

[Analysis of Food System Organization and Performance- AEC 41](http://www.msu.edu/course/aec/841/)



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[Course Description and Schedule](#)

[Reading List](#)

[Instructions for Weekly 1-Page Paper](#)

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[Lecture Notes \(downloadable\)](#)

[Friday Discussion Sessions](#)

[Nobel Prize Winners in Economics](#)

2005 Topic Outline of AEC 841

I. Introduction

- A. Scope of the Course
- B. Recent Evolution of World Food System
 - 1. Evolving Nature of Demand: From Commodities to Attributes
 - 2. Changing Technology (information, biotechnology, processing)
- C. How does the system get coordinated? The Nature of Markets and Marketing; Markets and Other Coordinating Processes
- D. Marketing as a Field of Study

II. Food System Organization and Economic Development

III. Elements of a Conceptual Framework for Analyzing Food System Organization and Performance

- A. The Food Systems Framework
- B. The I-O Framework of Analysis
 - 1. Structure
 - 2. Conduct
 - 3. Performance
- C. Paradigm Comparison–SCP and NEIO
- D. Comparing Horizontal Concentration and Vertical Coordination
- E. The Subsector Approach, with Emphasis on Vertical Coordination
- F. Analyzing Firm and Industry Structure via the Transaction-Cost Approach

IV. Applications of the Framework

- A. Evolving Consumer Demand, Biotech, Internationalization (including WTO) and Food System Consolidation
- B. Subsector and Industry Case Studies
- C. Market Regulation and Facilitation
 - 1. Market Regulation: Conceptual Issues and Historical Experience
 - 2. Control and Use of Information
 - 3. Collective Action in the Food System (Cooperatives, Professional Associations, Marketing Boards and Orders, etc.)
 - 4. Labor Issues in the Food System
 - 5. Food Safety
- D. Non-Market Food Distribution/Safety Nets

V. Course Wrap Up

- [The Economic Rationale for "Middlepersons"](#)(Staatz & Weber)
- Building Sustainable Market Information Systems in Africa (Donovan & Staatz)
 - [Reading Assignment](#)
 - [Powerpoint presentation](#)
- Reforming Rural and Urban Food Distribution Systems: Comments on Experiences from Costa Rica, other Latin American Countries and Kenya (Weber)
 - [Reading Assignment](#)
 - [Toward Improving Rural Food Distribution Systems](#)
 - [Powerpoint on Latin American Experiences](#)
 - [Powerpoint on Kenyan ExperienceCoca Cola Foundation study on "Creating Value for Emerging Consumers in Retailing" in Latin America](#)
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 - Other Readings in this area:
 - Wholesale/Retail Reform [Tollens_ Wholesale Mkts Afria_AC0597E-1.pdf](#)
 - [Seidler Durban Paper Wholesale markets.pdf](#)
 - [Improving Food Marketing Systems in Developing Countries: Experiences from Latin America by Harrison, et.al.](#)
 - [Harrison et. al LAMP Summary Report_Spanish.pdf](#) (PDF = 5.4 MB)
 - [History of Dev. Voluntary Chains_Coop Chains in USA_Roberta-Cook PhD_Selected Chapter Materials.pdf](#) (PDF =3.4 MB)
- Small Enterprise Subsector Analysis
 - [Download: Applying the Subsector Approach to Microenterprise Programs \(Gemini Project\) :A Field Manual for Subsector Practitioners](#) (PDF = 3.9 MB)
 - [View a training video via on-line streaming: "The Thai Silk Subsector"](#)
 - [World Bank](#) - The Guide to Developing Agricultural Markets & Agro-Enterprises
 - [The Enterprise Development Website](#) - A Knowledge Portal for Small Business by ENTERWeb
 - [Guide to Business Development Services](#) - Small Enterprise Education and Promotion (SEEP) Network _
 - [Agricultural Marketing and Agribusiness Training Textbooks](#) - FAO –AGSM

Background Literature and Sources of Information for Some of these Case Studies:

- [FAO](#) - Agricultural Marketing Home Page
- John M. Staatz. [NOTES ON THE USE OF SUBSECTOR ANALYSIS AS A DIAGNOSTIC TOOL FOR LINKING INDUSTRY AND AGRICULTURE](#). MSU Staff Paper 97-04
- [World Bank](#) - The Guide to Developing Agricultural Markets & Agro-Enterprises
- [Food Marketing Policy Center](#) - Department of Agricultural and Resource Economics, University of Connecticut
- [GTZ Services for rural development](#) - Value Chains - Useful Links and Literature
- [Promoting Voluntary Chains for Retailing Food Guthrie.pdf](#)
- James D. Shaffer, et al. "Influencing the Design of Marketing Systems to Promote Development in Third World Countries, Reprinted as [MSU International Development Reprint no. 2, 1987](#) (1.7MB PDF)
- Department for International Development (DFID), ["Making Markets Work Better for the Poor: A Framework Paper.](#) " London: DFID Economic Policy and Research Department and Business Partnerships Department, Nov. 2000, pp. 1-20.