

AGBE 315 – Spring 2014

Ag in a Global Context

“Conception to Consumption”

Instructor:

Dr. Gary W. Brester

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Class Meetings:

7:10-8:30pm Wednesday – ABB 238

Purpose of the Course:

The primary goal of this course is to provide students with an integrated view of the science, technology, production practices, product handling, product marketing system, and end uses for cattle and beef. The course will emphasize the links between, on the one hand, science and technology and, on the other hand, the economic forces that influence the beef industry. The course will use faculty lecturers, invited guests, and student presentations to provide a complete view of the complex interactions between science, technology and economics that are required to understand a major agricultural industry. The course will culminate in a week-long trip to New Zealand to view production and consumption practices.

Grading:

The course will be graded with letter grades based on class participation, presentations, and reports. Each presentation will be made by a team. Topics must be selected from those listed on the second page of the syllabus. In addition, each team must submit a final written report on April 29 (maximum length of 4 pages). Students are expected to attend all classes unless exceptional circumstances arise. In those cases, you must check with your instructor.

Calendar

January	15	Orientation
	22	Domestic and International Markets for Agricultural Commodities - Smith
	29	U.S./World Beef Production and Trade - Brester
February	5	Branded Beef Products/Country of Origin Labeling – Belasco/Brester
	12	Beef Production Systems/Genetics - Thompson
	19	Bench Science Research Methods - Yeoman
	26	International Travel Issues – Panel
March	5	Traceability and Animal Identification – Ty McDonald
	12	Spring Break
	19	Cargill - Beef Production/Branded Programs/Feed Ingredients – James Brown
	26	Animal Health – Zoetis - Nick Campbell
April	2	Cooperatives – Brester/Industry Person
	9	Student Presentations (4)
	16	Student Presentations (4)
	23	Final Papers Due
May	6-17	International Trip

Student Presentation Topics

1. New Zealand's Economy
2. New Zealand's Cattle Industry
3. Sanitary/Phytosanitary Issues
4. New Zealand Government Agricultural and Trade Policies
5. Cooperatives and the Livestock Industry
6. New Zealand/U.S. Exchange Rates
7. U.S. versus New Zealand Public Agricultural Research Efforts
8. U.S. versus New Zealand Genetic Selection Traits
9. U.S. versus New Zealand Outreach Funding Climates