

# FARE 6930: FOOD FIRMS, CONSUMERS AND MARKETS I

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**Instructor:** Jose Nuno-Ledesma

**Email:** jnuno@uoguelph.ca

**Place:** 1307 Thornborough Building

**Time:** TU TH 13:30 – 15:00 (Face to face and Synchronous online)

**Office hours:** WE 13:30 – 15:00 (Online only. Subject to change)

**Term:** Fall 2020

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**Course description:** This is an applied microeconomics course designed for students looking to strengthen their research skills. Students are exposed to both classic and recent academic research tackling different aspects of the interaction between firms and consumers. The course mixes both theoretical and applied work looking at markets for food and agricultural commodities. ECON 2310 or equivalent, and ECON 3740 or equivalent are prerequisites to this course.

**Objectives:** The primary objective of this course is to enhance students' ability to apply economic theory to advanced analyses of the behavior of firms and consumers in markets for agri-food commodities. It also presents an opportunity for students to build their research capacity through the choice of an appropriate research question. By the end of this course you should be able to:

- Apply microeconomic theory to study firms, consumers, and markets for food and agricultural commodities.
- Critically assess relevant literature, alternative empirical approaches and identify the most appropriate quantitative approach/method for an economic research question.
- Articulate hypotheses and research questions related to the behavior of firms, consumers, and other economic agents broadly involved in food and agricultural markets.
- Identify gaps in the academic literature. Formally articulate a research project to tackle the gap. Learn to communicate research objectives to peer researchers.

## Assessments:

- Written response to readings and homeworks (25%)
- Presentations (20%)
- Research proposal (45%)
  - First draft (15%)
  - Idea Presentation (15%)
  - Final draft (15%)
- Participation (10%)

**Important Dates:** Subject to change.

- Research proposal first draft: October 20th
- Idea presentation: November 26th.

- Final research proposal: December 15th

*Written response to readings* are due by 9:00 pm on the night before class. Everyone must submit a brief summary *and* a response to the readings. Credit will be based on evidence that you have done the readings carefully. Acceptable responses include (but are not limited to): Insightful questions and/or critiques; clarification questions about ambiguities; possible extensions or related studies; thoughts on the paper's importance; thoughts on applications to the agri-food context.

All assignments are individual.

**Email policy:** I will make every effort to respond to any email that are sent to me in a timely fashion but I cannot guarantee that I will respond quickly to emails sent to me outside normal business hours (i.e. Monday to Friday 9 am to 5 pm). **I advise to put the course ID (FARE 6930) in the subject line to make sure that your email is not accidentally overlooked.** You can use the "short version" of my name in emails and informal communications (e.g. Prof. Nuno, Dr. Nuno, Prof. Jose Nuno, or Dr. Jose Nuno). Students are expected to use proper etiquette at all times in emails and all online communications.

**Communication policy:** My primary method of communication will be through email to your University of Guelph email address and via announcements on CourseLink. I will not contact you at any other email address. It is your responsibility to check your Guelph email and CourseLink on a regular basis. I recommend checking both your Guelph email account and CourseLink at least once every 24 hours.

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor 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>

**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>

**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.

**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 no 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>

**Academic Honesty:** 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>

**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.

**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>

**Religious Obligation:** If you experience a conflict between your religious obligation and a scheduled test, mid-term or final examinations, you must contact the instructor within two weeks of the distribution of the course outline to make an alternative arrangement.

**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.

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

The content of this syllabus is subject to change.