

CONTENTS OF 2004 PROGRAM

“AG BUSINESS” – WEEK 1 – 2004

TARGET

The target of the Ag Econ Week is to allow students to have a good understanding of the **European Union**: its functioning, the history of its construction, its position on the international scene (particularly in relation with North and Center America. It is also to allow students to grasp the main aspects of **French & European Agriculture** : place of agriculture, evolution of CAP. More largely, it finally aims at focussing on the **cultural differences**.

PROGRAM

The week is based on *lectures (3 to 4 hours on each subject)*

- **Debate on cultural differences**
- **The European Union and the history of the E.U. construction**
 - ✓ From the Roman civilization till the 2 world wars
 - ✓ From the the European Coal and Steel Community till the European Union
 - ✓ The European institutions and their functioning
 - ✓ The perspectives of the EU : expectations and treats
- **The European Union – United States of America Relationship**
 - ✓ The role of the US in European integration
 - ✓ The political dimension
 - ✓ The economic and trade relationship
 - ✓ The trade disputes
- **The EURO**
 - ✓ The Maastricht Treaty
 - ✓ The economic consequences of the single currency
 - ✓ The Euro and the dollar
- **The Common Agricultural Policy, latest facts and trends**
 - ✓ The role of agriculture in European Society and economy.
 - ✓ Origin and evolution of European Agriculture Policy.
 - ✓ Definition and impact of policy instruments
 - ✓ The future of European agriculture, including changes in CAP and nature of farming

EVALUATION

The week written evaluation will consist of a **paper** to give in the following week, individually. Students are offered 2 or 3 questions, from which they answer one in the form of a 2-3 page essay.

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“ANIMAL CHAINS IN EUROPE” – WEEK 2 – 2004

TARGET

The target of the Animal Production Week is to allow students to get a good understanding of the originalities of the European (and more specifically French) main animal productions (dairy cattle, beef, sheep, pig and poultry).

PROGRAM

The week combines *lectures and visits* to have a good approach of the professional reality.

Lectures :

- **The Animal Production in Europe**
 - o Europe vs. world and USA production for animal sector
 - o Main animal geographical areas in Europe
 - o Main diversities for animal sector in Europe
 - o Animal issues and future in Europe
- **The Pig Production in Europe**
 - o Comparing outdoor and indoor production in Europe
 - o Technical results
 - o Production techniques
 - o Pig production chain
 - o Organization of producer organizations, slaughter houses, etc.
 - o Consumer demand // meat quality
- **Sheep production**
 - o Sheep production in Europe and France
 - o Consumption & quality policies for sheep sector in Europe
 - o Sheep economics in Europe and France
- **The poultry production and commercial chain**
 - o Broilers
 - o Comparing production costs and techniques (in France, England, Germany, USA, Brazil)
 - o Egg production
 - o Comparing 3 production techniques (cages, on-the floor, outdoor production in relation to European animal welfare directives)

Visits :

- Visit of the dairy farm of Lamothe (Purpan experimental farm)
- Visit of the Roquefort natural caves and museum : cheese maturing cellars, milking ewe breeding unit, exports department
Visit of a “label rouge” broiler farm + visit of a Roquefort sheep farm

EVALUATION

The week evaluation will be a 45 minute written examination.

Half of the evaluation will concern lecture knowledge control, and half will refer to the visits and what the students have understood during those visits. 3

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OPTION "REGULAR" : PLANT SCIENCE / FOOD

"PLANT PRODUCTIONS" – WEEK 3 – 2004

TARGET

The target of the Plant Productions Week is to allow students to tackle some current issues in relation with plant production. It will deal first of all with the crop production through examples. Then the year's current issue will focus on GMO's in France and EU, versus in the USA. An introduction to vine production will be given through a visit of a vineyard.

PROGRAM

The week combines *lectures and visits*.

Lectures :

- **The GMO issue in France**
 - GMOs : What is to be known**
 1. What is a gene, what is a GMO ?
 2. A view to the market
 - Why European societies are frighten**
 1. Main political and social issues lightening the debate
 2. Today's state of the debate
- **Introduction to wine making**
 - ✓ Basic notions about winemaking (Visit)
 - ✓ From the grapes to the wine
 - ✓ Wine and cheese tasting (with the club "Vinothèque")

Visits

- Visit of a vineyard and winery

EVALUATION

The week written evaluation will consist of a **paper on one issue tackled during the week.**

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OPTION "REGULAR" : PLANT SCIENCE / FOOD

"THE FOOD TECHNOLOGY & BUSINESS" – WEEK 4 – 2004

TARGET

The target of the Food Business Week is basic knowledge about French Food market and its tendency with special technical focus on cheese production and food safety.

PROGRAM

The week consists of *lectures and practicals*.

Lectures :

- The Food Safety
 - o Major food related risks
 - o Focus on risks related to chemicals and particularly residus of pesticides in food
 - o Nutrition related diseases
 - o Focus on food allergy

Practicals :

- Cheese Production
 - o Steps of cheese making
- Consumption habits in France

EVALUATION

Evaluation for this week will consist of a **multiple choice questionnaire** of 45 minutes on the lectures given during the week.

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OPTION "VITICULTURE / ENOLOGY"

"Technical approach of the wine" – WEEK 3 – 2004

TARGET

Acquire the technical basis of winemaking and viticulture in order to be prepare to the intership in a winery.

PROGRAM

*The week consists of **lectures** and **visits**.*

Lectures :

- **Viticulture & Grape quality**
 - o Vine physiology
 - o Vineyard conduct along the year
 - o Grape physiology
 - o Berry composition and its evolution during maturation
 - o Grape diseases
- **Wine making : from harvest to vinification**
 - o The use of SO₂
 - o Aging
 - o Clarification and stabilisation
 - o Bottling
 - o Wine analysis and control
- **Sensorial analysis / Wine tasting**
 - o Practise of tasting
 - o Gustatory vocabulary
 - o Wine tasting (practical)

Visits :

- Wine cooperative
- Vine and Wine Technical Institute of Gaillac
- Private winery

EVALUATION

The evaluation will be made at the end of the week 4.

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OPTION "VITICULTURE / ENOLOGY

"Market and marketing approach of the wine" – WEEK 4 – 2004

TARGET

Highlight the differences between two conceptions of wine production. Understand the implication of the markets in the management of the production.

PROGRAM

*The week consists of **lectures** and **visits**.*

Lectures :

- **Appellation wine / brand wine, French vineyard**
 - o Ecology of the French vineyard
 - o Terroir notion
 - o Brand wine Vs AOC wine
 - o The French vineyards
- **World vineyards**
 - o European vineyards
 - o New World vineyards
- **Wine markets**
 - o Production
 - o Consumption
 - o Importation/exportation
 - o A very competitive market
- **Wine marketing**
 - o Knowing his market
 - o Marketing Mix
 - o Study case

Visits :

- Selling cooperative : bottling and distribution
- Wine analysis laboratory
- Wine trader

EVALUATION

Evaluation for week 3 and 4 will consist of an oral presentation of a wine region (French, European or World wide).