

## Course Description - Value chain and food quality

Tailored Course under the DFC Scholarship Programme

### 1. Overall description of course

**Title:** Value chain and food quality

**Course dates:** 9-27 march 2020, *The course will be a 3 week course*

**Course Responsible:** Henning Otte Hansen ([hoh@ifro.ku.dk](mailto:hoh@ifro.ku.dk)) and Aske Skovmand Bosselmann ([ab@ifro.ku.dk](mailto:ab@ifro.ku.dk)), University of Copenhagen.

**Target Group:** The course target 20-25 participants.

- Participants must be related to the Danish Strategic Sector Cooperation (either directly or indirectly).
- Stakeholders in the food value chain – from farm to retail level
- Academics working with food safety, food economics
- Authorities (administrative level)
- Educational background: At least a bachelor level
- English language (spoken and read)

#### Course Introduction:

The food and agricultural sectors are often important contributors to the economic growth of developing countries, providing employment and local income, particularly in rural areas, as well as commodities for export markets. The development of strong food and agricultural markets and value chains is therefore often high on the political agenda, and much attention is focused on the development of policies, structures and standards to encourage and support food and agricultural business development, and the integration of farmers and food producers in local and increasingly global markets and value chains.

**The aim of the course** is to present and discuss drivers and constraints for agri-food market and value chain development, how policies, incentive structures, governance and producer organisations play a role in agri-food business development, and to present examples of the various food and agricultural business models that have developed internationally.

This course will build on the 3 and 4 week courses, which were completed in 2018 and 2019.

**Excursions:** Visits to food companies and organisations and/or external guest lectures (not all confirmed yet). The aim is to present companies and cases, to discuss, and to exchange experiences:

- Danish Veterinary and Food Administration
- The Danish Agricultural Agency
- Danish Agricultural and Food Council
- Danish Egg Association
- Confederation of Danish Industries, Food
- DAKOFO (Danish grain and feed)
- Torvehallerne (Food market)
- FOSS
- Dairy farmer
- Green house farmer
- Agrovi, Agricultural advisory center
- Refsvindinge Brewery
- Meat Inspection
- Agro Food Park
- DLG – Danish Farm Supply Cooperative
- Danish Crown, Horsens
- Arla Foods, Aarhus
- Egg farm

- Springkilde Bio
- Frichs A/S (bioenergy)
- Copenhagen Fur
- Fur farmer
- Coffee Collective and Beyond Coffee
- IFU – Investment Fund for Developing Countries

#### **Lectures:**

Presentations (at university level)

- Food and agricultural markets (4 topics/presentations)
- Food and agricultural value chains (5 topics/presentations)
- Food and agricultural business structures (4 topics/presentations)
- Market economy mechanisms

Presentation by Sector Counsellors on Skype. The counsellors are asked to present “the state of the art” within food quality in their countries. Keywords could be:

- Success stories
- Initiatives
- Drivers
- Transfer of knowledge

Other presentations by professors, post docs etc. at university level

- Head of department
- Faculty Director, Faculty of Science

**Preparation:** 2-3 weeks before the course, participants are contacted and asked to prepare a short presentation (1 page)

- What are the major food quality issues in your country?
- How and where is knowledge needed?
- Which solutions could be chosen?
- Major barriers

**Methods and materials:** During the course, the participants will work with the issue, and at the end of the course more detailed analyse, problems and solutions will be presented. Strategic, tactical and operational levels are included. An operational action plan is presented.

All slides, presentations, notes etc. will be uploaded for the participants. 3 text books will be used and handed out.

## **2. Learning goals**

As a result of the course the participants will be able to

- 1) understand the role of different actors in value chains and the importance of value chain management
- 2) understand the trends and developments of food industry and markets
- 3) Understand and use agricultural and food markets mechanisms
- 4) understand how different actors in the food and agricultural sectors may work with food safety issues
- 5) transfer knowledge and experiences from the course to their own situation(, such as assessing relevant value chains from their perspective with regards to food safety issues)
- 6) bring significant messages and conclusions from the course to relevant stakeholders in their own country and utilize the network they have built up during the course – further on.

### 3. Approach to mandatory learning elements

- **Learning by seeing (Exposure visits)**  
The participants will visit > 20 companies and organisations
- **Learning by doing/applying (e.g. case or project work)**  
The participants will from the beginning work with own cases, and they are supposed to work with their cases during the course and to find precise problems and solutions
- **Learning by example (Peer learning)**  
Growth counsellors will present success stories etc. and participants will present their own cases with problems, challenges, barriers and solutions
- **Translating learning into action (Action Plan)**  
An action plan is a part of the written project, which all participants will submit at the end of the course
- **Passing on learning**  
Plans for passing on learning can be mentoring, visits by professors, courses for relevant stakeholders etc.

### 4. Tentative course programme

Overall plan:

Day 1. Introduction to Denmark and to Danish agriculture.

Day 2: Introduction. Supply and demand. Competitive markets. Comparative advantages, International food business

Day 3: Visit to food markets and food companies (horticulture, feed company, grass sees company)

Day 4: Global food value chains. Food clusters and cooperatives.

Day 5: The structure of food industry. Case: Vietnamese shrimp value chain.

Day 6: Value chains. Global markets and global food companies, Sustainability and standards

Day 7-9: Excursion to Zealand, Funen and Jutland: Arla, Danish Crown, Seges, DLG, Meat Inspection, dairy farm etc.

Day 10: Global value chains – local concerns. Local food vs. globalization Global value chains: Case COOP

Day 11: Value chains, food quality and innovation

Day 12: Fur business: Visit to Copenhagen Fur, fur farmer, advisory center, vegetable sales cooperative and farm shop

Day 13: Visits to Danish food companies, organisations and authorities (Copenhagen)

Day 14: Strategies and solutions in agro and food companies: Experiences from global value chains

Day 15: Cases by participants: Presentations, discussions etc. Catching up, follow up and closing