

# The Business of Agriculture

AGEC 690 – 008

Thursday 10:30 – 11:20 am

Jerry S Rawls Hall 1071

August 23<sup>rd</sup>, 2010 – December 11<sup>th</sup>, 2010

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## **Primary Course Contact:**

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## **Secondary Contact:**

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**Objective:** Establish a community of graduate students and faculty members interested in topics related to farm business management, agribusiness management, agricultural finance, and related areas in which topics surrounding teaching, research, and extension in these areas can be openly discussed.

**Office Hours:** I will generally maintain an “open door” policy, so you are welcome to come by any time, but if you do want to ensure that I will be available, I suggest making an appointment. Due to my Extension schedule, I may often be out of the office. You may also contact me by e-mail. I will generally respond as soon as possible.

## Policies and Procedures

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### Academic Honesty and Honor System:

University policy on academic misconduct is clear - academic dishonesty in any form is strictly prohibited. Instances of academic dishonesty will be referred to the [Dean of Students for disciplinary action](#). Penalties are severe and may include failure on the exam, quiz, paper, or project, failure in the course, and/or expulsion from the University. The risks associated with academic dishonesty far outweigh the perceived benefits. Academic dishonesty includes citing someone else's work as your own, using unauthorized "crib sheets" during exams, or sharing your answers with someone else. If you are unsure whether an action you are considering constitutes academic dishonesty, seek clarification from your instructor. For more information on the student conduct code, please visit the web page at: [www.purdue.edu/oop/univregs/pages/stu\\_conduct/stu\\_conduct.html](http://www.purdue.edu/oop/univregs/pages/stu_conduct/stu_conduct.html)

### Students with Disabilities:

If you have a disability, such as a physical or learning disability, that will require academic accommodation or other assistance in this course, please make an appointment to speak with me within the first three weeks of the semester.

### Credits and Grading:

This is a one credit course. Grades will be assigned on a letter grade basis. In order to receive an A in this class, it is expected that you will come to class prepared to actively participate, participate in the discussions, present one five minute talk in class, and behave in a generally professional manner (including providing notice if you must miss a class). You will be notified immediately in the event that your grade drops below an A.

### Attendance:

Attendance and active participation are required. Appropriate notice is expected if you must miss a class due to illness or other conflicts.

### Website:

This course will use Blackboard to house the most recent versions of the syllabus and reading materials, and our class calendar. Additionally, we'll use Blackboard to facilitate continued discussions of materials related directly to in-class discussions topics and/or other materials.

# Tentative Outline

Date	Time	Subject/Focus	Preparation	Contact
Thur, 8-26-10	10:30- 11:20am	Introductions/Welcome		Various/Olynk
Thur, 9-2-10	10:30- 11:20am	How to read a journal article – Part I <Part II to follow in Spring on how to write and publish a journal article>	2 articles (see section on reading materials for citations)	Drs. Fulton and Olynk
		<i>Intention to present 9-16-10 DUE</i>		Dr. Olynk
Thur, 9-9-10	10:30- 11:20am	The four laws discussed in the book <i>The Breakthrough Imperative: How the Best Managers get Outstanding Results</i>	Chapters 1 and 6 of <i>The Breakthrough Imperative</i>	Dr. Gray
		<i>Intention to present 9-23-10 DUE</i>		Dr. Olynk
Thur, 9-16-10	10:30- 11:20am	Class Participation		TBD
Thur, 9-23-10	10:30- 11:20am	Class Participation		TBD
Thur, 9-30-10	10:30- 11:20am	Food Business in China	To Be Announced	Dr. Wang
Thur, 10-7-10	10:30- 11:20am	<i>The Origin of Wealth</i> Part I Discussion	<i>The Origin of Wealth</i>	Dr. Boehlje
		<i>Intention to present 10-19 DUE</i>		Dr. Olynk
Thur, 10-14-10	10:30- 11:20am	Elevator talks/How to engage an outreach audience	To Be Announced	Drs. Fulton and Hurt
Tue, 10-19-10 HOLD	10:30- 11:20am KРАН661	Class Participation		TBD
Thur, 10-21-10	10:30- 11:20am	Class Participation Seminar *** 5 minute talk by each class participant***		All Business of Ag participants
Thur, 10-28-10	10:30- 11:20am	Risk and Investment Decisions (Ag Finance)	To Be Announced	Dr. Gloy
Thur, 11-4-10	10:30- 11:20am	<i>The Origin of Wealth</i> Part II Discussion	<i>The Origin of Wealth</i>	Dr. Boehlje
Wed, 11-10-10 (Optional)	6:00- 8:00pm KРАН 661	Dinner & a Movie: Food, Inc. viewing	Preparation for discussion on 11-11-10: Either come watch the movie on 11-10-10 or view on your own	Dr. Alexander
Thur, 11-11-10	10:30- 11:20am	Food, Inc. discussion		Dr. Alexander
Thur, 11-18-10	10:30- 11:20am	Guest Speaker: Joe Needham, VP - GM, Grain Division, The Andersons, Inc	Come prepared to ask questions	Dr. Olynk
Thur, 12-2-10	10:30- 11:20am	The development of a CAB program	To Be Announced	Dr. Gray
Thur, 12-9-10	10:30- 11:20am	Agriculture Looking Outward: Ag’s Current Sensitive Topics (focus on consumer preferences for production practices); Wrap-up and Feedback	JARE article which was required reading for class on 9-2-10 (refresh your memory)	Dr. Olynk

# Tentative Readings and Materials:

## Check Blackboard Also!

<Subject to Change>

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### How to read a journal article (Journal Article Series Part I) ... (on Blackboard)

Olynk, N. J., G. T. Tonsor, and C. A. Wolf. "Consumer Willingness to Pay for Livestock Credence Attribute Claim Verification." *Journal of Agricultural and Resource Economics*. 35(2010):261-280.

Valeeva, N.I., M.P.M. Meuwissen, A.G.J.M. Oude Lansink, and R.B.M. Huirne. "Improving Food Safety Within the Dairy Chain: An Application of Conjoint Analysis." *Journal of Dairy Science*. 88(2005):1601-1612.

### Fall 2010 Book ... *The Origin of Wealth* by Eric D. Beinhocker

- Dr. Boehlje will lead a two-part discussion of *The Origin of Wealth* (see course outline). You are expected to arrive prepared to actively participate in those discussions. Additional instruction will be given regarding preparation for Dr. Boehlje's sessions.

### Fall 2010 Movie ... *Food, Inc.*

**Summary:** Explores the U.S. commercial food industry, examining corporate control of supply and market. The film seeks to demonstrate how the incentive for corporate profit can overwhelm consumer health needs, as well as the livelihood of the American farmer, the safety of workers and the environment. Reveals various details of food ingredients and additives, and how contemporary mass production methods of food affects U.S. culture.

- Dr. Alexander will lead a discussion surrounding *Food, Inc.* The evening preceding the class discussion will offer the opportunity for 'dinner and a movie' as a class. You are welcome to attend for dinner and view the movie that evening in KRAN 661. If you are unable to attend that evening, it is your responsibility to view *Food, Inc* prior to class and come prepared to participate in the discussion.

# Class Participation/Presentations

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## **Presentations:**

You will notice that class periods have been set aside for students to present their work. The format for presentations is extremely flexible in order to accommodate work at various stages of completion (including proposals/ideas for research projects!). Even if you have not identified a research area yet – consider a presentation on a project you have already completed, an industry in which you have worked, or on an issue which you are well-versed on and feel is important for others in the field to be aware of.

## **Ideas for Student Presentations/Seminars:**

1. Presentation of research at any stage of completion. Feel free to present your research ideas, works in progress, or a segment of your thesis or dissertation work.
2. Practice run of conference or seminar presentation.
3. Practice run of defense presentation.
4. Industry overviews : Agriculture covers a broad set of activities, and while no one needs to be an expert in all fields, it would be good for someone in the business of agriculture to have at least a working understanding of most of the moving parts. You do not need a specific project underway ... is there a project you've completed? an issues you are well-versed in? a topic in which you are an expert?
5. If you would like to present a seminar of a different format – please feel free to propose the format/topic.

**Instructions:**

Class members interested in presenting (and you are strongly encouraged to do so) must submit a one-page statement of intent to do so, including:

Name:

Seminar Title:

Seminar Length:

Short (250 words or less!) description of what will be presented (including stage of completion & pertinent information for audience to enable constructive feedback)

Note: Seminars may be up to 30 minutes in length, but they may certainly be shorter. Delivering presentations that fit within the allotted timeframe is important in professional settings. You are expected to deliver a presentation which fits in the time slot which you have requested.

\* This single paged document is due approximately 2 weeks in advance of the scheduled seminar date (see calendar).\* Two week notice is necessary to allow for possible conflicts, negotiations, trading of dates, etc. depending on how many students desire a specific presentation date. Students who have not yet presented this semester will be given priority for seminar dates/times. Adequate time has been set aside to allow a presentation by each member of the class. Every effort will be made to accommodate student presentations.

## **Please Note**

**Exception:** Everyone participating in The Business of Agriculture will be expected to deliver a 5 minute presentation to the class on a topic of their choosing on Thursday, October 21<sup>st</sup>. Drs. Fulton and Hurt will present on Thursday, October 14<sup>th</sup> on how to deliver an “elevator pitch” and how to engage an audience. Your short presentation on October 21<sup>st</sup> is your chance to use what you’ve learned to form your 5 minute talk.

**Discussions and Participation:**

You are expected to arrive prepared to participate in class discussions. Blackboard offers an additional venue for discussion outside of class. Each class member is expected to lead/provide the starting point one discussion this semester via the Blackboard "Discussion" tool. The range of topics is largely unbounded; you may post something related to the topic of a class discussion or provide a link to a news story of interest to the group. Each class member is expected to participate in these discussions.