

Course title and number **ANSC 437 Marketing and Grading of Livestock and Meat**
Term Spring 2013
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

Name	Jeffrey W. Savell
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Graduate student assistants/color group leaders

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Name	Crystal Waters, Red/Yellow
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Lecture schedule

<p><u>Tuesday, January 15</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 17</u></p> <p>Jason Cleere, Department of Animal Science -- Beef industry size and scope, history and segments</p>
<p><u>Tuesday, January 22</u> Jason Cleere, Department of Animal Science -- Beef market classification, evaluation, and USDA grades of cattle</p>	<p><u>Thursday, January 24</u> Jeff Savell, Department of Animal Science -- Beef grading and grid-based marketing</p>
<p><u>Tuesday, January 29</u> Jeff Savell, Department of Animal Science -- BEV and Export Markets</p>	<p><u>Thursday, January 31</u> Davey B. Griffin, Department of Animal Science -- Pork grid marketing and carcass grades</p>
<p><u>Tuesday, February 5</u> HEB Store tour, 1900 Texas Avenue South, College Station, TX 77840, 979-693-0361</p>	<p><u>Thursday, February 7</u> Davey Griffin, Department of Animal Science -- USDA Certified Beef Programs Class work date</p>
<p><u>Tuesday, February 12</u> Brazos Valley Livestock Commission, 6097 East State Hwy 21, Bryan, TX 77808, 979- 778-0904</p>	<p><u>Thursday, February 14</u> Russell Woodward, Texas Beef Council -- The Beef Check-off</p>
<p><u>Tuesday, February 19</u> HEB guest speaker</p>	<p><u>Thursday, February 21</u> Exam A</p>

<u>Tuesday, February 26</u> Bill Mies -- Theory behind breakevens, livestock breakevens, and risk management overview. (Bring your calculators.)	<u>Thursday, February 28</u> Bill Mies -- Mechanics of risk management. (Bring your calculators.)
<u>Tuesday, March 5</u> Class work day	<u>Thursday, March 7</u> Amanda Lyles, Texas Department of Agriculture -- GO TEXAN Program and other TDA marketing programs
<u>Tuesday, March 19</u> Class work day	<u>Thursday, March 21</u> Rachel Cutrer, Ranch House Designs -- Advertising and promoting purebred cattle
<u>Tuesday, March 26</u> Class work day	<u>Thursday, March 28</u> Dan Hale, Department of Animal Science -- Humane Handling and Care of Livestock
<u>Tuesday, April 2</u> Jeff Savell, Department of Animal Science -- Corporate Social Responsibility	<u>Thursday, April 4</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 9</u> Dan Hale and Paul Maulsby, 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 11</u> Jeff Savell and Davey Griffin, Department of Animal Science -- Beef grading, grid pricing and beef cut-out value exercise at Rosenthal Center
<u>Tuesday, April 16</u> Individual projects due Exam B	<u>Thursday, April 18</u> Jeff Savell, Department of Animal Science -- Group Presentation Ideas "Resonate" www.duarte.com
<u>Tuesday, April 23</u> Student presentations Blue 1, Green 1, Red 1, Yellow 1	<u>Thursday, April 25</u> Student presentations Blue 2, Green 2, Red 2, Yellow 2

Key dates

Activity	Date
Exam A	Thursday, February 21
Exam B	Tuesday, April 16
Individual project	Tuesday, April 16
Team presentations	Tuesday, April 23; Thursday, April 25;

Grading

Activity	Points
Exam A	100
Exam B	100
Participation	100
Homework	100
Individual projects	100
Team presentations	200
Total	700

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 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

Each student will track two prices, one live based and the other carcass or meat based, during the semester. Each price must be charted on at least a weekly basis, and a brief summary of the trends shown during the semester is to be prepared. The project should have two charts and no more than two typed pages of summary. The chart should include a minimum of 10 data points. It is recommended that a spreadsheet program such as Microsoft Excel be used for the charts and a word processing program such as Microsoft Word be used for the summaries. Any project that is handwritten will not be accepted. The requirements of the summary include: why you chose the prices you tracked, what fluctuations did you notice while tracking your prices, and why you feel this occurred. Late projects will not be accepted without a university excused absence.

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. A grading rubric will be used by the instructors to assist in assigning their grades for the team presentations.

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, in Cain Hall, Room B118, or call 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."