

# **The Economics of World Food Policy**

World Food Week 1

# Issues

## World Food Week 1

### P Food safety

- ▶ Maple Leaf lysteria scare

### P Feeding the world

- ▶ Can we produce enough food
- ▶ Why don't we just give food to starving nations

### P Food security

- ▶ Food, intelligence, & development
- ▶ 100 mile diet
- ▶ Food security in a Manitoba context

# Objectives of the Course

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P Use economic tools to look at food issues

P Analysis of food from farm to plate

- ▶ Institutions
- ▶ Activities

P Look at Canadian and World Food Issues

# Grading

## World Food Week 1

P 1st Midterm	30%
P 2nd Midterm	30%
P Final (as scheduled)	40%
P No make up midterm exams	
▶ % of course grade will be added to that of the final	
▶ Need a valid excuse	
▶ Contact before if possible	

# Grade Script

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## P Grade script for all exams

- ▶ 90 and above A+
- ▶ 80 to 89 A
- ▶ 75 to 79 B+
- ▶ 70 to 74 B
- ▶ 65 to 69 C+
- ▶ 60 to 64 C
- ▶ 50 to 59 D
- ▶ Below 50 F
- ▶ All rounding is down

# Notes and Readings

Week 1

P Students are responsible for all material

- ▶ In the readings
- ▶ In the notes
- ▶ In the lectures

P Lecture notes on the web are not complete

- ▶ Supplemented by material given in class
- ▶ Study hint—print out notes and bring to class
  - Make notes on the relevant slide

# Instructor Contact

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## P Email

- ▶ Reply within two working days from receipt
- ▶ Holds when in town

## P Face to Face

- ▶ By appointment only

# Student Code of Conduct

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P No hats

P No talking

P Eating allowed if doesn't interfere

P Cell phones off. **No texting in Class**

# Basic Themes

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P Use of simple economics

P Food Security

P Trade

P Health

- ▶ Malnutrition
- ▶ Obesity
- ▶ Food safety

# What Do We Mean by Fast Food?

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P Commercial and or prepared

P Fast Food Nation

- ▶ Quickly available commercial fast food
- ▶ Use of production line techniques
- ▶ Franchisement

# Origins of Fast Food

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P Is this a new phenomenon?

- ▶ Fast Food Nation
  - After World War II
  - North American
    - Rise of the interstate
    - Automobiles
  - Franchising
- ▶ Cheese
- ▶ Buckwheat noodles

# Origins Continued

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P Look at the roots of commercial fast food

- ▶ Travelers
- ▶ Automobiles
- ▶ Geographic location

# Why North America?

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## P Interstate highway

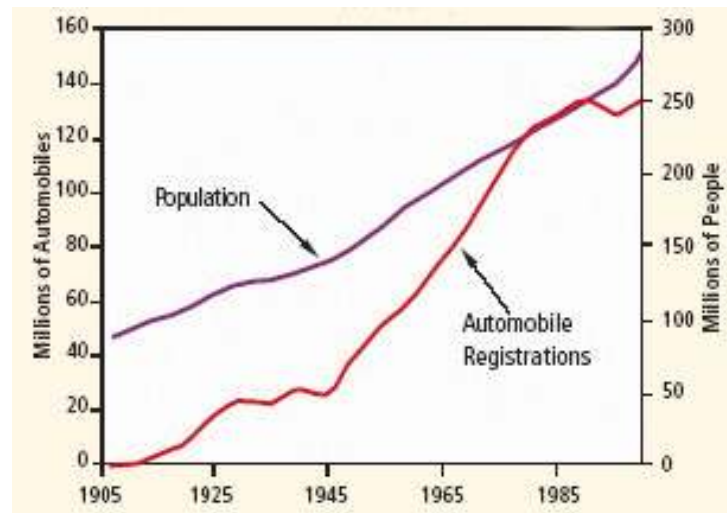
- ▶ Patterned after the Autobahn
- ▶ Cold war
- ▶ Paid for by gasoline taxes

## P Automobiles

- ▶ U.S. 1 for every 8 people
- ▶ Germany 1 for every 269 people

# Automobiles in the United States

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U.S. Department of Transportation. 2004. *The Uncertainty of Forecasts. Public Roads*, 68(2)

# The Impact of WWII

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## P Women in the workforce

- ▶ Developed countries vs developing countries
  - 1980s 85% of all farm labour in Pakistan were women
  - Higher education

## P Availability of food

- ▶ Briton had rationing
- ▶ Germany starvation
- ▶ Impact of battlefields
- ▶ North America abundance

# History of A & W Root Beer

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P Taken from the official Website of A & W  
Root Beer of Lodi



# A & W Continued

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P Formula purchased from a pharmacist in Arizona

P Sold for the first time in 1919 by Roy Allen

- ▶ Lodi California
- ▶ 5¢
- ▶ 2nd stand in Sacramento
  - Tray boys

P Partnered with Frank Wright in 1922

- ▶ Became A & W

# More A & W History

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P 1924 started to franchise outlets

P Patented and trademarked the logo

P 170 outlets by 1933