

The University of Manitoba
Faculty of Agricultural and Food Sciences



ABIZ 0440 - Agricultural Economics and Marketing 1

Department of Agribusiness and Agricultural Economics

Academic Session: Winter 2026

Classroom Location: Agriculture 130

Meeting Days and Class Hours: MWF 11:30 pm – 12:20 pm

Laboratory location: EITC E2 350

Meeting Days and Class Hours: T 1:00 pm – 2:15 pm

Department Office location: Agriculture Building Room 353

Phone Number: 474-9384

Instructor Information

Name & Title: Chad Lawley, Professor

Office Location: Agriculture Building Room 377

Office Hours: By appointment

Email Address: chad.lawley@umanitoba.ca

Course Philosophy

Students' Learning Responsibilities

Students are expected to attend class regularly, attend laboratory sessions, read assigned material, and complete examinations. Students are expected to conduct themselves in a professional manner in class.

Why this course is useful?

This course introduces students to key economic concepts and business principles, with a focus on marketing agricultural commodities in a Canadian setting. Students will be exposed to different types of agricultural commodity marketing tools, as well as the major institutions involved in the Canadian agri-food marketing sector.

Course Description/Objectives

Calendar Description

Introduction to key economic concepts and business principles and their application to Canadian agribusiness.

Instructional Methods

Traditional in-class lecture format, complemented by group discussions and in-class economic experiments. The laboratory session will be a combination of assignments and economic experiments.

Course Objectives

1. Gain a better understanding of the agri-food marketing system
2. Gain a better understanding of the marketing tools available to agricultural producers
3. Understand the basic principles economists use to analyze markets and price determination
4. Understand different market structures present in the agri-food sector
5. Understand the different types of producer-oriented marketing organizations in the agri-food sector
6. Gain familiarity with futures markets and their role in commodity marketing

Description of In-class Quizzes, Examinations, and Assignments

Exams will be a combination of multiple choice, short answers, and essays. Problem sets assigned during lab sessions will require students to work through applied problems dealing with course material. Economic experiments/games will be conducted during labs; in some cases, students will complete assignments based on economic experiments.

Important Dates

Exam #1 ~~February 4~~ February 6

Exam #2 March 11

See the following website for important academic dates: <http://umanitoba.ca/student/records/deadlines/index.html>

Grade Evaluation

Labs/Assignments 25%

Midterm exams (2) 40%

Final exam 35%

Texts, Readings, Materials

All course materials can be accessed through UMLearn.

Course Policies

Late Assignments

Late assignments are not accepted and will receive a grade of zero.

Missed Exams

There is NO make-up examination for a missed mid-term. If missed and student has a valid medical certificate or compassionate reason (e.g., death of an immediate family member), marks from the mid-term will be added to marks for the final examination. Students who miss the examination without a valid reason will receive a grade of zero for the mid-term examination. In the case of a missed final examination, a student may be granted a deferred examination for medical or compassionate reasons. The decision to grant a deferred exam for this course rests with the School of Agriculture. Visit the University of Manitoba Deferred and Missed Exams site for more information <http://umanitoba.ca/student/records/finals/682.html>.

Academic Integrity

Plagiarism or any other form of cheating in examinations, term tests or academic work is subject to serious academic penalty. Cheating in examinations or tests may take the form of copying from another student or bringing unauthorized materials into the exam room. Exam cheating can also include exam impersonation. A student found guilty of contributing to cheating in examinations or term assignments is also subject to serious academic penalty. Students should acquaint themselves with the University's policy on plagiarism, cheating, exam impersonation, and duplicate submission.

Use of Third Party Detection and Submission Tools

Electronic detection tools may be used to screen assignments in cases of suspected plagiarism.

Group Work Policies:

Students are encouraged to work together but assignments must be written independently.

Course Content

Topic	Lectures (approximate)
Principles of economics (supply, demand, prices)	5-6
Market efficiency (market structure)	5-6
Agricultural marketing organizations	5-6
Marketing tools	3-4
Risk management and futures markets	5-6

Grading

Letter Grade	Percentage out of 100
A+	90-100
A	80-89
B+	75-79
B	70-74
C+	65-69
C	60-64
D	50-59
F	Less than 50

University of Manitoba Services and Information

Writing and Learning Support

The Academic Learning Centre (ALC) offers services that may be helpful to you throughout your academic program. Through the ALC, you can meet with a learning specialist to discuss concerns such as time management, learning strategies, and test-taking strategies. The ALC also offers peer supported study groups called Supplemental Instruction (SI) for certain courses that students have typically found difficult. In these study groups, students have opportunities to ask questions, compare notes, discuss content, solve practice problems, and develop new study strategies in a group-learning format.

You can also meet one-to-one with a writing tutor who can give you feedback at any stage of the writing process, whether you are just beginning to work on a written assignment or already have a draft. If you are interested in meeting with a writing tutor, reserve your appointment two to three days in advance of the time you would like to meet. Also, plan to meet with a writing tutor a few days before your paper is due so that you have time to work with the tutor's feedback.

These Academic Learning Centre services are free for U of M students. For more information, please visit the Academic Learning Centre website at: <http://umanitoba.ca/student/academiclearning/>. You can also contact the Academic Learning Centre by calling 204-480-1481 or by visiting 201 Tier Building.

University of Manitoba Libraries (UML)

As the primary contact for all research needs, your liaison librarian can play a vital role when completing academic papers and assignments. Liaisons can answer questions about managing citations, or locating appropriate resources, and will address any other concerns you may have, regarding the research

process. Liaisons can be contacted by email or phone, and are also available to meet with you in-person. A complete list of liaison librarians can be found by subject: <http://bit.ly/WcEbA1> or name: <http://bit.ly/1tJ0bB4>.

In addition, general library assistance is provided in person at 19 University Libraries, located on both the Fort Garry and Bannatyne campuses, as well as in many Winnipeg hospitals. For a listing of all libraries, please consult the following: <http://bit.ly/1sXe6RA>. When working remotely, students can also receive help online, via the Ask-a-Librarian chat found on the Libraries' homepage: www.umanitoba.ca/libraries.

For 24/7 mental health support, contact the Mobile Crisis Service at 204-940-1781.

Student Counselling Centre

Contact SCC if you are concerned about any aspect of your mental health, including anxiety, stress, or depression, or for help with relationships or other life concerns. SCC offers crisis services as well as individual, couple, and group counselling. *Student Counselling Centre:* <http://umanitoba.ca/student/counselling/index.html>
474 University Centre or S207 Medical Services
(204) 474-8592

Student Support Case Management

Contact the Student Support Case Management team if you are concerned about yourself or another student and don't know where to turn. SSCM helps connect students with on and off campus resources, provides safety planning, and offers other supports, including consultation, educational workshops, and referral to the STATIS threat assessment team.

Student Support Intake Assistant <http://umanitoba.ca/student/case-manager/index.html>
520 University Centre
(204) 474-7423

University Health Service

Contact UHS for any medical concerns, including mental health problems. UHS offers a full range of medical services to students, including psychiatric consultation.

University Health Service <http://umanitoba.ca/student/health/>
104 University Centre, Fort Garry Campus
(204) 474-8411 (Business hours or after hours/urgent calls)

Live Well @ UofM

For comprehensive information about the full range of health and wellness resources available on campus, visit the Live Well @ UofM site: <http://umanitoba.ca/student/livewell/index.html>

Health and Wellness

Contact our Health and Wellness Educator if you are interested in information on a broad range of health topics, including physical and mental health concerns, alcohol and substance use harms, and sexual assault.

Health and Wellness <http://umanitoba.ca/student/health-wellness/>

Email: hwprogram.assistant@umanitoba.ca

Phone: 204-474-6740

In Person: 474 UMSU University Centre

Copyright

All students are required to respect copyright as per Canada's *Copyright Act*. Staff and students play a key role in the University's copyright compliance as we balance user rights for educational purposes with the rights of content creators from around the world. The Copyright Office provides copyright resources and support for all members of the University of Manitoba community. Visit <http://umanitoba.ca/copyright> for more information.

Rights and Responsibilities

As a student of the University of Manitoba you have rights and responsibilities. It is important for you to know what you can expect from the University as a student and to understand what the University expects from you. Become familiar with the policies and procedures of the University and the regulations that are specific to your faculty, college or school.

The [Academic Calendar](http://umanitoba.ca/student/records/academiccalendar.html) <http://umanitoba.ca/student/records/academiccalendar.html> is one important source of information. View the sections *University Policies and Procedures* and *General Academic Regulations*. While all of the information contained in these two sections is important, the following information is highlighted.

- If you have questions about your grades, talk to your instructor. There is a process for term work and final **grade appeals**. Note that you have the right to access your final examination scripts. See the Registrar's Office website for more information including appeal deadline dates and the appeal form <http://umanitoba.ca/registrar/>
- You are expected to view the General Academic Regulation section within the Academic Calendar and specifically read the **Academic Integrity** regulation. Consult the course syllabus or ask your instructor for additional information about demonstrating academic integrity in your academic work. Visit the Academic Integrity Site for tools and support <http://umanitoba.ca/academicintegrity/> View the **Student Academic Misconduct** procedure for more information.
- The University is committed to a respectful work and learning environment. You have the right to be treated with respect and you are expected conduct yourself in an appropriate respectful manner. Policies governing behavior include the:

Respectful Work and Learning Environment

http://umanitoba.ca/admin/governance/governing_documents/community/230.html

Student Discipline http://umanitoba.ca/admin/governance/governing_documents/students/student_discipline.html and,

Violent or Threatening Behaviour

http://umanitoba.ca/admin/governance/governing_documents/community/669.html

- If you experience **Sexual Assault** or know a member of the University community who has, it is important to know there is a policy that provides information about the supports available to those who disclose and outlines a process for reporting. The **Sexual Assault** policy may be found at: http://umanitoba.ca/admin/governance/governing_documents/community/230.html More information and resources can be found by reviewing the Sexual Assault site <http://umanitoba.ca/student/sexual-assault/>

For information on regulations that are specific to your academic program, read the section in the Academic Calendar and on the respective faculty/college/school web site <http://umanitoba.ca/faculties/>

Contact an **Academic Advisor** within our faculty/college or school for questions about your academic program and regulations <http://umanitoba.ca/academic-advisors/>

Student Advocacy

Contact Student Advocacy if you want to know more about your rights and responsibilities as a student, have questions about policies and procedures, and/or want support in dealing with academic or discipline concerns.

<http://umanitoba.ca/student/advocacy/>

520 University Centre

204 474 7423

student_advocacy@umanitoba.ca