I. INTRODUCTION

Markets and Other Coordinating Processes

Recent Evolution of the World Food System—The Evolving Nature of Demand:
From Commodities to Attributes; and Changing Technologies

Marketing as a Field of Study


Jean D. Kinsey, “The Big Shift from a Food Supply to a Food Demand Chain.” Minnesota Agricultural Economist no. 698 (Fall, 1999). (2)

Michael Boehlje. "Structural Changes in the Agricultural Industries: How Do We Measure, Analyze, and Understand Them?" American Journal of Agricultural Economics 81, No. 5 (1999):1028-1041. (2)

Schertz and Daft, Introduction and Chapters 1-3. (4, 11)


Optional Readings


II. FOOD SYSTEM ORGANIZATION AND ECONOMIC DEVELOPMENT


Chapter 1, pp. 1-11
Chapter 5, pp. 83-110, and especially, Figure 5.1
Chapter 6, pp. 111-130 (11)

Optional Readings


III. CONCEPTUAL FRAMEWORK

A. The Food Systems Framework


Section 3.1, "Sector Analysis", pp. 7-12.
Section 3.2.2, "Description and Analysis: The Food System Matrix", pp. 16-21.
B. The I-O Framework

1. Structure
2. Conduct


See Chapters 2, 4, and 5 for an overview of the S-C-P paradigm. (4,6)

Optional Reading


3. Performance


Optional Readings


"Introduction," pp. ix-xii.
Chapter 4. "Does the Concept of Economic Efficiency Meet the Standards for the Truth in Labeling When Used as a Norm in Policy Analysis?" pp. 91-98.

C. Paradigm Comparison–SCP and NEIO


Optional Reading:


**D. Linking Horizontal Concentration and Vertical Coordination**


Domina, David A. “Proving Anti-Competitive Conduct in the U.S. Courtroom: The Plaintiff’s Argument in *Pickett v Tyson Fresh Meats, Inc.*” *Journal of Agricultural and Food Industrial Organization* 2 (2004), Article 8. (10)

**Optional Readings**


**E. Subsector Approach/Vertical Coordination**


**Optional Readings**


*AEC 841 Reading List*


F. Transaction Cost Approach and Contracting


Optional Reading


**MIDTERM EXAM--FRIDAY, MARCH 4**

**SPRING BREAK--MARCH 7 - MARCH 11**
IV. APPLICATIONS OF THE FRAMEWORK

A. Evolving Consumer Demand, Biotech, Internationalization (including WTO), and Food System Consolidation

Schertz and Daft, Chapter 12.  

*Choices*, Selected articles from Spring 2002 issue on biotechnology, pg. 6-21, 31-33, 39-42

**Optional Readings**


Schertz and Daft, Chapter 11


B. Industry and Subsector Case Studies

In-class video of Thai silk subsector


**Optional Readings**


Schertz and Daft, Chapters 6, 9.


C. Market Regulation and Facilitation

1. Market Regulation: Conceptual Issues & Historical Experience


Schertz and Daft, Ch. 4.


Optional Readings


Schertz and Daft., Ch. 17


Proceedings from the Economic Research Conference on US Food System Regulation, held April 16-18, 1979, Arlie House, VA. Vol. 61, No. 4, Part 2, AJAE, November 1979. See especially:


2. Control and Use of Information

Schertz and Daft, ch. 20.

Kenneth C. Clayton and Barbara A. Caffey. "No News is Bad News...For Markets." Choices. Fourth Quarter, 1993, pp. 18-20. (2)


Optional Readings


3. Collective Action in the Food System: Cooperatives, Marketing Boards, and Professional Associations

Mike Cook. "Cooperatives and Group Action." In Food and Agricultural Marketing Issues for the 21st Century. (2)


Chapter 12, "Marketing Boards: A Comparative Study," pp. 287-98 (6,9)

**Optional Readings**


4. Labor Issues in the Food System


5. Food Safety


Optional Readings


Schertz and Daft, Ch. 18.


**D. Non-Market Food Distribution/Safety Nets**


**Optional Reading**


**FINAL EXAM: WEDNESDAY, MAY 4, 3:00 - 5:00 PM**