

Marketing in Agriculture
Winter 2022

Instructor: Clayton Weber
Office: WOH 127D
Office Hours: By appointment, In-Person or Zoom
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Course #: AREC 221
CRN #: 31311
Textbook: Marketing of Agriculture Products, by Kohls & Uhl
Credits: 3
Meets: Lecture MWF: 11-11:50 am
Classroom: WOH 122

Student Learning Outcomes:

- Analyze the interrelationships between producers, middlemen & consumers
- Identify grades & classes of grain, milk, livestock & fruits/vegetables
- Examine how vertical integration can increase farmers share
- Illustrate how cooperatives can increase marketing power of producers
- Explain & calculate how the futures market can be utilized as a market tool

Grading Procedure: Your final grade in this course will be based on the following:

	<u>#</u>	<u>Points</u>	<u>Total</u>
Quizzes	4	25 each	100
Exams	2	100 each	200
Final Exam	1	150	<u>150</u>
			450 pts total

Grade Determination:

A= 90% of highest point total in class
B= 80% of highest point total in class
C= 70% of highest point total in class
D= 60% of highest point total in class
F= <60% of highest point total in class

Class Guidelines:

1. **No late work is accepted** unless prior arrangements have been established with the instructor.
2. Quizzes and Midterms are announced. Make-ups are allowed only if **prior arrangements** have been established with the instructor & **must be completed Before the next class meeting.**
3. **Cell phone use is not allowed during class, including phone calculators.**
5. An Incomplete will be given in the event a student completes the majority of the course work, but for some valid reason misses a portion of the class. Before an incomplete is given, the student must sign a contract with the instructor stating how and when the work is to be made up. The awarding of an incomplete is at the discretion of the instructor

TENTATIVE COURSE OUTLINE

Week

1	Course Content, Grading Procedure Marketing Definition, Farm marketing Plan & Role of Prices
2	Farm Prices and Food Marketing Costs Quiz 1
3	Grain Marketing No class Monday, January 17, 2022, *Martin Luther King Jr. Day* Quiz 2
4	Milk and Dairy Product Marketing Exam 1
5	Cooperatives
6	General Livestock Marketing & Purebred Livestock Marketing Quiz 3
7	Fruit and Vegetable Marketing
8	Futures Market and Hedging No class Monday, February 21, 2022, *President's Day* Exam 2
9	Oregon AG Quiz 4
10	Government Programs and Summary & Review
11	**Final Exam** Monday, March 14, 2022 10-11:50 am

Students who may need accommodations due to documented disabilities, or who have medical information which the instructor should know, or who need special arrangements in an emergency, should speak with the instructor during the first week of class. If you believe you may need accommodations, but are not yet registered with CFAR, please go to <http://linnbenton.edu/cfar> for steps on how to apply for services or call 541-917-4789.

You have until Friday 5pm of the seventh week (February 18, 2022) to drop a class without a grade penalty. If dropping this class puts you below 12 credits and you are on financial aid, you may lose your financial aid. If you fail to drop by February 18, 2022, you will receive a letter grade for this course.

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. (for further information <http://po.linnbenton.edu/BPsandARs/>) Board Policy P1015