Contemporary Issues in the Swine Industry

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Course Description: (1 credit)

Overview of current issues affecting pork production in the United States, including, but not limited to: environmental, swine welfare and profitability/market issues. Development of skills to promote animal agriculture when dealing with the media.

Course Objectives:

Upon completion of this course, the student will be able to:

- Explain the issues affecting the pork industry and individual producers
- Identify various groups influencing agriculture policy and public opinion
- Develop skills to promote animal agriculture when dealing with the media
- Identify potential opportunities and strategies to promote animal agriculture and food production in their daily lives

Grading:
This on-line course will be graded according to discussion participation, both in original posts and responses to others’ posts, meme/message points assignment and video assignment. Grades will follow the traditional 90-80-70-60% split. Course will not be curved.

Assignments:
Assignment for each week - Weekly posts and discussion: Assigned students will post an article (4 weeks or newer) about the assigned topics for that week under your discussion forum. Include 5 questions that you would like the rest of the class to address.

PLEASE POST BY MIDNIGHT ON FRIDAY OF EACH WEEK AT MIDNIGHT.

2nd PART of ASSIGNMENT:
Please respond to the 5 questions posted by EACH of your classmates’ articles in the discussion thread. These responses may be opinions, another article that relates or adds to the discussion, - the sky is the limit! If it is your article, you are exempt from 2nd part the week you post, but if there are other articles that week, you must respond to those.
PLEASE POST RESPONSES BY MONDAY OF EACH WEEK AT MIDNIGHT

3rd PART OF ASSIGNMENT:
You must respond to 3 DIFFERENT classmates' responses to posts for EACH article posted. Same rules apply as above.

PLEASE POST RESPONSES BY WEDNESDAY OF EACH WEEK AT MIDNIGHT

Infographics Assignment
Choose an issue affecting the swine industry. Create an infographic (assignment sheet will be posted on Blackboard) conveying three message points you have developed for the single issue you have chosen. Be creative! Include name on infographic. Be sure to cite any sources on a separate page. (100 pts)

Video Assignment
Part 1: Choose an issue (must be different issue than previous assignment). Create a 60-90 second video expressing the message points you have developed for the issue. (150 pts)
Part 2: Students will individually evaluate 5 other videos using a provided rubric. (50 pts)

** Exceptional materials developed by students in this course may be used for future educational purposes.

ANS 380B
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Schedule

| Week 1 | Media Training and Message Points slides posted
|        | Infographics assignment posted
|        | Video assignment posted
|        | Hovey and Huttenhow post indiv. articles - Food Safety
| Week 2 | Classmates comment on BOTH food safety articles
|        | All students reply to a post on BOTH food safety articles
|        | Humpfer and Kahler post indiv. article - Environ/nutrient mgmnt
| Week 3 | Classmates comment on environment/nutrient mgmnt article
|        | All students reply to a post on environ/nutrient mgmnt article
|        | Lanz, Oeltjenbruns and Smith post indiv. articles – Antibiotics
| Week 4 | Classmates comment on ALL THREE antibiotic articles
|        | All students reply to a post on ALL THREE antibiotic articles
|        | Richter, Lowery and Brandt and post indiv. articles – Biosecurity |
Week 5
Classmates comment on Biosecurity articles
All students reply to a post on Biosecurity articles
Dahle, Kempf and Truebenbach post indiv articles on welfare/housing

Week 6
SPRING BREAK – NO ASSIGNMENTS THIS WEEK!

Week 7
Classmates comment on welfare/housing articles
All students reply to a post on welfare/housing articles
Frazier and Ruba post articles – Consumer education

Week 8
Classmates comment on consumer education articles
All students reply to a post on consumer education articles

Week 9
Infographic assignment DUE

Week 10
Video assignment DUE
Video Reviews DUE