UNIVERSITY of GUELPH

HTM*3780 Managing Food in Canada

Fall 2016

Section: DE

School of Hospitality and Tourism Management
College of Business and Economics
Credit Weight: 0.50

Course Details

Calendar Description

This course provides an introduction to the Canadian food system. The subjects of global trade, supply chain management, food legislation and regulation, food safety, consumer food-related behaviour, and food product development are studied to develop an understanding of how they impact the Canadian food system and its functionality.

Pre-Requisite(s): 1 of FOOD*2010, HTM*2700, MCS*100

Co-Requisite(s): None

Restriction(s): AGR*1110, FARE*1400

Method of Delivery: Distance Education, Fully Online

Final Exam

There is no final exam for this course.

Instructional Support

Instructor

Tanya MacLaurin

Email: tmaclaur@uoguelph.ca

Telephone: (519) 824-4120 Ext. 56306
Office: Building Macdonald Stewart Hall, Room 305

Learning Resources

Required Textbook

Title: The Atlas of Food: With a New Introduction
Author(s): Erik Millstone
Edition / Year: First / 2013
Publisher: University of California Press
ISBN: 978-0-520-27642-0

You may purchase the textbook at the [Guelph Campus Co-op Bookstore](#) or the [University of Guelph Bookstore.](#) Please note that DE textbooks are located in the Distance Education section of the University of Guelph Bookstore.

Supplementary Resources

Title: Fast Food Nation: The Dark Side of the All-American Meal
Author(s): Eric Schlosser
Edition / Year: First / 2012
Publisher: Mariner Books

This book will be used for your Book Analysis Assignment. It is a soft cover book that can be found in most public libraries. It is an easy read and guaranteed to hold your attention. You may purchase the textbook at the [Guelph Campus Co-op Bookstore](#) or the [University of Guelph Bookstore.](#) Please note that DE textbooks are located in the Distance Education section of the University of Guelph Bookstore.

Course Website

[CourseLink](#) (powered by D2L's Brightspace) is the course website and will act as your classroom. A variety of course content is provided in each unit. It is recommended that you log in to the course website every day to check for announcements, access course materials, review weekly schedule and assignment requirements, and participate in discussions.

Learning Outcomes

Course Learning Outcomes

This course provides an overview of food and food related activities that impact food production, distribution, and consumption globally and in Canada. The agri-food system, trade, supply chain

management, legislation, regulation, food safety, new food product development, and future trends affecting the economics and use of food are studied in this course.

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

1. Discuss the interrelated relationship between agriculture and economics.
2. Outline the history and development of agriculture from ancient time to present day from a global perspective and in Canada.
3. Identify factors that have an impact on the growth and development of agriculture.
4. Describe the Canadian agri-food system.
5. Describe and discuss the impacts of the Canadian Agricultural Policy Framework on agriculture in Canada.
6. List and discuss ten (10) global agri-food system challenges.
7. List Canada's major trading partners, exports and imports.
8. Describe the theoretical constructs of food supply chain management.
9. Identify key issues that affect production and distribution of food nationally and globally.
10. Discuss the relationship of food quality, food safety, and food regulation and inspection.
11. Identify current food consumption patterns and discuss possible future trends.
12. Describe the strategic interdisciplinary nature of new product development, sensory evaluation, product labelling, and food marketing.

Teaching and Learning Strategies

Course Structure

The course has been structured into 12 weekly units. Each unit relates to a particular topic relevant to course learning objectives and outcomes.

- Unit 01: Introduction to Managing Food in Canada
- Unit 02: Historical Perspective of Food
- Unit 03: Agri-Food System
- Unit 04: Global Agri-Food System Challenges
- Unit 05: Global Trade
- Unit 06: Supply Chain Management
- Unit 07: Food Legislation and Regulation
- Unit 08: Food Safety
- Unit 09: Food Consumption Patterns Impacting the Agri-Food System
- Unit 10: New Food Product Development

- Unit 11: Future Food and Agri-Food Issues
- Unit 12: Review

What to Expect for Each Unit

The following features have been incorporated into the course website to help you learn about Managing Food in Canada.

- Weekly unit **Overviews** introduce the topics.
- **Objectives** outline what you can expect to learn from each unit.
- **Learning Activities** include readings and activities that will support and enhance your learning.
- **Summaries** highlight the important content of each unit.
- **Looking Ahead** sections provide reminders of assignment deadlines coming in the future.
- **Open for Discussion** will be led by student groups during Units 2-11 on a weekly basis. Each week's discussion topic relates to the subject covered in the unit that week. Please participate on a weekly basis.
- Links to related websites.

Schedule

Unit 01: Introduction to Managing Food in Canada

Week 1 – Thursday, September 8 to Sunday, September 18

Readings

- Purchase required textbook "*The Atlas of Food, Who Eats What, Where, and Why*" and read pages:
  - 7-13 (Introduction to textbook)
  - 104-119 (Tables that support content of textbook, review for awareness)
  - 120-125 (Sources used in the textbook, review for awareness).
- Obtain a copy of *Fast Food Nation* for Book Analysis and begin reading. Most public libraries will have a copy of this book.

Activity Checklist

- Review Course Outline
- Contact your group members and begin preparing for your group's Open for Discussion period.
- Post your introduction and reply to some of your classmates' responses
  Due: Sunday, September 25 at 11:59pm EST (Week 2)

- Book Analysis
  Due: Sunday, October 2 at 11:59pm EST (Week 3)

Unit 02: Historical Perspective of Food

Week 2 – Monday, September 19 to Sunday, September 25

Readings

- Continue reading *Fast Food Nation* for Book Analysis

Activity Checklist

- Complete Learning Activities for Unit 02

- Participate in Open for Discussion for Unit 02

- Post your introduction and reply to some of your classmates' responses
  Due: This Sunday, September 25 at 11:59pm EST

- Book Analysis
  Due: Sunday, October 2 at 11:59pm EST (Week 3)

Unit 03: Agri-Food System

Week 3 – Monday, September 26 to Sunday, October 2

Readings

- Textbook pages 33-63

- Finish reading *Fast Food Nation* for Book Analysis

Activity Checklist

- Complete Learning Activities for this unit

- Participate in Open for Discussion for Unit 03.

- Submit Book Analysis
  Due: This week by Sunday, October 2 at 11:59pm EST

Unit 04: Global Agri-Food System Challenges

Week 4 – Monday, October 3 to Sunday, October 9

Readings

- Textbook pages 15-31, Part 1: Contemporary Challenges

Activity Checklist

- Complete Learning Activities for this unit

- Participate in Open for Discussion for Unit 04

- Work on QSR Industry Visit Assignment
  Due: Sunday, October 16 at 11:59pm EST (Week 5)

Unit 05: Global Trades

Week 5 – Monday, October 10 to Sunday, October 16

Readings
- Textbook pages 65-101, Part 3: Trade

Activity Checklist
- Complete Learning Activities for this unit
- Participate in Open for Discussion for Unit 05
- Submit QSR Industry Visit Assignment
  Due: This Sunday, October 16 at 11:59pm EST

Unit 06: Supply Chain Management

Week 6 – Monday, October 17 to Sunday, October 23

Activity Checklist
- Complete Learning Activities for this unit
- Participate in Open for Discussion for Unit 06

Unit 07: Food Legislation and Regulation

Week 7 – Monday, October 24 to Sunday, October 30

Activity Checklist
- Complete Learning Activities for this unit
- Participate in Open for Discussion for Unit 07

Unit 08: Food Safety

Week 8 – Monday, October 31 to Sunday, November 6 *(40th day of class: Friday, November 4)*

Activity Checklist
- Complete Learning Activities for this unit
- Participate in Open for Discussion for Unit 08
- Complete Midterm Quiz
  Available: Monday at 8am until Sunday at 11:59pm EST

Unit 09: Food Consumption Patterns Impacting the Agri-Food System

Week 9 – Monday, November 7 to Sunday, November 13

Readings

- Textbook pages 114-119, Consumption Tables

Activity Checklist

- Complete Learning Activities for this unit
- Participate in Open for Discussion for Unit 09

Unit 10: New Food Product Development

Week 10 – Monday, November 14 to Sunday, November 20

Activity Checklist

- Complete Learning Activities for this unit
- Participate in Open for Discussion for Unit 10

Unit 11: Future Food and Agri-Food Issues

Week 11 – Monday, November 21 to Sunday, November 27

Activity Checklist

- Complete Learning Activities for this unit
- Participate in Open for Discussion for Unit 11
- Work on Comprehensive Essay
  Due: Friday, December 2 at 11:59pm EST (Week 12)

Unit 12: Review

Week 12 – Monday, November 28 to Friday, December 2

Activity Checklist

- Participate in Online Review Session
- Submit Comprehensive Essay
  Due: Friday, December 2 at 11:59pm EST

Assessment

Assessment Distribution

The grade determination for this course is indicated in the following table. A brief description of each assignment is provided below. Visit the Assignments section in CourseLink to review further details of each assignment. Due dates for each assignment can be found under the Schedule heading of this outline.

Course Evaluation

Assignment	Weight
Lead Open for Discussion (Group Activity)	20%
Online Discussions	15%
Midterm Quiz	10%
Book Analysis	15%
QSR Industry Visit	15%
Comprehensive Essay	25%
Total	**100%**

Assessment Descriptions

Lead Open for Discussion

You are assigned to predetermined groups and topics for this activity. Please refer to the Groups tool to identify your group members. Each group will lead the Open for Discussion activity once.

Online Discussions

There will be weekly discussions in the course, starting in Week2 and continuing to Week 11. You are expected to participate each week. You should form an opinion on each topic and justify your position with credible facts and references cited in your posting. State your position on this topic and support it with references from the research literature, case studies, websites and possible interviews with professionals.

Midterm Quiz

The midterm quiz will contain true / false, multiple choice, fill in the blank, matching, and short answer questions. You will have one attempt at the quiz. The content for the questions will come from each unit's learning activities: text book readings, the instructor's recommended readings and Open for Discussions lead by student groups.

Book Analysis

After reading the book, *Fast Food Nation*, you will write a paper analyzing the accuracy of the information, the author's objectivity in presenting factual materials, and the use of credible resources. Your paper should be five pages in length and follows the APA style for formatting and citations.

Quick Service Restaurant (QSR) Industry Visit

You will visit two quick service restaurants for lunch and write a reaction paper which analyzes the messaging of the restaurant and develops a position on the similarities or difference that you experience in these restaurants based on Eric Schlosser's depiction of the QSR sector described in Fast Food Nation. You should defend the position that you have taken with examples and credible references to support your position. Your paper should be four pages in length.

Comprehensive Essay

You will write an essay that helps you explain, analyze, and apply what you learned in the course. Your essay will include an introduction; key learning points that you acquired from each weekly unit throughout the semester (Unit 2-11) and from the Open for Discussion for each unit; key learning points that address the issues or challenges that impact food and/or the agri-food system; and a conclusion. The essay should be 15 pages in length and follow APA style of formatting and citations.

Course Technologies and Technical Support

CourseLink System Requirements

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. (Results will be displayed in a new browser window).

Technical Skills

As part of your online experience, you are expected to use a variety of technology as part of your learning:

- 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, PowerPoint, Excel, or similar) to create documents;
- Be comfortable uploading and downloading saved files;
- Communicate using email (e.g., create, receive, reply, print, send, and download attachments);
- Navigate the CourseLink learning environment (the instructions for this are given in your course);

- Communicate using a discussion board (e.g., read, search, post, reply, follow threads) in the CourseLink website;

- Upload assignments using the Dropbox tool in the CourseLink website;

- 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.

Course Technologies

CourseLink

Distance Education courses are offered entirely online using CourseLink (powered by D2L's Brightspace), the University of Guelph's online learning management system (LMS). By using this service, 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](#).

Technical Support

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

CourseLink Technical Support
University of Guelph
Day Hall, Room 211
Email: courselink@uoguelph.ca
Tel: 519-824-4120 ext. 56939
Toll-Free (CAN/USA): 1-866-275-1478

Walk-In Hours (Eastern Time):
Monday thru Friday: 8:30 am–4:30 pm

Phone/Email Hours (Eastern Time):
Monday thru Friday: 8:30 am–8:30 pm
Saturday: 10:00 am–4:00 pm
Sunday: 12:00 pm–6:00 pm

Course Specific Standard Statements

Communicating with Your Instructors

During the course, your instructors will interact with you on various course matters on the course website using the following ways of communication:

- **News section:** The instructor will use this section to provide you with course reminders and updates. Please check this section frequently for course updates from your instructor.

- **Ask Your Instructor Discussion:** Use this discussion forum 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. To access this discussion forum, select the Discussions tool.

- **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 respond to your email within 48 to 72 hours.

Netiquette Expectations

For distance education courses, the course website is considered the classroom and the same protections, expectations, guidelines, and regulations used in face-to-face settings apply, plus other policies and considerations that come into play specifically because these courses are online.

Inappropriate online behaviour will not be tolerated. Examples of inappropriate online behaviour include:

- Posting inflammatory messages about your instructor or fellow students;

- Using obscene or offensive language online;

- 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 online;

- 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.

Submission of Individual Assignments

All assignments for this course will 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 poof 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 instructors strongly recommend you save your assignments to a cloud-based file storage (e.g., Google Docs, Dropbox), 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 Technical Support.

Late Policy

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.

Obtaining Grades and Feedback

Unofficial assessment marks will be available in the Grades tool of the course website.

Once your assignments are marked you can view your grades on the course website by clicking on the Grades tool in the Navbar. Your course will remain open to you for seven days following the last day of the final exam period.

University of Guelph degree students can access their final grade by logging into WebAdvisor (using your U of G central ID). Open Learning program students should log in to the OpenEd Student Portal to view their final grade (using the same username and password you have been using for your courses).

University Standard Statements

University of Guelph: Undergraduate Policies

As a student of the University of Guelph, it is important for you to understand your rights and responsibilities and the academic rules and regulations that you must abide by.

If you are a registered **University of Guelph Degree Student**, consult the Undergraduate Calendar for the rules, regulations, curricula, programs and fees for current and previous academic years.

If you are an **Open Learning Program Student**, consult the [Open Learning Program Calendar](#) for information about University of Guelph administrative policies, procedures and services.

Email Communication

University of Guelph Degree Students

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

Open Learning Program Students

Check your email account (the account you provided upon registration) regularly for important communications, as this is the primary conduit by which the Open Learning and Educational Support will notify you of events, deadlines, announcements or any other official information.

When You Cannot Meet Course Requirements

When you find yourself unable to meet an in-course requirement due to illness or compassionate reasons, please advise your course instructor **in writing**, with your name, ID number and email contact.

University of Guelph Degree Students

Consult the [Undergraduate Calendar](#) for information on regulations and procedures for Academic Consideration.

Open Learning Program Students

Please refer to the [Open Learning Program Calendar](#) for information on regulations and procedures for requesting Academic Consideration.

Drop Date

University of Guelph Degree Students

The last date to drop one-semester courses, without academic penalty, is indicated on the Schedule section of this course outline. [See the Undergraduate Calendar for regulations and procedures for Dropping Courses](#).

Open Learning Program Students

Please refer to the [Open Learning Program Calendar](#).

Copies of Assignments

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

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment.

University of Guelph Degree Students

Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Student Accessibility Services as soon as possible.

For more information, contact Accessibility Services at 519-824-4120 ext. 56208, email Accessibility Services or visit the Accessibility Services website.

Open Learning Program Students

If you are an Open Learning program student who requires academic accommodation, please contact the Academic Assistant to the Director. Please ensure that you contact us before the end of the first week of your course (every semester) in order to avoid any delays in support. Documentation from a health professional is required for all academic accommodations. Please note that all information provided will be held in confidence.

If you require textbooks produced in an alternate format (e.g., DAISY, Braille, large print or eText), please contact the Academic Assistant to the Director at least two months prior to the course start date. If contact is not made within the suggested time frame, support may be delayed. It is recommended that you refer to the course outline before beginning your course in order to determine the required readings.

The provision of academic accommodation is a shared responsibility between OpenEd and the student requesting accommodation. It is recognized that academic accommodations are intended to "level the playing field" for students with disabilities.

Academic Misconduct

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 discourages misconduct. 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.

The [Academic Misconduct Policy](#) is detailed in the Undergraduate Calendar.

Acceptable Use

The University of Guelph has an [Acceptable Use Policy](#), which you are expected to adhere to.

Copyright Notice

All content within this course is copyright protected. Third party copyrighted materials (such as book chapters and articles) have either been licensed for use in this course, or have been copied under an exception or limitation in Canadian Copyright law.

The fair dealing exemption in Canada's Copyright Act permits students to reproduce short excerpts from copyright-protected materials for purposes such as research, education, private study, criticism and review, with proper attribution. Any other copying, communicating, or distribution of any content provided in this course, except as permitted by law, may be an infringement of copyright if done without proper license or the consent of the copyright owner. Examples of infringing uses of copyrighted works would include uploading materials to a commercial third party web site, or making paper or electronic reproductions of all, or a substantial part, of works such as textbooks for commercial purposes.

Students who upload to CourseLink copyrighted materials such as book chapters, journal articles, or materials taken from the Internet, must ensure that they comply with Canadian Copyright law or with the terms of the University's electronic resource licenses.

For more information about students' rights and obligations with respect to copyrighted works, see [Fair Dealing Guidance for Students](#).

Grades

The assignment of grades at the University of Guelph is based on clearly defined standards, which are published in the Undergraduate Calendar for the benefit of faculty and students.

Grading System

In courses, which comprise a part of the student's program, standings will be reported according to the following schedule of grades:

Letter Grade	Percentage
A+	90-100
A	85-89
A-	80-84
B+	77-79
B	73-76
B-	70-72
C+	67-69
C	64-66
C-	60-62
D+	57-59

Letter Grade	Percentage
D	53-56
D-	50-52
F	0-49

Plagiarism Detection Software

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

Recording of Materials

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

Religious Holidays

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made.

Rights and Responsibilities When Learning Online

For distance education (DE) courses, the course website is considered the classroom and the same protections, expectations, guidelines, and regulations used in face-to-face settings apply, plus other policies and considerations that come into play specifically because these courses are online.

For more information on your rights and responsibilities when learning in the online environment, see Rights and Responsibilities.

Statement of Students' Academic Responsibilities

Your success as a student depends on your own response to the opportunities and responsibilities that the university environment provides. The University of Guelph is committed to supporting you in your intellectual development and responding to your individual needs. To this end, a broad network of advising, counselling, and support services is provided to assist you in meeting your personal and academic goals.

For more information on your responsibilities as a student, see Statement of Students' Academic Responsibilities.