

ACADEMIC YEAR: 2019/2020

COURSE: Economics of quality for sustainable development

TYPE OF EDUCATIONAL ACTIVITY: Free choice

TEACHER: Prof.ssa Antonella P. Vastola

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Language: English

ECTS: 6
(5 Lectures +1
tutorials/practice)

n. of hours: 56 (40h lectures
+ 16h practicals)

Campus: Potenza
School: School of Agriculture,
Forest, Food and Environmental
Sciences
Program: MSc in Food Science and
Technology

Semester: 1

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

This is an intermediate course in economy and management of agro-food products with the aim of providing to food technologists the knowledge and managerial skills for: the management of food quality systems; the economic valorisation of agricultural and processed agro-food products in compliance with current legislation and existing voluntary certification. Finally, the course aims at realizing, in future food technologists, a critical understanding of the role of world wide agro-food system in the future of the planet with respect food demand and the sustainability of different production systems.

- **Knowledge and understanding:** Knowledge of the economic principles underlying the concept of quality (market failure, information asymmetry, public goods, externalities). Knowledge of voluntary legislation for a proper economic valorization of quality products of the Italian agro-food system. Knowledge of the concept of competitive advantage of an industry.
- **Applying knowledge and understanding:** Knowledge of the objective and subjective qualitative characteristics of an agro-food product/service for its valorization through voluntary certifications, trade marks and/or collective brands. Knowledge of economic models of sustainable and fair consumption and production.
- **Making judgements:** Ability to propose innovative solutions for the development or application of agro-food production models suitable with the economic, social and environmental sustainability of the system to which they refer.
- **Communication skills:** Ability to talk with entrepreneurs and technicians in formulating economic instruments for a proper definition and application of sustainability in international development models. Ability to communicate the value of the system of voluntary certification as an instrument for the agro-food enterprises essential to compete in the national and international market. Ability to communicate the impact of fraud cases on consumers at public authorities
- **Learning skills:** Ability to access data sources using all the databases and technical and scientific literature available to prepare a market analysis and/or a corporate case study.

PRE-REQUIREMENTS

A basic knowledge concerning agro-food economics is required.

SYLLABUS

The course is divided into 5 units. In the first two units are explained: the preliminary concepts (unit 1) and the specific ones of the quality economy in the agro-food sector (unit 2). In the next three units are developed: the context concepts necessary for an enterprise to compete in the market using tools related with sustainability concept (unit 3); case studies of sustainable agriculture worldwide (unit 4); case studies of sustainable consumption models (unit 5).

Unit 1: Introduction to economics of quality (8h lecture + 2h tutorial practise)

Economic and market conditions that require the protection of agro-food quality.
Definitions and analysis of the market failures that make necessary to protect the quality by public institutions.

Unit 2: Economics of quality: tools (10h lecture + 4h tutorial practise)

Quality certification systems: mandatory and voluntary
Ex ante tools versus ex post tools
Outside/Inside the company in a private or a public contest
Collective brands
Case studies

Unit 3: Sustainable development: concepts and application to agro-food sector (10 h lecture + 6h tutorial practise)

What is sustainability?
Which are the elements of sustainability?
Sustainable Development: which definitions?
Sustainability Economic Indices
UN Food and Agriculture Organisation (FAO): types of sustainability
Sustainable Agro-Food Systems
Case studies (i.e. land grabbing; land sharing; crowdsourcing)

Unit 4: Sustainable Agriculture: case studies (6h lecture + 2h tutorial practise)

Organic Farming
Biodynamic Farming
Biological Pest Management
Permaculture
Reduced Tillage Farming

Unit 5: Sustainable consumption patterns (6h lecture + 2h tutorial practise)

Environmental Sustainability
Carbon Footprint
Ecological Footprint
Water Footprint and its sustainable consumption
Sustainable consumption patterns: the dietary
Sustainable behaviours: the food waste reduction

TEACHING METHODS

Theoretical lessons and classroom tutorials and technical visits.

EVALUATION METHODS

The final exam will verify the achievement of the expected learning outcomes. It will be based, at individual level, on a written presentation (word file) and an oral discussion (power point file) of a project work (previously agreed with the responsible of the course). The final grade is given by the average of the two scores obtained from the evaluation of both proofs. If one of the two trials is insufficient or if the total score is less than 18, the student must repeat the exam.

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

During the course the teaching material will be distributed. This material is sufficient to overcome the examination only if coupled to class attendance and professional visits.

INTERACTION WITH STUDENTS

During the first lecture, the structure and organization of the course and the evaluation procedure will be presented. The teaching material (slide print-outs, exercises, further hand outs) will be made available to students using a cloud storage system (Dropbox or Google Drive) or made available on a pen drive. The outcome of examinations will be made available at the end of the exam's session.
The lecturer will be available for receiving students (SAFE, 4th floor, building 2A, Macchia Romana Campus) least 2 h

a week (on Tuesdays and Wednesdays). The students can also communicate with the lecturer by e-mail.

EXAMINATION SESSIONS (FORECAST)¹

27/06/2019, 12/07/2019, 17/09/2019, 15/10/2019, 12/11/2019, 17/12/2019, 21/01/2020.

SEMINARS BY EXTERNAL EXPERTS YES NO

EVALUATION COMMITTEE

prof.ssa Antonella Vastola, prof. Mario Cozzi, dott.ssa Gabriella Nicastro

FURTHER INFORMATION

¹ Subject to possible changes: check the web site of the Teacher or the Department/School for updates.