

General Information	
Academic subject	Quality certification systems for crop productions (Module of I.C. Standards on quality)
Degree course	Master degree in Plant Medicine (LM69)
Curriculum	
ECTS credits	3
Compulsory attendance	No
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Luigi ROSELLI	luigi.roselli@uniba.it	AGR/01

ECTS credits details			
Basic teaching activities	Plant Protection disciplines		

Class schedule	
Period	Second semester
Year	Second year
Type of class	Lectures, 2 ECTS (16 hours) Laboratory and field classroom and visit of screen-houses of the certification program, 1 ECTS (14 hours)

Time management	
Hours	75
In-class study hours	30 (16 Lectures + 14 Lab & field cl.)
Out-of-class study hours	45

Academic calendar	
Class begins	March 5, 2018
Class ends	June 22, 2018

Syllabus	
Prerequisites/requirements	
Expected learning outcomes	<p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ Understanding the concept of quality applied to agro-food products and its importance as a lever to enhance the competitiveness of agri-food businesses ○ Knowledge of the quality certification schemes of greater interest for farmers involved in crop productions <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ Ability to start implementing and controlling the main quality certification schemes for crop productions <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> ○ Ability to evaluate, through a critical approach, the strategic importance of quality certification schemes depending on the various structural and organizational contexts in which agro-food businesses operate <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ Ability to communicate the key elements of the main quality certification schemes and how to implement them <p><i>Capacities to continue learning</i></p> <ul style="list-style-type: none"> ○ Ability to acquire the future change on the quality certification schemes of crop productions
Contents	<ul style="list-style-type: none"> ● Importance of quality for the agri-food system: trends in food consumption; international trade liberalization; recent CAP's

	<p>reform; quality as a strategic lever for competitiveness of firms.</p> <ul style="list-style-type: none"> • Notion of quality: "industrial" quality; quality as "excellence"; a modern and shared meaning of quality; quality of agri-food products ("Must" and "Wants" attributes; search, experience and credence attributes) • Quality perception: information asymmetry, adverse selection, Akerlof's model; quality signals (recognition, communication and credibility), "declared" and "regulated" quality; construction of quality (actors and relationships); quality certification • Compulsory rules and main quality certification schemes for crop productions: compulsory food safety standards (hygiene of foodstuffs, traceability); voluntary public standards (PDO, PGI, TSG, DOCG, DOC, IGT, Organic); voluntary private standards (ISO 9001, ISO 14001, ISO 22000, BRC, IFS, GLOBALGAP).
Course program	
Bibliography	<ul style="list-style-type: none"> • Van der Meulen B. (2014). EU Food Law Handbook, European Institute for Food Law, Wageningen • Luning P.A. and Marcelis W.J. (2009). Food quality management. Technological and managerial principles and practices, Wageningen Academic Publishers, Wageningen
Notes	
Teaching methods	<p>Lectures will be presented through PC assisted tools (PowerPoint) and slide projector. Some lectures will be prepared starting from the presentation of one or more students based on readings of pre-assigned texts.</p> <p>All students could receive all presentations and texts utilized for lectures.</p>
Assessment methods	<p>For students enrolled in the year in which the lectures are given there will be a midterm test. This test is carried out in oral form on the topics developed during the lectures. The evaluation is expressed in thirtieth and the achievement of a minimum grade of 18/30 is needed. The mark of the midterm test contributes to the final evaluation of the exam, but only within one academic year.</p> <p>The exam consists of an oral test on the topics developed during the lectures, both theoretical and practical, with the aim to verify the acquired knowledge and the ability to face practical issues.</p> <p>The evaluation of the student's preparation is done on the basis of established criteria, as detailed in Annex A of the Teaching Regulations of the Master Programme in PLANT MEDICINE (art. 9).</p> <p>The evaluation of the Foreign students' preparation can be made by written test.</p>
Evaluation criteria	<p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ discuss the meaning of quality applied to agri-food products and explain the importance of quality as a lever to enhance the competitiveness of agri-food businesses ○ define the characterizing features of quality certification schemes of greater interest to farmers involved in crop productions <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ describe how to implement the main quality certification schemes for crop products <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> ○ evaluate the strategic importance of the quality certification schemes according to the various structural and organizational contexts in which agro-food businesses operate <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ communicate the elements that characterize the main quality

	<p>certification schemes of crop products</p> <p><i>Capacities to continue learning</i></p> <ul style="list-style-type: none"> ○ apply the skills acquired to learn the evolution of quality certification schemes of crop products
Further information	<p>Visiting hours: from Tuesday to Thursday, 04.00 p.m. – 06.00 p.m., by appointment.</p>