

May Intersession 2010 Study Abroad at the UF Paris Research Center
May 2 – 8, 2010

Commodities to Cafes: Agricultural and Food Markets in France

A three-credit week-long intensive course offered by the
Food and Resource Economics Department, College of Agricultural and Life Sciences
Instructor – Dr. David Barber, Associate Professor

What you will experience...

- An intensive seven-day program, where the city of Paris will be your classroom
- A chance to be a participant in the agricultural and food marketing system of France (that includes eating French cuisine in France!)
- Discussions, presentations and assigned reading materials that will detail the French approach to supply chain management (i.e., *les filières*), food quality signaling in French foods, the tradition of fresh markets in France, European grocery retailing, and international agricultural trade.
- A wide range of perspectives about food marketing, and how French agricultural producers and food processors are able to meet the strident, quality-focused demands of their customers.
- A chance to compare French and U.S. systems of market coordination, as well as examine in-depth various French differentiating strategies like the *Appellation d'Origine Contrôlée* (AOC) system, *Label Rouge*, *Certification de Conformité*, and *Agriculture Biologique* (AB) – the French/EU organic label.



Time in Paris will be balanced across types of activities so that cultural events, tours and visits will be incorporated into the overall program. Students should anticipate a very demanding experience that will require them to be open-minded, flexible, curious, hard working and sleep deprived!

COST: \$1600. Inclusive of 3 group meals, breakfast daily, tuition, hotel 6 nights, transport passes for stay in Paris and all site visits.

For more information, please contact David Barber, dbarber@ufl.edu, or
Dr. Gayle Zachmann, Director, Paris Research Center at paris-research@clas.ufl.edu
Course credits will qualify for the CALS International Minor!