

# AGRI 3001 ANALYSIS OF AGRICULTURAL SUPPLY AND DEMAND

**Credit Points** 10

**Legacy Code** 301098

**Coordinator** Richard Thomas ([https://directory.westernsydney.edu.au/search/name/Richard Thomas/](https://directory.westernsydney.edu.au/search/name/Richard%20Thomas/))

**Description** Students will develop understanding of the integrated nature of the agri-food value chain (supply and demand) from economic, environmental and social perspectives. Integrative processes and tools from established value chains will be evaluated in the context of changing consumer sentiment. Through analysis of economic and environmental gains (e.g. water and energy savings), students will identify emerging opportunities and challenges for improved and/or alternative food distribution systems. Analytical and reporting tools will be used to develop competence in data management, with emphasis on increasing communication from consumer to producer.

**School** Science

**Student Contribution Band** HECS Band 1 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Equivalent Subjects** LGYA 6131 - Analysis of Agricultural Supply Chains

## Assumed Knowledge

Students enrolling in this subject should have an understanding of basic statistics and a fundamental understanding of the consumer-driven nature of the economy. This subject will build on aspects of agri-food supply chains introduced in earlier subjects in the Bachelor of Sustainable Agriculture and Food Security program.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply appropriate research methodology and analyse quantitative and qualitative results
2. Apply data management principles to the understanding and improvement of agricultural value chains (supply and demand)
3. Evaluate the influence of consumer behaviours on agricultural value chains
4. Critique, integrate and communicate information to develop effective and innovative agricultural value chains
5. Critically analyse the social, economic and environmental risks and benefits of improved agricultural value chains.

## Subject Content

1. Quantitative and qualitative tools for industry analysis
2. Knowledge and data management across the value chain (supply and demand)
3. Impact of consumer trends and attitudes on agricultural supply and demand
4. Definitions and determinants of success in agricultural value chains

5. Risk assessment and comparative analysis of benefits from improved agricultural value chains
6. Data management in terms of information, energy, water and service metrics
7. Supply chains as a framework for analysis of environmental and social outcomes

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Online quiz	2 x 45 mins	10	N	Individual
Analysis of selected mainstream agricultural supply chain	1,500 words	30	N	Individual
Comparative analysis of the mainstream agricultural supply chain used in (Assignment 2) with another, more innovative, agricultural supply chain.	2,500 words	50	N	Individual
Accrued industry work experience	30 hours	S/U	Y	Individual
Industry work experience written article	300 words	10	N	Individual

Teaching Periods