

**Course title and number**      **ANSC 437 Marketing and Grading of Livestock and Meat Honors Section**  
**Term**                                      Spring 2017  
**Meeting times and location**      TR 1 to 2:50 PM, KLBG 113

**Learn about...**

- Factors determining market classes and grades of feeder, stocker and slaughter animals.
- Grading feeder, stocker and slaughter animals.
- Marketing purebred and commercial livestock.
- Marketing alliances and USDA certification programs.
- Branded programs and international markets.

**Student Learning Objectives**

- The student will know the systems of grading for livestock and meat.
- The student will know where to find market news reports and demonstrate critical thinking in analyzing price trends over a semester.
- The student will enhance communication and collaborative working skills through the group marketing project.

**Instructor Information**

<b>Name</b>	<b>Jeffrey W. Savell</b>
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**Graduate student assistant**

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## Lecture schedule

<p><u>Tuesday, January 17</u>          Introductions and class overview</p> <p>Jeff Savell, Department of Animal Science --          United States Standards for Livestock and          Meat Marketing Claims: Proposed and          Implemented</p> <p>Top ten lists of feeders, processors, retailers,          foodservice operators, and burger quick          service restaurants</p>	<p><u>Thursday, January 19</u></p> <p>Jeff Savell, Department of Animal Science --          Beef grading and grid-based marketing</p>
<p><u>Tuesday, January 24</u>          Jason Cleere, Department of Animal Science          -- Beef industry size and scope, history and          segments</p>	<p><u>Thursday, January 26</u>          Jason Cleere, Department of Animal Science          -- Beef market classification, evaluation, and          USDA grades of cattle</p>
<p><u>Tuesday, January 31</u>          Michelle Bobo, Texas Department of          Agriculture -- GO TEXAN Program and other          TDA marketing programs</p>	<p><u>Thursday, February 2</u>          Davey Griffin, Department of Animal Science          -- USDA Certified Beef Programs</p>
<p><u>Tuesday, February 7</u>          Brandon Gunn, Texas Pork Producers          Association – Pork industry overview</p>	<p><u>Thursday, February 9</u>          Davey B. Griffin, Department of Animal          Science -- Pork grid marketing and carcass          grades</p>
<p><u>Tuesday, February 14</u>          Brazos Valley Livestock Commission, 6097          East State Hwy 21, Bryan, TX 77808, 979-          778-0904</p>	<p><u>Thursday, February 16</u>          HEB Store tour, 949 William D. Fitch          Parkway, College Station, TX 77845, 979-          690-4940</p>
<p><u>Tuesday, February 21</u>          Work day</p>	<p><u>Thursday, February 23</u>          Exam A</p>

<u>Tuesday, February 28</u> Jeff Savell, Department of Animal Science – Country of Origin Labeling (COOL), organic	<u>Thursday, March 1</u> Work day
<u>Tuesday, March 7</u> Jeff Savell, Department of Animal Science – BEV and Export Markets	<u>Thursday, March 9</u> Russell Woodward, Texas Beef Council -- The Beef Check-off
<u>Tuesday, March 21</u> Dan Hale, Department of Animal Science -- Humane Handling and Care of Livestock	<u>Thursday, March 23</u> Work day
<u>Tuesday, March 28</u> Clay Eastwood, Department of Animal Science –Corporate Social Responsibility	<u>Thursday, March 30</u> Shawn Ramsey, Department of Animal Science --Sheep and goat industry overview Jeff Savell, Department of Animal Science -- Marketing and carcass grades
<u>Tuesday, April 4</u> Bill Mies – Where to prices come from?	<u>Thursday, April 6</u> Bill Mies -- Livestock breakevens and risk management overview. (Bring your calculators.)
<u>Tuesday, April 11</u> Dan Hale and Jason Cleere, Department of Animal Science -- Value-Added Calf Programs. Discussion and review of alliances, Beef Quality Assurance/HACCP, and VAC-45 program at Beef Cattle Center	<u>Thursday, April 13</u> Jeff Savell, Department of Animal Science -- Group Presentation Ideas “Resonate” <a href="http://www.duarte.com">www.duarte.com</a>
<u>Tuesday, April 18</u> Jeff Savell and Davey Griffin, Department of Animal Science -- Beef grading, grid pricing and beef cut-out value exercise at Rosenthal Center	<u>Thursday, April 20</u> Individual projects due Exam B
<u>Tuesday, April 25</u> Student presentations Blue 1, Green 1, Red 1, Yellow 1	<u>Thursday, April 27</u> Student presentations Blue 2, Green 2, Red 2, Yellow 2

## Key dates

Activity	Date
Exam A	Thursday, February 23
Exam B	Thursday, April 20
Individual project	Thursday, April 20
Team presentations	Tuesday, April 25; Thursday, April 27

## Grading

Activity	Points
Exam A	100
Exam B	100
Participation	100
Homework	100
Individual projects	100
Team presentations	200
<b>Total</b>	<b>700</b>

Letter Grade	Minimum points required
A	630
B	560
C	490
D	420

## Tests

Two tests, worth 100 points each, will be given that will be based on slide handouts, class discussion, lab exercises, and field trips. Test questions will be short essays, multiple choice, matching, and problems. Students will be allowed to review their graded tests; however, the tests will be kept by the instructors for a semester before they are discarded.

## Participation

This is a class where participation and attendance are very important. Interaction with speakers, labs, and field trips complete the learning process for the students. As an incentive, students will be assigned points for class attendance so that unexcused absences result in a reduction in points.

Unexcused Absences	Points
0 to 1	100
2	90
3	80
4 to 5	70
6 or more	60

## **Homework**

During the semester, homework assignments will be made. These assignments will be focused on math problems such as breakeven prices, grid pricing, hedging, etc., to give students practice in calculations before each test. A total of 100 points will be assigned to homeworks.

All homework is expected to be turned in on time. Absolutely no homework will be accepted after the day of the test on which it is covered. Late homework (homework that is turned in after the due date but before the test) will receive a 1 point deduction for every day it is late. If you are unable to attend class, homework will be accepted before 5:00 pm in Kleberg Room 348.

## **Individual projects**

Honors students will prepare a written overview (about 10 pages, double spaced) of a topic of interest to them that deals in the subject-matter area of “marketing and grading of livestock and meat.” Suggested topics include, but are not limited to the following:

- Instrument grading of beef
- Futures markets
- Marketing grass fed beef
- History of beef grades
- Marketing claims for the future

Students will select a topic and get permission to prepare the overview by the third week of class.

## **Team presentations**

The class will be divided into small groups whose purpose will be to develop and present a marketing plan for a specific program or product. Lectures given during the semester will assist the teams in developing the marketing plans for the class.

## **Americans with Disabilities Act (ADA)**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, currently located in the Disability Services building at the Student Services at White Creek complex on west campus or call 979-845-1637. For additional information, visit <http://disability.tamu.edu>.

## **Academic Integrity**

For additional information please visit: <http://www.tamu.edu/aggiehonor>  
“An Aggie does not lie, cheat, or steal, or tolerate those who do.”