# . - Agri-Food Economics

## Prof. Stefano Gonano

***Text under revision. Not yet approved by academic staff.***

COURSE AIMS AND INTENDED LEARNING OUTCOMES

 The course aims to provide an overview of the economic forces that govern the Agro-Food System (AFS), emphasising their evolutionary process. By defining its component subjects and their role, we wish to highlight the salient points and general problems of the AFS, and illustrate the organisational system and existing vertical and horizontal coordination relationships.

At the end of the course, students will be able to: identify the upstream and downstream links and interactions between the various subjects; distinguish the specific and common objectives of the operators; analyse and understand changes in the growing variability and complexity of the AFS's environmental and market context; identify the centrality of consumer satisfaction and their ability to interact and influence other subjects.

COURSE CONTENT

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|  | ECTS |
| **The agri-food system**. The definition of the agro-food system and its evolution, thanks to the innovations introduced by the traditional agricultural system. Relations between companies, interdependencies with other sectors of the economy. | 1.5 |
| **Structure and evolution of agriculture**. The role of agriculture in the agro-food system. Structural evolution of agriculture. The agricultural enterprise. The demand and supply of agricultural products. The reasons for and consequences of price fluctuations. | 1.0 |
| **Food industries and the distribution system**. The stages of development, structural changes and performance of the food industry. Non-pricing strategies. The peculiarities of product innovation in the food industry. The internationalisation process. The transition from traditional distribution to modern distribution (MD, mass distribution). Distributors' commercial brands (PL). The structure and non-pricing strategies of Italian distribution. | 1.5 |
| **The consumer**. Evolution of the consumer and his behaviour. The main objective and subjective elements that permit the classification of food consumption types. The main trends guiding the consumer, the new factors of choice and new models of food consumption. The globalisation of tastes and preferences. Structure and evolutionary trends of food consumption and food expenditure. | 1.0 |
| **Practical activities.** They will involve an in-depth exploration of the specific topics proposed, through guided, individual and group research work. The results of the work conducted will be presented in class and provide the subject of a brief report.  | 1.0 |

READING LIST

G. Galizzi, *Le trasformazioni dell’ambiente socioeconomico generale,* typescript.

G. Galizzi, *Le caratteristiche strutturali dell’offerta dei prodotti agricoli,* typescript.

INEA, *L’agricoltura italiana conta 2020,* Rome, 2021.

COOP, *Consumi e stili di vita degli italiani. COOP Report 2021.*

FIPE, *CATERING Annual Report 2020*. 2021.

TEACHING METHOD

The course will be based on frontal lectures, supported by presentations; these will involve the in-depth exploration of specific problems and current issues, including group and individual work and the possible participation in seminars.

ASSESSMENT METHOD AND CRITERIA

The methods envisaged for ascertaining the knowledge and competences acquired, and which will help determine the final mark, are: a final exam; a possible interim test; classroom participation; and the group work papers produced and presentations given (for attending students). The interim exam is optional: it will be held in written form, with open-ended questions or the analysis of a topical issue, and will focus on the programme carried out in the first part of the course. Passing the interim test, within the year of the course, allows the student to take the final exam on the remaining part of the course. The latter will usually be in oral form; however, in the first exam session, it may, if a student chooses, be done in written form. The final exam will ascertain students' abilities and acquired knowledge by assessing: the relevance of their answers; their appropriate use of specific terminology; the reasoned and coherent structuring of their argumentation; and their ability to interpret, provide and connect conceptual links on open issues.

NOTES AND PREREQUISITES

Other reading materials, such as articles, conference reports, ongoing research projects, references to statistical sources and the lecture presentations used will be provided to students during the course using the Blackboard platform.

Working students, unable to attend lectures or practical activities regularly, are asked to contact the lecturer in order to together plot a path that allows them to achieve the expected learning outcomes.

Basic knowledge in the concepts of microeconomics is a requirement that will facilitate the understanding of certain specific parts.

Information on office hours available on the teacher's personal page at http://docenti.unicatt.it/.