

Syllabus for MGT-298-001 Pre-Immersion: Food & Agriculture Fall 2024

Course Description

This course introduces students to the complexities of operating and managing food and agriculture-based businesses in order to meet the increasing demands of the consumer while implementing sustainable practices in a world facing the impacts of climate change. In the past we have explored topics such as:

- Discover how global agricultural research and development companies create new varieties of fruits and vegetables to deal with changing consumer preferences and varying geographies and climates.
- Learn how companies collaborate with UC Davis to enhance their knowledge and build their business, particularly in areas such as aquaculture and hydroponics. Visit a sturgeon farm and caviar production facility that has been recognized by Whole Foods for its sustainability efforts.
- Visit a producer of alternative protein products that is using an innovative approach substituting fungi for meat.
- Hear from a farmer regarding the economic pressures facing agricultural producers in California.
- View an entire field to fork process for an olive oil company including visits to their orchards, processing facility and an olive oil tasting.
- Visiting the leading player in the packaging and distribution of leafy greens in the United States.
- Explore the production facilities of a global wine and spirits powerhouse and meet with GSM alumni.

Our visits will include one long day trip to Salinas, CA as well as another full day trip to the San Francisco Bay Area. There will be several others that will be a shorter drive from campus to Modesto and Woodland.

Students will be given pre-reading material relevant to each planned field trip. There will be a brief meeting and discussion onsite at the GSM prior to departing for the site visit. It is likely that this course will have students from other food and agriculture related disciplines on campus (e.g MS or PhD students or post docs), presenting the opportunity for cross-disciplinary learning from peers in the class. Upon completion of each visit students will be required to write a 2-page summary.

IMPORTANT NOTES:

(1) Students will be required to provide their own transportation to visit locations or arrange carpools with other class students. For students traveling with classmates as passengers in vehicles, please offer to help pay for gasoline costs.

(2) These companies may require background checks prior to entering their facilities. This means that waivers will need to be signed and submitted at least 2 weeks in advance of the visit to the facility. Your cooperation will be needed in this matter.

Learning Objective

Feeding the world is a critical challenge facing us all as the global population continues to grow, resources remain finite, and the environment is vulnerable. Success will require the application of

extraordinary leadership and management skills as well as innovative approaches to the food supply system. The objectives of the course are as follows:

- Expose students to the latest technologies and practices being employed in the food/ag industry
- To develop an understanding of the business context within which companies operate in the food/ag industry
- To prepare students for the Food/Ag Immersion course offered in the Winter quarter.

Course Structure

The course will meet for 4 sessions, and each session students will prepare by reviewing readings and other material related to the topic. During the class meeting time, the instructor will provide background and context to lead the classroom discussion and prepare for the site visit. At each field trip site, the group will be introduced to the company and the day's topic by a company executive and the class will be able to see operations in progress onsite.

Student Assignments

Following each visit the students will submit a brief 2-page paper summarizing their understanding of the challenges the company faces and providing ideas for possible operational improvements.

Students will be responsible for four (4) two-page papers consisting of:

- a. A brief summary of the industry, as determined by pre-reading, research and field trip content
- b. A discussion of the challenges faced by the industry and specifically the company visited, and their approach to solving issues they face.
- c. Any different solutions you may propose for the company and justification for your idea(s).

Grading

Note: This class is a TWO UNIT class and will be graded on a S/U basis (it may not be taken for more academic units than are specified in Syllabus)

50% Class participation and attendance on field trips

50% Four 2-page papers

The expectation is that these papers are graduate program level quality of writing and attention is paid to reviewing work and correcting spelling and grammatical errors prior to submission.

Meeting Dates

This course will meet for 4 consecutive Fridays during the month of October. Students are expected to attend all field trips to receive credit for this course. There will be no makeup opportunities.

NOTE: ALL CLASSES ORIGINATE ON CAMPUS IN GALLAGHER HALL AND THEN WE TRAVEL TO THE TRIP DESTINATION. PLEASE PACK A LUNCH AS LUNCH WILL NOT BE PROVIDED WITH THE EXCEPTION OF OCTOBER 11th AT GALLO.

The fall 2024 field trip dates and companies we will visit are as follows:

- **October 4th –Bayer CropScience (Woodland, CA). [9:30 a.m. Gallagher Hall – 3:00 p.m.]**
- **October 11 – Ernest & Julio Gallo (Modesto, CA) [7:30 a.m. Gallagher Hall – 5:00 p.m. depending on traffic] . We will be joining E&J Gallo alumni for a lunch onsite.**
- **October 18 – Taylor Farms (Salinas, CA), Driscoll's R&D Facility (Watsonville, CA) [7:00 a.m. Gallagher Hall – 6:00 p.m. or later depending on traffic. 3 person or more carpool advised for carpool lane usage.]**
- **October 25 – Brightseed Bio (South San Francisco) and Mattson Co (Redwood City) Food innovation daytrip. [8:00 a.m. Gallagher Hall – 5 p.m. or later depending on traffic. 3 person or more carpool advised for carpool lane usage.]**

Each meeting will have a different start and end time depending on where we are visiting that day and how far we are traveling. During our pre-meeting we will discuss the assigned pre-readings and what is expected for the upcoming tour. We will then visit 1-2 companies/operations on a given day. **The expectation is that we will be meeting, traveling and visiting for 2-3 hours each field trip minimum and on two days they will be much longer in duration as we will be traveling outside the Sacramento region and meeting with two companies. Students need to maintain flexibility with their return schedules.**

Please note that the course requires that students follow the UC Davis Code of Academic Conduct, which can be reviewed here: <http://sja.ucdavis.edu/files/cac.pdf>

Instructor

Ms. Julie Morris

jimorris@ucdavis.edu

COMPANY WEBSITES:

Oct 4th – Bayer CropScience, Woodland:

<https://www.bayer.com/en/us/woodland>

Oct 11th – E&J Gallo, Modesto:

<https://www.gallo.com/>

Oct 18th – Taylor Farms & Driscoll's, Salinas & Watsonville:

<https://www.taylorfarms.com/>

<https://www.driscolls.com/>

Oct 25th – Brightseed Bio and Mattson Co., SF Bay area:

<https://www.brightseedbio.com/>

<https://mattsonco.com/>