ensuring that your computer system meets the necessary system requirements. Use the browser check tool to ensure your browser settings are compatible and up to date. The results will be displayed in a new browser window:

<http://spaces.uoguelph.ca/ed/system-requirements/>
<https://courselink.uoguelph.ca/d2l/systemCheck>

If you need any assistance with the software tools or the CourseLink website, contact CourseLink Support:

Email: courselink@uoguelph.ca

Tel: 519-824-4120 ext. 56939 Toll-Free (CAN/USA): 1-866-275-1478

Support Hours:

Monday thru Friday: 8:30 am–8:30 pm

Saturday: 10:00 am–4:00 pm

Sunday: 12:00 pm–6:00 pm

3.2 Library Access

As a student, you have access to the University of Guelph's library collection, including both physical and electronic materials. For information on checking out or couriering physical library items, accessing electronic journals and returning items to the library, visit the library's website.

If you are studying off campus and would like to access the library's electronic resources, use the Off Campus Login and login using your Single Sign On credentials or using your last name and library barcode:

<https://www.lib.uoguelph.ca/>

<https://www.lib.uoguelph.ca/campus-login>

3.2 Zoom

This course will use Zoom for lectures. Check your system requirements to ensure you will be able to participate:

<https://opened.uoguelph.ca/student-resources/system-and-software-requirements>

4 Learning Outcomes

4.1 Course Learning Outcomes

By the end of this course, you should be able to:

1. Understand how the structure and organisation of the food sector changes over time and differs geographically according to the level of economic development and other factors.
2. Reflect critically on the role of government policy in influencing the structure, organisation

many countries, and the increasing dominance of multinational corporations in food markets. More profoundly, globalisation has resulted in the significant interdependence of food markets across the globe, such that shocks in one part of the world can impact food consumers in many countries. Globalisation and food markets is the topic of the course this week.

Readings:

Week 6 Reading1.

Wed, Oct 28

Topics: Global value chains I

Perhaps the most profound impact of the globalisation of food markets has been the establishment and increasing dominance of global value chains (GVCs). The nature of GVCs and analysis of the ways in which they are governed is the subject we will be exploring over the next two weeks.

Readings:

Week 7 and 8 Readings 1 and 2 plus two Case Studies on CourseLink.

Wed, Nov 4

Topics: Global Value Chains II

Perhaps the most profound impact of the globalisation of food markets has been the establishment and increasing dominance of global value chains (GVCs). The nature of GVCs and analysis of the ways in which they are governed is the subject we will be concluding this week.

Readings:

Week 7 and 8 Readings 1 and 2 plus two Case Studies on CourseLink.

Wed, Nov 11

Topics: Nature of food demand

This week we focus on the nature of the demand for food and resultant trends in food consumption patterns. In so doing, we adopt a global perspective, exploring similarities and differences in food consumption patterns across countries and discerning key common trends. Importantly, we will be recognising the global nature of food markets and the importance of global demand patterns for the food sector wherever it is situated.

Readings:

Week 9 Readings 1 to 4.

Wed, Nov 18

Topics: **Food safety: the interface between food business and the state I**

Over the next two weeks we will be exploring the issue of food safety. Not only is food safety arguably the most important issue facing the food sector, and one of the defining characteristics of food markets that makes them 'special', but it also provide an excellent opportunity to explore the interface between the state and food markets. Thus, we will be examining the nature of food safety, the diverse ways in which food safety is governed within food value chains, and the implications for the structure and performance of the food sector.

Readings:

Week 10 and 11 Readings 1 to 4 plus two Case Studies on Courselink.

Wed, Nov 25

Topics: **Food safety: the interface between food businesses and the state II**

This week we will be concluding our exploration of the issue of food safety. Not only is food safety arguably the most important issue facing the food sector, and one of the defining characteristics of food markets that makes them 'special', but it also provide an excellent opportunity to explore the interface between the state and food markets. Thus, we will be examining the nature of food safety, the diverse ways in which food safety is governed within food value chains, and the implications for the structure and performance of the food sector.

Readings:

Week 10 and 11 Readings 1 to 4 plus two Case Studies on Courselink.

Wed, Dec 2

Topics: **Synthesis**

During the final week, we will reflect on the issues we have explored throughout the course and their implications for the future evolution, structure and performance of the food sector, in Canada and globally.

Readings:

Week 12 Readings 1 to 3 from Courselink.

6 Assessments

The assessment of the course is outlined below:

Assignment	Deadline	Proportion
Weekly video reflections	5pm Monday following the week on which the video provides reflections	30%
Case studies syntheses and analyses	Two by 5pm Friday 16th October 2020	45%
	Two by 5pm Friday 6th November 2020	
	Two by 5pm Friday 27th November 2020	
Future of the food sector assignment	5pm Friday 11th December 2020	25%

6.1 Assessment Details

Video reflections (30%)

Learning Outcome: 1, 2, 3, 4, 5

At the end of each week (with the exception of Weeks 7 and 10), you will prepare a video of maximum four minutes that reflects on the concepts and issues that have been covered in the most recent topic.

Your video should highlight the concepts and issues that you consider to be most important and the reasons why. Your presentation is an opportunity for you to demonstrate your understanding of the subject matter, including the lecture and the readings, and your ability to reflect critically on this. Examples from the lecture and/or readings (and optimally that have not been covered in the course) can be used as illustration and to demonstrate understanding. The linking of concepts and issues across the course more generally would serve to demonstrate a more thorough and systematic understanding.

Here is some guidance for the recording of your video:

1. The video can be recorded directly using the virtual video tool within Courselink.
2. Make sure that you communicate clearly and that your video is coherently structured.
3. Check the sound and video quality before submission.
4. Common problems to avoid are speaking too quickly, poor light quality, and not

- looking at the camera.
5. Keep to time; maximum of four minutes.
 6. Select two or three key points that you want to highlight; you cannot expect to cover more at an adequate depth in two minutes.

The grade for each video will be based on:

1. Completeness of coverage of concepts and issues (30%).
2. Depth of analysis and reflection (30%).
3. Quality of the presentation (20%).
4. Structure of the presentation in terms of coherence and flow (20%).

Each weekly video is worth 3% of the total assessment for the course. **You should submit your video reflection by 10am on the Monday following the week on which the reflection is based. The due date for each of the 10 video reflections is in Courselink.**

Case study syntheses and analyses (45%)

Learning Outcome: 2, 3, 4, 5

The second part of the assessment consists of three assignments that involve the written synthesis and analysis of two case studies each:

- Two case studies related to food clusters and cooperatives **due 5pm on Friday 16th October 2020.**
- Two case studies on global value chains **due 5pm on Friday 6th November 2020.**
- Two case studies on food safety and the interface between food businesses and the state **due 5pm on Friday 27th November 2020.**

You will have a series of case studies to select from for each of these three assignments. Make sure you select case studies from different geographical regions in each of these assignments.

Here is some general guidance:

1. Each of your written synthesis and analysis reports should be a maximum of two pages in length using size-12 font.
2. Use sub-headings to provide structure to the report.
3. Make sure you check the spelling and grammar in your report before submission.
4. Make sure each report has a clear introduction and conclusion.

In your report, present a synthesis of the case study, laying out the key context and issues/challenges. Specific guidance for the three case study assignments is provided on Courselink.

The assessment of your case synthesis and analysis will be based on:

1. Content of the report in terms of key points from the case study (30%).
2. Quality of the analysis (30%).
3. Structure of the report in terms of coherence of flow, ordering, etc. (20%).
4. Quality of written communication, including spelling and grammar (20%).

Each of these assignments should be submitted through Dropbox. Each of the three case study assignments is worth 15% of the total assessment for the course.

Future of the Food Sector (25%)

Learning Outcome: 1, 2, 3, 4, 5

The final assignment provides you with an opportunity to reflect on the subject matter of the course and how, in the light of what you have learned, you would predict the food sector, in countries like Canada and globally, is likely to evolve over the next twenty to thirty years. Here is some general guidance:

1. Each of your written synthesis and analysis reports should be a maximum of two pages in length using size-12 font.
2. Use sub-headings to provide structure to the report.
3. Make sure you check the spelling and grammar in your report before submission.
4. Make sure each report has a clear introduction and conclusion.
5. Reference all sources of information and data used; you do not need to reference the lectures.
6. If you include any tables and/or figures these must be created as original in the text; it is not acceptable to cut and paste tables and figures from secondary sources.

In your report, start by considering the broad environment in which the food sector operates nationally, regionally and globally, and the broad trends we are observing. The readings in Week 12 and more general background research will provide useful guidance here.

In your analysis of change in the food sector, reflect on how the sector is likely to change in terms of its structure and how it operates. Also, the performance of the sector, for example in terms of food prices, safety and quality of food, choice of food products, etc. Some of the key issues you might want to think about include:

1. Structure of the food sector, for example by firm size.
2. Level and forms of global linkages, ownership, interdependencies, etc.
3. Level and structure of food trade.
4. Functioning of global value chains.

5. Ways in which businesses in the food sector compete, nationally and internationally.
6. Role of government in regulating the food sector, the issues on which regulations will focus and the forms regulations will take.
7. Economic role and contribution of the food sector in the context of the overall economy, nationally and globally.
8. Nature of the demand for food in aggregate and across food products.
9. Distribution of the food sector globally, including between developing and industrialised countries.

Optimally, your analysis should draw on the concepts and issues covered throughout the course in such a way that you demonstrate your understanding of the subject matter and can apply what you have learned to the wider context.

This assignment is worth 25% of the assessment for the course. **You should submit your assignment by 5pm on Friday 11th December 2020 using Dropbox.**

6.2 Dropbox

Written assignments should be submitted electronically via the online **Dropbox** tool. When submitting your assignments using the **Dropbox** tool, do not leave the page until your assignment has successfully uploaded. To verify that your submission was complete, you can view the submission history immediately after the upload to see which files uploaded successfully. The system will also email you a receipt. Save this email receipt as proof of submission.

Be sure to keep a back-up copy of all of your assignments in the event that they are lost in transition. In order to avoid any last-minute computer problems, your instructor strongly recommend you save your assignments to a cloud-based file storage (e.g., OneDrive), or send to your email account, so that should something happen to your computer, the assignment could still be submitted on time or re-submitted.

It is your responsibility to submit your assignments on time as specified on the Schedule. Be sure to check the technical requirements and make sure you have the proper computer, that you have a supported browser, and that you have reliable Internet access. Remember that **technical difficulty is not an excuse not to turn in your assignment on time**. Don't wait until the last minute as you may get behind in your work.

If, for some reason, you have a technical difficulty when submitting your assignment electronically, please contact your instructor or CourseLink Support.

<http://spaces.uoguelph.ca/ed/contact-us/>

6.3 Submission of Video Reflections

The video reflections should be submitted electronically via the online **Video Assignment** tool in Courselink. When submitting your assignments using this tool, do not leave the page until your assignment has successfully uploaded.

Be sure to keep a back-up copy of all of your video reflections in the event that they are lost in transition. In order to avoid any last-minute computer problems, your instructor strongly recommend you save your assignments to a cloud-based file storage (e.g., OneDrive), or send to your email account, so that should something happen to your computer, the assignment could still be submitted on time or re-submitted.

It is your responsibility to submit your assignments on time as specified on the Schedule. Be sure to check the technical requirements and make sure you have the proper computer, that you have a supported browser, and that you have reliable Internet access. Remember that **technical difficulty is not an excuse not to turn in your assignment on time**. Don't wait until the last minute as you may get behind in your work.

If, for some reason, you have a technical difficulty when submitting your assignment electronically, please contact your instructor or CourseLink Support.

7 Course Statements

7.1 Attendance

This course will involve an active learning environment in which you will be asked to work together to discuss and reflect on key ideas and concepts. While I will make slides available through Courselink, these only provide an overview of the topic of each class and are no substitute for the in-depth coverage and discussions in-class.

7.2 Class Preparation and Participation

I hope to foster a spirit of collaboration and constructive criticism that will help us all grow and develop skills as scholars. Effective participation is required of all students to make this course format successful. In order to participate adequately, students must come to class prepared, having completed the assigned reading for the week. Participation requires active participation in class discussions and engaging with course materials.

7.3 Details on Academic Integrity

The University statement on academic misconduct appears below. Please know that academic misconduct can include plagiarism, unauthorized collaboration with classmates (including individually or allowing a classmate to use or copy your work), falsification of data, submitting the same work for different courses without prior authorization, misrepresenting your course requirements, and more.

To avoid plagiarism, remember that you are required fully and properly to cite all sources you utilize for an assignment. It is good practice to document all sources while you conduct exploratory research so that you can avoid inadvertent plagiarism when writing. Copying or paraphrasing large blocks of text from a single source, even with attribution, is often not an acceptable practice. Rephrasing someone else's ideas or arguments and presenting them as your own is likewise unacceptable.

All assignments will be checked with **Turnitin** to ensure your written work is compliant with the principles of academic integrity.

7.4 Late Assignments

If you choose to submit assignments to the **Dropbox** or **Video Assessment** tools late, the full allocated mark will be reduced by 5% per day after the deadline for the submission of the assignment to a limit of five days at which time access to the **Dropbox** or **Video Assessment** folder will be closed. Late Graded Homework Assignments will NOT be graded if they are submitted after graded work has been returned to any member of the class.

Extensions will be considered for medical reasons or other extenuating circumstances. If you require an extension, discuss this with the instructor as soon as possible and well before the due date. Barring exceptional circumstances, extensions will not be granted once the due date has passed. These rules are not designed to be arbitrary, nor are they inflexible. They are designed to keep you organized, to ensure that all students have the same amount of time to work on assignments, and to help to return marked materials to you in the shortest possible time.

7.5 Netiquette Expectations

The course Courselink site and all online platforms used for the course are considered the classroom and the same protections, expectations, guidelines, and regulations used in face-to-face settings apply. Inappropriate behaviour will not be tolerated. Examples of inappropriate online behaviour include:

- Posting inflammatory messages about your instructor or fellow students;
- Using offensive language;

- Copying or presenting someone else's work as your own;
- Adapting information from the Internet without using proper citations or references;
- Buying or selling term papers or assignments;
- Posting or selling course materials to course notes websites;
- Having someone else complete your quiz or completing a quiz for/with another student;
- Stating false claims about lost quiz answers or other assignment submissions;
- Threatening or harassing a student or instructor;
- Discriminating against fellow students, instructors, and/or TAs;
- Using the course website to promote profit-driven products or services;
- Attempting to compromise the security or functionality of the learning management system; and
- Sharing your username and password.

7.6 Technical Skills

As part of your learning experience, you are expected to use a variety of technologies for assignments, lectures, teamwork, and meetings. In order to be successful in this course you will need to have the following technical skills:

- Manage files and folders on your computer (e.g., save, name, copy, backup, rename, delete, and check properties);
- Install software, security, and virus protection;
- Use office applications (e.g., Word, Excel, or similar) to create documents;
- Be comfortable uploading and downloading saved files;
- Communicate using email (e.g., create, receive, reply, print, send, download, and open attachments);
- Navigate the Courselink learning environment and use the essential tools, such as Dropbox, Quizzes, Discussions, and Grades (the instructions for this are given in your course);
- Access, navigate, and search the Internet using a web browser (e.g., Firefox, Internet Explorer); and
- Perform online research using various search engines (e.g., Google) and library databases.

8 University Statements

8.1 Email Communication

As per university regulations, all students are required to check their e-mail account regularly: e-mail is the official route of communication between the University and its students.

8.2 When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. The grounds for Academic Consideration are detailed in the Undergraduate and Graduate Calendars.

Undergraduate Calendar - Academic Consideration and Appeals

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Graduate Calendar - Grounds for Academic Consideration

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

Associate Diploma Calendar - Academic Consideration, Appeals and Petitions

<https://www.uoguelph.ca/registrar/calendars/diploma/current/index.shtml>

8.3 Drop Date

Students will have until the last day of classes to drop courses without academic penalty. The deadline to drop two-semester courses will be the last day of classes in the second semester. This applies to all students (undergraduate, graduate and diploma) except for Doctor of Veterinary Medicine and Associate Diploma in Veterinary Technology (conventional and alternative delivery) students. The regulations and procedures for course registration are available in their respective Academic Calendars.

Undergraduate Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Graduate Calendar - Registration Changes

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/genreg-reg-regchg.shtml>

Associate Diploma Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/diploma/current/c08/c08-drop.shtml>

8.4 Copies of Out-of-class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

8.5 Accessibility

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is

required; however, interim accommodations may be possible while that process is underway.

Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability.

Use of the SAS Exam Centre requires students to book their exams at least 7 days in advance and not later than the 40th Class Day.

For Guelph students, information can be found on the SAS website
<https://www.uoguelph.ca/sas>

For Ridgetown students, information can be found on the Ridgetown SAS website
<https://www.ridgetownc.com/services/accessibilityservices.cfm>

8.6 Academic Integrity

The University of Guelph is committed to upholding the highest standards of academic integrity, and it is the responsibility of all members of the University community—faculty, staff, and students—to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff, and students have the responsibility of supporting an environment that encourages academic integrity. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

Undergraduate Calendar - Academic Misconduct
<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Graduate Calendar - Academic Misconduct
<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

8.7 Recording of Materials

Presentations that are made in relation to course work - including lectures - cannot be recorded or copied without the permission of the presenter, whether the instructor, a student, or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

8.8 Resources

The Academic Calendars are the source of information about the University of Guelph's procedures, policies, and regulations that apply to undergraduate, graduate, and diploma

programs.

Academic Calendars

<https://www.uoguelph.ca/academics/calendars>

8.9 Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website (<https://news.uoguelph.ca/2019-novel-coronavirus-information/>) and circulated by email.

8.10 Illness

The University will not require verification of illness (doctor's notes) for the fall 2020 or winter 2021 semesters.
