

**Introduction to Agricultural and Food Marketing - Marketing Proposal.**  
**Overview Due Mar. 9<sup>th</sup>; Presentations will be March 26&28 and April 2&4.**

Important skills for marketing include the ability to explain your plans to investors, regulators or managers and the ability to work with others to form a strategy. For this assignment you are required to present a marketing proposal. You are to play the role of a marketing team coming to us as investors or government regulators and asking us to consider a change in a market strategy, structure, product or regulation. When another team presents, you must play the role of an investor or regulator and ask relevant questions about the proposal.

The supply chain in question must be related to Manitoba (consumers or producers) but the proposal can be for an international market. You can defend current government strategies like supply management in Milk or the revenue cap for railways or argue for their removal. You can suggest a new product for a supply chain as long as you assess the market size for your product and discuss ramifications (especially to profits) for other members in the supply chain. Proposals related to current policy discussions or recent market changes will get better grades. An analysis using class concepts like supply, demand, arbitrage and profit, will get a better grade. **Teams cannot present on the same topic (you can take opposite views on things like Supply Management)** so topics will be granted on **first come first serve**. Once your team has agreed to a topic email me at: derek\_brewin@umanitoba.ca

**Your grade will be based on:**

**10% - an overview paper**

- a 1 to 2 page paper is due in by Mar 10<sup>th</sup>. This has to be well written, but it is just a first try at the topic for the presentation. I will give each team feedback by March 15<sup>th</sup> with suggestions to lead to a good grade for the presentation. The books, articles and/or websites used to draft this overview need a proper reference.

**10% - your participation**

- this will include attendance during the presentation classes and the quantity and relevance of questions you ask of other presenters.

**20% - the quality of the presentation**

- this will focus on how clearly you present the material. **I am expecting the use of PowerPoint.** The presentation must be easy to follow and it must clearly explain the market chain you are analyzing and your proposed change. It should be between 5 and 10 minutes long and you will need to defend the proposal for up to 5 minutes of questions. Descriptions of the market chain functions and institutions involved with your proposal are required. The PowerPoint itself must be submitted at the presentation. Any references used in the presentation should be included at the end of the presentation.

**60% - the quality of the analysis**

- you should list various challenges facing the market chain in question.  
- you should research the market chain to identify: levels of competition in various rungs of the supply chain (especially those most relevant to your proposal), product flows, producer challenges, and consumer trends related to your proposal. **The main points should be in the PowerPoint, not just read out.**  
- your proposed change (or defense against a proposed change) should be well supported. You are playing the role of marketer promoting a change, you need to make a good case.

+/- % - **adjustments to team grade.** Group projects are prone to the free rider problem - when someone does no work, but gets the group assigned grade. Every team member will be required to assess their teammates' contributions to the project. Some of the major tasks are: the research for the proposal and presentation, writing the proposal, creating the presentation ppt, making the presentation in class and leadership of the group. Each student will supply a confidential evaluation of every teammate's contribution to each task.

**One of the key goals of the project is to identify strengths and use the skills of each team member. It is better to have two or three lively spokespeople than to force a weak presenter to speak from notes. Make sure everyone has a chance to participate.**

## Resources:

The farm media - various farm magazines and journals are available in the Newman Library. The Western Producer, Canadian Cattlemen and Manitoba Cooperator will have relevant articles describing current market and policy issues. Government Webpages - See MAFRI [http://www.gov.mb.ca/agriculture/help/site\\_map.html](http://www.gov.mb.ca/agriculture/help/site_map.html) and AAFC [http://www.agr.gc.ca/index\\_e.php](http://www.agr.gc.ca/index_e.php) Manitoba Ag Statistics are available at:

<http://www.gov.mb.ca/agriculture/statistics/index.html>.

Corporate and industry group Webpages may also be helpful.

The presentations will be at the beginning of class from Mar 26<sup>th</sup> – Apr 4<sup>th</sup>. Groups 1, 2 and 3 on Mar. 26<sup>th</sup>; 4,5 and 6 on Mar. 28<sup>th</sup>; 7, 8 and 9 on April 2<sup>nd</sup>; 10, 11 and 12 on April 4<sup>th</sup>. Randomly Assigned groups:

Group#	Name	Group#	Name	Group#	Name	Group#	Name
1	Huo, Da (Da)	4	Fan, Yuchong (Yuchong)	7	Nychuk, Anthony J. (A.J.)	10	Seaford, Jessica L. (Jessica)
1	Yurenko, Oleh (Oleh)	4	Fournier, Luc A. (Luc)	7	Bembridge, Hayley D. (Hay)	10	de Rocquigny, Noah P. (Noah)
1	Gladish, Jeremy C. (Jeremy)	4	Tao, Xixi	7	Zhao, Chuyun (Chuyun)	10	MacDonald, Tylor J. (Tylor)
1	Gordon, Lina S. (Lina)	4	Straker, Lesa R. (Les)	7	Keenes, Hannah C. (Hanna)	10	Schock, Danielle B.
1	Rogalsky, Paul D. (Paul)	4	Duerksen, Andreas	7	Gillis, Jenna B. (Jenna)	10	Kuprowski, Caitlyn M. (Caitlyn)
1	Higgins, Justin J. (Justin)	4	Gwozdecki, Zackery M. (Zack)	7	Wang, Haochen (Haochen)	10	Morwick, Tyler W. (Tyler)
1	Liu, Xiaohang (Xiaohang)	4	Dyck, Kelly E. (Kelly)	7	Ko, Won Sup (Won)	11	Su, Yadong (Yadong)
1	Ruan, Youfan (Youfan)	4	Macaulay, Hayley B. (Hayley)	7	McNally, Giselle L. (Giselle)	11	Beens, Laura M. (Laura)
1	Chipumbu, Nasitwitwi (Nasitwitwi)	4	Griffiths, Alexander K. (Alex)	8	Zhou, Hao (Hao)	11	Fawley, Patricia B. (Patricia)
2	Knodel, Aaron J. (Aaron)	5	Brown, Natasha S. (Natasha)	8	Xie, Wenyao (Lavender)	11	Wu, Xin (Xin)
2	Mccleary, Rebecca M. (Rebecca)	5	Provis, Garrett M. (Garrett)	8	Zhao, Siheng (Siheng)	11	Boyd, Jordyn C. (Jordyn)
2	Dyck, Layton J. (Layton)	5	Cai, Zhen (Zhen)	8	Lu, Bo (Bo)	11	Agbayev, Orit (Orit)
2	Montenegro Gonzalez, Beatriz J.	5	Wryha, David R. (David)	8	Wang, An An (ANAN)	11	Chan, Ekorla (Ekorla)
2	Brar, Ramanpreet S. (Ramanpreet)	5	Zhu, Peidong (Peidong)	8	Moroz, Cole E. (Cole)	11	Bouvier, Emily R. (Emily)
2	Stinson, Stephanie M. (Stephanie)	5	Fontaine, Kailey J.	8	Yang, Linxu (Linxu)	12	Miralda, Shania
2	Yang, Hua Ruo Yi (Hua Ruo Yi)	5	Penner, Dale E. (Dale)	8	Eggie, Kirsten R. (Kirsten)	12	Millins, Carlyne K.
2	Suderman, Elisa D. (Elisa)	5	Usman, Nabilla A. (Nabilla)	9	Dillon, Jessica D. (Jessica)	12	Senecal, Nicole L. (Nicole)
2	Hamm, Alyssa P. (Alyssa)	5	Mazinke, Reid H. (Reid)	9	Koroscil, Braden D.	12	Gould, David C. (David)
3	Meggison, Katherine A. (Katie)	6	Chua, Zi Yan	9	Roulin, Melanie (Melanie)	12	Parent, Charlie E.
3	Kozlovskii, Vladislav (Vladislav)	6	Grenier, Kevin D. (Kevin)	9	Schott, Stacey J. (Stacey)	12	Middagh, James B. (Brennan)
3	Teranishi, Rhea E.	6	Johnson, Erik N. (Erik)	9	Vercaigne, Andrew R. (And)	12	Singh, Mehakdeep (Mehakdeep)
3	Carter-Plouffe, Madison T. (Madison)	6	Stang, Kayla J. (Kayla)	9	Kirk, Randy W. (Randy)	12	Pankiw, Brittany L. (Brittany)
3	Harland, Alexandra J. (Alexandra)	6	Willms-Wong, Vanessa R. (V)	9	Leong, Katrina MeiWei (Kat)		
3	Martin, Amy E. (Amy)	6	Burdett, Ethan A. (Alex)	9	Watts, Alexandra M. (Alex)		
3	Penner, Owen L. (Owen)	6	Loepky, Dora J. (Jane)	10	Drozd, Dustin D. (Dustin)		
3	Bu, Yunzhuo (Yunzhuo)	6	Li, Shixiaoya (Shixiaoya)	10	Peters, Dustin R. (Dustin)		

**Confidential Group Work Assessment for Ag. Marketing (Due April 6th)**

Name \_\_\_\_\_ I.D.# \_\_\_\_\_ Group # \_\_\_\_\_

What were the highlights of working as a group?

What would you do different to improve this project?

What were your key contributions to this project?

Please rate each of the members of your group (including yourself) with regard to their contribution on a scale from 1 to 5 using the following matrix.

	Ability to work with the group	Effort on Research	Effort on Outline	Effort on Presentation	Intellectual Input	Overall Input
<b>1</b>	Never showed up or was disruptive to group discussion	None	None	None	Never said anything	None
<b>2</b>	Participated but would not listen to others	Minimal	Minimal	Minimal	Some useful ideas	Minimal
<b>3</b>	About average	Average	Average	Average	Average	Average
<b>4</b>	Always participated and made sure others had a chance to speak	Above Average	Above Average	Above Average	Many useful ideas	Above Average
<b>5</b>	Helped the group excel without dominating it	Did the most work on this	Did the most work on this	Did the most work on this	Provided the most insight	Would have been impossible without them

Rate each student in your group on a scale of 1 to 5 for each area. (do rate yourself)

Student	Ability to work with the group	Effort on Research	Effort on Outline	Effort on Presentation	Intellectual Input	Overall Input

Make any additional comments about the project or your team below or on the back of this sheet