

AGRICULTURAL AND FOOD MARKETING INSTITUTIONS

[Prof. Daniele RAMA](#)

COURSE AIMS

The course deals with marketing institutions in the modern agro-food economy, including marketing cooperatives, marketing boards, commodity boards, producer groups, auctions and futures markets. The focus is on the peculiarities of the nature of these institutions, both from the economic and business point of view, on the competitive role they play into today's agro-food markets and on the evolutive trends observed as a consequence of ingoing changes into agro-food markets.

COURSE CONTENT

	CFU
The role of marketing institutions in the modern agro-food system: Evolution of the agro-food system as vertical marketing system. Environmental and internal trends influencing agricultural marketing channels. Classification of agricultural marketing institutions.	1.0
Elements of neo-institutional economics: From the theory of the firm to transaction cost economics. Markets, hierarchies and hybrids. Marketing institutions as hybrids.	1.0
The concept of cooperative firm as an agricultural marketing institution: The business theory concept of co-operatives. The mutualistic concept of co-operatives. Principles of co-operatives. Reasons for explaining the presence of cooperatives. Rationale for horizontal coordination. Incentives for vertical integration.	1.0
Economic objectives of agricultural marketing cooperatives: Economic objectives of cooperatives and delivery market equilibriums. Strategies to increase NARP. Long term equilibriums. Agency problems facing agricultural cooperatives.	1.0
Challenges facing agricultural marketing cooperatives: Problems associated with business strategy of traditional cooperatives and membership heterogeneity. Structure of product-oriented and market oriented cooperatives. Cooperatives financial strategies. Innovation in cooperative ownership.	1.0
Other marketing institutions: Marketing boards, commodity boards, producer groups, auctions, futures markets, vertical marketing systems.	1.0

READING LIST

Specific references will be supplied to students during the lectures.

TEACHING METHOD

Lectures, homeworks, spot classroom tests.

ASSESSMENT METHOD

A first, intermediate, written test will cover the first and second parts of the course contents. A second, intermediate, written test will cover the third and fourth parts of the course contents. Passing the intermediate tests will not be a prerequisite for the final exam.

Three homework group assignments will also cover the different parts of the course contents and will be part of the evaluation.

At the end of the course students will take the final exam, optionally written or oral.

During subsequent sessions, homework assignments will be individual and the exam will be in oral form.

Prof. Daniele Rama is available to meet with students after class, or under appointment, at SMEA, Graduate School of Management and Agro-food Economics.