

**Marketing in Agriculture**  
**Fall 2021**

**Instructor:** Clayton Weber  
**Office:** WOH 127D  
**Office Hours:** By appointment, In-Person or Zoom  
**Phone:** 917-4768  
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**Course #:** AREC 221  
**CRN #:** 22749  
**Textbook:** Marketing of Agriculture Products, by Kohls & Uhl  
**Credits:** 3  
**Meets:** Lecture MWF: 11-11:50 am  
**Classroom:** WOH 122

**Student Learning Outcomes:**

- Analyze the interrelationships between producers, middlemen & consumers
- Identify grades & classes of grain, milk, livestock & fruits/vegetables
- Examine how vertical integration can increase farmers share
- Illustrate how cooperatives can increase marketing power of producers
- Explain & calculate how the futures market can be utilized as a market tool

**Grading Procedure:** Your final grade in this course will be based on the following:

|            | <b><u>#</u></b> | <b><u>Points</u></b> | <b><u>Total</u></b> |
|------------|-----------------|----------------------|---------------------|
| Homework   | 5               | 10 each              | 50                  |
| Quizzes    | 5               | 20 each              | 100                 |
| Exams      | 2               | 100 each             | 200                 |
| Final Exam | 1               | 150                  | <u>150</u>          |
|            |                 |                      | 500 pts total       |

**Grade Determination:**

A= 90% of highest point total in class  
B= 80% of highest point total in class  
C= 70% of highest point total in class  
D= 60% of highest point total in class  
F= <60% of highest point total in class

**Class Guidelines:**

1. **No late work is accepted** unless prior arrangements have been established with the instructor.
2. Quizzes and Midterms are announced. Make-ups are allowed only if **prior arrangements** have been established with the instructor & **must be completed before the next class meeting.**
3. **Cell phone use is not allowed during class, including phone calculators.**
5. An Incompletes will be given in the event a student completes the majority of the course work, but for some valid reason misses a portion of the class. Before an incomplete is given, the student must sign a contract with the instructor stating how and when the work is to be made up. The awarding of an incomplete is at the discretion of the instructor

## TENTATIVE COURSE OUTLINE

### Week

|    |   |
|----|---|
| 1  | Course Content, Grading Procedure<br>Marketing Definition, Farm marketing Plan & Role of Prices |
| 2  | Farm Prices and Food Marketing Costs<br><b>Quiz 1</b>   |
| 3  | Grain Marketing<br><b>Quiz 2</b>  |
| 4  | Milk and Dairy Product Marketing<br><b>Exam 1</b>   |
| 5  | Cooperatives  |
| 6  | General Livestock Marketing & Purebred Livestock Marketing<br><b>Quiz 3</b>                     |
| 7  | Fruit and Vegetable Marketing   |
| 8  | Futures Market and Hedging<br><b>Exam 2</b>   |
| 9  | Oregon AG<br><b>Quiz 4</b><br>No class November 25 & 26, 2021 <b>*Thanksgiving Holiday*</b>     |
| 10 | Government Programs and Summary & Review<br><b>Quiz 5</b>                                       |
| 11 | <b>**Final Exam**</b><br><b>Monday, December 6, 2021 10-11:50 am</b>                            |

Students who may need accommodations due to documented disabilities, or who have medical information which the instructor should know, or who need special arrangements in an emergency, should speak with the instructor during the first week of class. If you believe you may need accommodations, but are not yet registered with CFAR, please go to <http://linnbenton.edu/cfar> for steps on how to apply for services or call 541-917-4789.

You have until Friday 5pm of the seventh week (November 12, 2021) to drop a class without a grade penalty. If dropping this class puts you below 12 credits and you are on financial aid, you may lose your financial aid. If you fail to drop by November 12, 2021, you will receive a letter grade for this course.

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. (for further information <http://po.linnbenton.edu/BPsandARs/>) Board Policy P1015