

COURSE OF STUDY *Food Science and Technology (L 26)*
ACADEMIC YEAR 2023-2024

ACADEMIC SUBJECT *Economics and policies of the food system*
module of the Integrated Course Economics, marketing and policies of the agri-food chains

General information	
Year of the course	<i>First</i>
Academic calendar (starting and ending date)	<i>Second semester (March 4th – June 14th, 2024)</i>
Credits (CFU/ETCS):	6
SSD	<i>Rural economy and appraisal (AGR/01)</i>
Language	<i>Italian</i>
Mode of attendance	<i>No Compulsory</i>

Professor/ Lecturer	
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Virtual room	<i>Microsoft Teams: code 12khcfe</i>
Office Hours (and modalities: e.g., by appointment, on line, etc.)	<i>Monday to Friday by appointment only.</i>

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	32	28	90
CFU/ETCS			
6	4	2	

Learning Objectives	The course aims to guide the student in understanding the structure and dynamic aspects of food supply chains through the analysis of characteristics of the actors operating in the various phases of the supply chains, as well as of the methods of interaction, and of the evolution of the demand for food in relation to the new needs of consumers. Furthermore, in the context of EU policies and WTO regulation, the problem of public intervention will be addressed, for which the function of correcting market failures assumes growing importance, in order to guarantee the protection of health, the freedom of choice and environmental protection.
Course prerequisites	Knowledge of microeconomics

Teaching strategie	The topics of the course will be covered with the aid of Power Point presentations, films, classroom or laboratory exercises, reading of texts and articles from scientific journals. During the course, case studies will be carried out and testimonials from stakeholders in the agri-food system will be discussed.
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Expected learning outcomes in terms of	
Knowledge and understanding on:	<ul style="list-style-type: none"> • Knowledge of the economic aspects of the agri-food system. • Knowledge of the study methods of the agri-food system (chain, sector, district). • Knowledge of the competitive strategies adopted by the enterprises of the system. • Knowledge of policies dedicated to the agri-food system (Common Agricultural Policy, the WTO agreement on agriculture).
Applying knowledge and understanding on:	<ul style="list-style-type: none"> • Understand the concept of the agri-food system, its methods of study and the policies dedicated to it; • understand the functioning of the main sectors that make up the agri-food system; • understand the problems deriving from the policies of the agri-food markets.
Soft skills	<ul style="list-style-type: none"> • Making informed judgments and choices: <ul style="list-style-type: none"> ○ evaluate suitable solutions to improve the competitiveness of agri-food products; ○ evaluate the opportunities and threats deriving from the market; • Communicating knowledge and understanding: <ul style="list-style-type: none"> ○ describe the economic phenomena and the mechanisms underlying entrepreneurial choices and market dynamics, using an appropriate technical language; • Capacities to continue learning: <ul style="list-style-type: none"> ○ deepen and update one's knowledge, acquire data and information relating to the economy and policies of agri-food markets.
Syllabus	
Content knowledge	<ul style="list-style-type: none"> • The modern agro-food system in the economic context. The new trends in food consumption and the concepts of food quality and safety. Analysis tools of the agri-food system: supply chains, sectors, districts. vertical coordination. The agricultural sector, the industrial sector, the distribution sector. Introductory concepts of strategic and operational marketing. Food counterfeiting and Italian Sounding. Quality certification as a marketing tool in the agri-food system and quality policies. European and international agri-food policies.
Texts and readings	<ul style="list-style-type: none"> • CREA (2023): “Annuario dell’agricoltura italiana 2021”, Roma 2023. https://www.crea.gov.it/documents/68457/0/Annuario_CREA_2021_Volume_LX_XV.pdf/49fc57e1-a325-50f4-22bb-d044d0f24dbe?t=1671527592245 • Messori F., Ferretti F. “Economia del mercato dei prodotti agroalimentari”, Il Sole 24 Ore Edagricole, 2010 • Mariani A., Viganò E., “Il sistema agroalimentare dell’Unione Europea”, Carocci, Milano, 2002 • Malassis L., Ghersi G. “Introduzione all’economia agroalimentare”, Il Mulino, Bologna, 1995 • Fanfani R. “Il Sistema agroalimentare in Italia”, Edagricole, Milano, 2009. • Lecture notes and teaching material distributed during the course.
Notes, additional materials	<ul style="list-style-type: none"> • Lecture notes and slides integrate the contents of the reference texts
Repository	All teaching material will be available to students on web platforms (class Teams code 941wh5y).
Assessment	
Assessment methods	The exam consists of an oral test on the topics developed during the hours of theoretical lessons and classroom exercises, as reported in the Academic

	<p>Regulations of the Degree Course in Food Science and Technology (art. 9) and in the study plan (attachment A) . An exemption test is foreseen for students enrolled in the year of the course in which teaching is carried out, which consists of a written test on topics developed by the date of exemption. The exam will be evaluated out of thirty and in case of a positive outcome, in the final oral exam the interview will focus on the remaining part of the teaching contents. The outcome of the exemption test contributes to the assessment of the profit exam and is valid for one academic year. The exam for foreign students may be conducted in English as described above.</p>
Assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: <ul style="list-style-type: none"> ○ Describing the concept of agri-food system, its methods of study and the policies dedicated to it. • Applying knowledge and understanding: <ul style="list-style-type: none"> ○ Describe the functioning of the markets for agri-food products and the marketing issues and policies of the food supply chains. • Autonomy of judgment: <ul style="list-style-type: none"> ○ Identify the most suitable solutions to improve the competitiveness of agri-food products and the opportunities and threats for the competitive positioning of agri-food companies on the market. • Communicating knowledge and understanding: <ul style="list-style-type: none"> ○ Describing, also through applicative cases, the practical aspects and potential consequences of firms strategies. • Communication skills: <ul style="list-style-type: none"> ○ Use technical-scientific language appropriately and justify the statements on the topics. • Capacities to continue learning: <ul style="list-style-type: none"> ○ Knowing how to autonomously identify the sources for researching data on the agri-food system.
Final exam and grading criteria	<p>The assessment of the student's preparation is based on predetermined criteria in accordance with the Didactic Regulations of the Course in Food Science and Technology (art. 4).</p> <p>The Examination Committee has a score ranging from a minimum of 18 to a maximum of 30 points for a positive assessment of the student's performance. By unanimous vote of its members, the Board may award honours in cases where the final mark is 30.</p>
Further information	
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