



College of Management and Economics

School of Hospitality and Tourism Management

Fall Semester 2013

ECONOMICS OF FOOD USAGE (HTM*3780)

Course Description: **HTM 3780 Economics of Food Usage** is an online course that 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.

Course Materials: Prescribed Text

The Atlas of Food, Who Eats What, Where, and Why
Millstone, E. and Lang, T. (2008). (Revised and Updated) University of California Press,
Berkeley and Los Angeles
(ISBN 978-0-520-25409-1).

Available at the [University Bookstore](#) or the [Co-op Bookstore](#)

Book Analysis Assignment

Schlosser, E. (2006). Fast Food Nation. Boston: Houghton Mifflin Co. (ISBN 13-978-006-083-8584).

This is a soft cover book that can be found in most public libraries. It is an easy read and guaranteed to hold your attention.

Available at the [University Bookstore](#) or the [Co-op Bookstore](#)

Accessing eReserve

Optional reading(s) in this course are available electronically through electronic reserve (**eReserve**) at the University of Guelph McLaughlin Library. To access the the reading(s) visit the **eReserve** link in the top menu bar of the course website. **Note:** You will need your Central Login ID and password in order to log in to the library website.

If you are unfamiliar with how to access electronic materials at the library, visit [Course Reserves and e-Learning for Students](#) for further instructions on accessing e-reserve resources.

If at any point during the course you have difficulty accessing the materials please visit [Library Online Access Trouble Shooting](#).

Alternatively, contact:

e-Learning and Reserve Services Staff

Tel: [519-824-4120 ext. 53621](tel:519-824-4120)

Email: libres2@uoguelph.ca

McLaughlin Library, First Floor

University of Guelph

Guelph, Ontario N1G 2W1

Course Website

In addition to providing a timeline for the course, the course website acts as a ‘classroom’ where you can practise what you have learned, and interact with classmates and your instructor. The following features have been incorporated into the course website to help you learn about the Economics of Food Usage.

- 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 lead by groups during Units 2-11 on a weekly basis. Each week’s topic relates to the topic covered in the unit that week. Please participate on a weekly basis.

- **Course News** and other announcements will appear throughout the course. Please check on the Course Home Page whenever you enter the course website.
- Links to related websites.

Please access the course website at least 3 times a week for course updates, conference postings and to make sure that you have completed the assigned tasks.

Course Objectives: Upon successful completion of this course, you will 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.

Course Structure: The course has been structured into 12 weekly Units. Each Unit relates to a particular topic relevant to food safety and quality assurance.

- Unit 01: Introduction to Agriculture and Economics
- 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

Assignments: The following table outlines the value for each of the assessed components for this course:

Assignment	Evaluation	
	Value	Type of Assignment
Post a Detailed Introduction	1 Bonus Points	Individual
Unit Quizzes (10 @ 3% each)	30%	Individual
Lead Open for Discussion	25%	Group
Participate in Online Discussions	15%	Individual
Book Analysis	15%	Individual
QSR Industry Visit	15%	Individual
Total	100%	