Course Outline for Course Introductions

**Course Name:** Exploring New Opportunities In Adding On-Farm Value

**Subject Code:** DAGR

**Course Number:** 0540

**Course Objectives:**

1. Students will gain a practical understanding of the opportunities available for farm operators to increase value return for farm products with innovative approaches to production and marketing.

2. Students will learn the challenges and realities of value chain integration from historical and case studies.

3. Students will improve their ability to critically evaluate business plans for farm product enterprises.

4. Students will develop a business plan for an innovative enterprise to support diversification on the farm or case farm they are using for the management planning project.

**Course Format:**
3 hours of lecture per week
75 minute lab per week

**List of Topics covered in Lectures:**
Lecture Topics: will include foundational material for independent projects.

1. Independent study basics:
   - Resources for project topics.
   - Choosing independent project topic.

2. Independent project guidelines:
   - Students will propose, refine and develop a diversification/value re-capture opportunity for their farm or agribusiness.

3. Business plan basics:
   - Forecasting profit loss estimates for new businesses.
   - Capital investments.
   - Cashflow requirements.

4. Analysis of value chains in Canadian Agriculture, including:
   - Traditional value chains (barter and labour exchanges)
   - Conventional value chains (free market exchange and specialization)
   - Traditional value chain recapture (service and producer co-ops, pools)
5. Recent innovations and models for value chain re-capture:
   - Direct Marketing models
   - Farmgate and farmers market sales
   - Community Support Agriculture (CSA) / foodshares
   - Group marketing
   - Institutional supply
   - Labour co-ops

6. Farm product opportunities:
   - Conditions for niche markets and value chain recapture.
   - Production limits and opportunities (new products and production methods).
   - Regulatory limitations and opportunities (limits and requirements).

7. Processed food product opportunities:
   - Basic food safety requirements.
   - Regulatory requirements and classification systems.
   - On-farm food processing (limits and opportunities).

8. Consumer focused opportunities:
   - Niche and high value product limitations and opportunities (organic, identity-branded, u-pick, emotive value).

Statement of Grading and Evaluation:

1. Choice and rationalization of independent project topic. 10%

2. Business Plan objectives: identify financial requirements and objectives for independent project. 20%

3. Value chain analysis. Identify where the proposed business project fits into traditional value chain. Identify the proportion of final value likely to be captured by the farm enterprise. Product and consumer niches should be discussed. 20%

4. Final business plan: 20%

5. Presentation of project: 30%

Required Textbook(s) readings:

No textbooks we will rely on extensive research and government publications such as:
