Syllabus

Agriculture Study Abroad, AGRI 4000
Spring 2009

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Course Title:
Agriculture Study Abroad, AGRI 4000

Credit Hours/Prerequisites:
3 credit hours will be received for the successful completion of AGRI 4000. The class will include six 2-hour lectures on campus and ten 8-hour days of educational contact with agribusiness firms will be completed in country. Departmental approval is required to take this course.

Texts or Major Resources:
Selected articles will be distributed to the students on agriculture policy and agriculture trade. Selected case studies will also be provided to the students for their review and serve as the subject matter to discuss global agriculture.

Suggested Course References: Atlas of Argentina, Agriculture In Brazil and Argentina, Agricultural Economics and Agribusiness, History of Argentina.

Course Description:
This course will examine the business and economic principles used in global agribusiness enterprises. Study/travel to a foreign country will involve understanding economic functions, institutions, policy and regulation, economic performance, and utilization of resources.

Course Objectives:
The objective of this course is to provide an applied understanding of global agriculture through an international learning experience exploring the production techniques, alternative technologies, support institutions, economic climate, business management practices, and cultural setting of a major competitor, Argentina.

Raise questions such as: Why has soybean production in the Southeastern United States been declining while production in South America has been increasing? Why has the domestic demand for cotton decreased significantly while production has remained relatively constant? Why are U.S. soybean crushers increasing investments in South America instead of the Southeastern United States where there is a large demand for soybean meal? The answer to all of these questions is found by understanding the globalization of agriculture. U.S. agribusinesses have diversified their production and marketing capacities by expanding into foreign markets. Similarly, changes in policies, technology adoption, and participation in regional trade agreements have increased the production and marketing capabilities of many countries. As a result, U.S. producers face greater competition in the world’s commodity markets. The increased global competition directly affects U.S. market prices and farm profitability.
**Course Content:**

**Lecture 1**
- What is Competitiveness? What is globalization? Why does it matter?
- Exchange Rates – Why do they matter? What is the effect on competitiveness?

**Lecture 2**
- Policy and its effect on competitiveness
- Competitiveness of U.S. vs. Argentina and Brazilian Agriculture

**Lecture 3**
- Role of Infrastructure in Competitiveness
- Impact of Factors of Production on Competitiveness

**Lecture 4**
- What are the past agriculture trends (U.S. vs. South American Agriculture)
- Resources, Technology, Management Practices, & Governmental Policy

**Lecture 5**
- What are the expected trends for the future (U.S. vs. South American Agriculture)
- How to develop a strengths, weaknesses, opportunity and threats (SWOT) analysis for each agribusiness

**Lecture 6**
- Preparation for the study-tour: Developing questions to ask during the study-tour
- Preparation for the study-tour: Pointers on traveling in a large city, foreign currency, language pointers

Additionally, students will be expected to maintain a daily log for the agribusiness firms toured, detailed description of their production/marketing process, an assessment of their strengths, weaknesses, opportunities, and threats of their enterprise(s) and record any other key economic and statistic information that may be included in their final written report. Ten days of agribusiness contacts are scheduled in Argentina. See attached Preliminary Itinerary (10-31-08).

**Course Requirements/Evaluation:**

Students will be graded upon participation, daily log describing agribusiness firms, SWOT analysis of each agribusiness, and a final term paper. Participation involves asking and answering questions in class and on the study tour. Class attendance is mandatory. Every unexcused absence will cost you 2 points of the student participation points. The final term paper should contain a description of each agribusiness, address any unique production/marketing niches, and provide a brief SWOT analysis of each firm. The term paper should be a minimum of ten type-written double-spaced pages. The daily logs, SWOT analysis, and term paper are due Wednesday, April 15th, 2009. The final grade will calculated as follows:
Student participation  15 points
Daily log of agribusiness firms  15 points
SWOT Analysis of agribusiness firms  30 points
Term Paper  40 points

100 points

Grading:
90-100  = A;   80-89  = B;   70-79  = C;   60-69  = D;      < 60  = F

Course Policy Statement:

Excused Absences: Students are granted excused absences from class for the following reasons: Illness of the student or serious illness of a member of the student’s immediate family, the death of a member of the student’s immediate family, trips for student organizations sponsored by an academic unit, trips for University classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from this class for any other reason must contract the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request and render a decision.

When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up missed assignments (e.g. daily log, SWOT analysis, term paper) due to properly authorized excused absences must be initiated by the student within one week from the end of the period of the excused absences. Except in unusual circumstances, such as continued absence of the student or the advent of University holidays, the make-up work will be due within two weeks from the time that the student initiates arrangement for it. Except in extraordinary circumstances, no make-up work will be arranged during the last three days before the final exam period begins. The format and content of the make-up work will be at the discretion of the instructor.

Academic Honesty Statement:

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to this class. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Students with Disabilities Statement:

Disability Accommodations: Students who need special accommodation in class, as provided for by the American Disabilities Act, should arrange a confidential meeting with the instructor during office hours the first week of classes – or as soon as possible if accommodations are needed immediately. You must bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have these forms but need accommodations, make an appointment with The Program for Students with Disabilities, 1244 Haley Center, 844-2096 (V/TT) or email: scw0005@auburn.edu.
Saturday March 14, 2009
Depart from airport of your choice. Remember that if you leave from Atlanta International (ATL) or any other International (CLT) airport, commuting and airport security takes time. So please plan accordingly. You must arrive in Buenos Aires, Argentina (EZE) on March 15, 2009. It is an overnight flight of approximately 10-11 hours depending on the non-stop flight that you choose.
Please bring only one luggage per person plus one small carry-on bag, because space in the rental car/van is limited. Weather is going to be in the mid-60’s to mid-70’s. Finally, in Buenos Aires there are Wal-Marts and Pharmacies, so you can buy whatever you need in Argentina.

Sunday March 15, 2009
Most U.S. airlines arrive at EZE within a 2-3 hour window (from 7:45 am to 9:20 am). We will wait for everyone to arrive in the airport and then go to the Hotel in downtown Buenos Aires (22 miles). After check-in, we will have lunch as a group in Puerto Madero and then tour a little of the port. The rest of the day will be yours to rest and tour the city.

Monday March 16, 2009 (Dress: Business casual (e.g. no blue jeans, shorts or t-shirts, no tennis shoes, no baseball caps))
- Argentina’s Domestic Oilseed and Cereals Sourcing/Crushing/Export Agribusiness – Carlos Haeberle, AGD
- International (Brazilian) Oilseed Sourcing/Export Agribusiness – Hernan Rodriguez Arias, AGRENCO
- Walking Tour of BA

Tuesday March 17, 2009 (Dress: Business casual)
- Broker’s Role in Marketing Chain – Alejandro Shaw, Zeni Cereales
- Seed business in Argentina and the role as technology suppliers – Pioneer Hybrid International / Monsanto International
- Crop protection business in Argentina – Rolando Meninato, Dow Agrochemical
- Walking Tour of BA

Wednesday March 18, 2009 (Dress: Business casual)
- Liniers Cattle Market – Largest Cattle Market in the World
- Largest Argentine Food Producer and Exporter – Molinos Argentina
- Farmers Association – Teo Zorraquin, AACREA
- Walking Tour of BA
- Tango show (voluntary)

Thursday March 19, 2009 (Dress: Blue jeans but no t-shirts)
• El Tejar Farm (blue jeans but no t-shirt).

**Friday March 20, 2009 (Dress: Blue jeans but no t-shirts)**
- Crop and grass-fed beef production in the Pampas – David Hughes Farm.
- Continue to Villa Mercedes, San Luis province.

**Saturday March 21, 2009 (Dress: Blue jeans but no-t-shirts)**
- Integrated crop and grain-fed beef production in the Cuyo Region – Gustavo Ferrari, Ser Beef
- Third party grain-fed beef production – Miguel de Achaval, Cactus Feeders.

**Sunday March 22, 2009 (Dress: Blue jeans but no t-shirts)**
- Travel to Mendoza Province, Mendoza city.
- Open day to visit the city.

**Monday March 23, 2009 (Dress: Blue jeans but no t-shirts)**
- Visit to Vineyard – Hugo Dacunto
- Visit to Wineries – Norton Companies

**Tuesday March 24, 2009 (Dress: Blue jeans but no t-shirts)**
- Visit Mendoza Water Institute.
- Leave to Rosario City, Santa Fe Province

**Wednesday March 25, 2009 (Dress: Business Casual)**
- Bolsa de Commercio de Rosario
- Agribusiness Program – Osvaldo Bertossi, Universidad Austral
- John Deere

**Thursday March 26, 2009 (Dress: Blue jeans but no t-shirts)**
- Terminal 6 (blue jeans no t-shirt)
- Largest Slaughter Company in South America – Friboy
- Leave to Buenos Aires city

**Friday March 27, 2008 (Dress: Business Casual)**
- Overview of Argentina’s agricultural production and marketing system – SAGPYA
- Overview of Beef, Soy and Wine industry in Argentina -- SAGPYA
- Role of the USDA Ag Attache in Argentina
- Open afternoon to visit Buenos Aires

**Saturday March 28, 2008 (Dress: Blue jeans but no t-shirts)**
- Open morning to visit Buenos Aires
- Farewell lunch in Puerto Madero
- Late check-out from Hotel
- Go to airport in evening

**Sunday March 29, 2008**
- Arrive in US