



ABM/FIM 427

Global Agrifood Industries and Markets

3 Credits
Fall Semester

Prerequisites: FIM 220 and ABM 225
OPEN only to JUNIORS and SENIORS

WHY should you be interested in GLOBAL agrifood industries and markets?

- Most readers of this flyer will eventually have a job in an agricultural or food industry business where they will be expected to know about potential competition from foreign firms, and management strategies for, and opportunities and challenges of, exporting to foreign markets, importing or joint-venturing with foreign firms.
- The Michigan agricultural and food industry economy is in a very rapidly globalizing market, and its future will be deeply affected by that market.
- The course teaches you about global markets (exporting, importing, joint ventures) from the perspective of business decision makers through: (a) classroom talks by invited managers of businesses in Michigan operating in the international market; and (b) active participation by the class in discussing and analyzing written case studies of businesses operating in international markets.
- The course teaches you about global markets through analysis, using a food systems perspective, of trends in and structure of the global markets for grains, soy, meat, fish, and produce.
- The class format will be lecture/discussion, case study discussion, plus guest speakers from the private sector and government.

For more information contact:

ABM/FIM 427 Instructor
Dr. Tom Reardon, Reardon@msu.edu

Ruthi Bloomfield, Advisor, 432-5298