EU Food Heritage in France and Italy

May 20 – June 14, 2018
Optional work placement:
June 15 – July 17, 2018

Course Catalogue
content may vary slightly

Key:

E = Exams
CC = ongoing assessment

L = Lecture
S = Seminar
T = Tutorials
PW = Practical Work (Experiential Learning)
SL = scheduled self-study
EXC = curriculum related excursion
HW = Homework

ECTS = European Credit Transfer and Accumulation System
- 2 ECTS = 1 US credit
WEEK 1: EU FOOD HERITAGE IN FRANCE AND ITALY
FRENCH AGRICULTURE AND FOOD LABELS
FRENCH/ITALIAN LANGUAGE & CULTURE

Faculty: Dr. Martine REY
Module: AGRI-FOOD MARKETING
Time:
- 20 contact hrs. & interactive assignments
- HW: 10 hrs.

2 ECTS credits
1 US credit

Numerus clausus: 16

Required entry level: Juniors, Seniors or Master students in Agricultural Engineering, Agricultural Economy, Agronomy, Sustainable Development, Human Ecology, or Geography from an accredited institution.

Objectives:
1. Gain an understanding of the origin of these differences
2. To provide a global view of these agrifood chains and notably for place-based products, products with culinary characteristics, organoleptic and nutritional attributes; as well as the links of these chains with history, culture, institutional and competitive environments.
3. To provide an analytical framework that can be applied in any situation to assess the opportunities and challenges of the development of these value-based agrifood chains.
4. In addition, students will receive introductory lessons in French and Italian Culture and Language

Program outline:
1. Introduction. The many faces of value in French agriculture and food sectors: place, gastronomy, know-how etc.
2. Examples of value-based agrifood chains in France (presentation and case studies)
3. The PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) systems: the value of place-based products and the marketing of ‘terroirs’ (e.g. Camembert)
4. The TSG (Traditional Specialty Guaranteed) products: valorizing farmers’ and food processors’ know-how.
5. Adding service-value to agricultural products: farm-to-consumer networks (e.g. e-commerce, CASAs (“AMAP” etc.)

Instructor:
Elisa Marraccini, Simon Ritz, Davide Rizzo, Loïc Sauvée, Rosalia Filippini, Anne Combaud, Christine Leclerc

Assessment:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Method</th>
<th>Time limit (for supervised tests)</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>Preparation for class and class discussion</td>
<td>N/A</td>
<td>50%</td>
</tr>
<tr>
<td>Communication tasks</td>
<td>Class presentation</td>
<td>N/A</td>
<td>50%</td>
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### EU Food Heritage in France and Italy

**WEEK 2: FRENCH AGRI-CULTURAL LANDSCAPES**

<table>
<thead>
<tr>
<th>Faculty: Dr. Anne COMBAUD</th>
<th>Module: FOOD QUALITY LABELS</th>
<th>Time: EXC: 16 hrs; L/S: 16 hrs; HW: 4</th>
<th>2 ECTS credits 1 US credit</th>
</tr>
</thead>
</table>

**Numerus clausus**: 16

**Required entry level**: Juniors, Seniors or Master students in Agricultural Engineering, Agricultural Economy, Agronomy, Sustainable Development, Human Ecology, or Geography from an accredited institution.

**Objective**: To explore the biological, geographical and cultural components of a landscape. Identify boundary lines, transportation corridors, types of land use.

**Program outline**:

2-day field visit: 2-Day field visit to the *Baie de Somme*, one of Europe's most beautiful estuary with a unique yet fragile ecosystem

**Study the Somme estuary (Baie de Somme)**:

1. Human activity in its natural environment:
   a) Coastline and estuary: fauna (migratory birds and seal) and fauna, shore fishing (on foot) and sea fishing; hunting, sports activities (hiking, bicycling, kayaking, kite surfing, horseback riding)
   b) Prés salés, (salt marshes) and bocage (hedgerow landscape): saltbush lambs, hunting, vegetable production, cattle and horse breeding, agro tourism

**Instructors**: Christine Leclerc et al.

**Assessment**:

<table>
<thead>
<tr>
<th>Number of assignments</th>
<th>Method</th>
<th>Length of test</th>
<th>Weighting:</th>
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</thead>
<tbody>
<tr>
<td>#1</td>
<td>Class participation, particularly during field visit</td>
<td>CC</td>
<td>50%</td>
</tr>
<tr>
<td>#2</td>
<td>Technical sheet of a local product and its relationship with the landscape</td>
<td>2h00</td>
<td>50%</td>
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</table>
EU FOOD HERITAGE IN FRANCE AND ITALY

WEEK 3: ITALIAN AGRI-CULTURAL LANDSCAPES & LABELS
- ON LOCATION IN PISA, ITALY -

Faculty: Dr. Elisa MARRACCINI  
Module:  
Italian agri-cultural landscapes  
Time division:  
L: 6hrs; EXC: 19hrs; T: 10 hrs  
ECTS credits  
2 ECTS credits  
1 US credit

Numerus clausus: 16

Required entry level: Juniors, Seniors or Master students in Agricultural Engineering, Agricultural Economy, Agronomy, Sustainable Development, Human Ecology, or Geography from an accredited institution.

Objective: to get insights into Italian food production and food heritage through on site study of the diverse Tuscan food production, terroirs and landscapes.

Learning outcome: Upon the successful completion of the course, students will be able to:

- Understand the long term relations between agriculture and landscape in Mediterranean landscapes
- Understand and evaluate the local food systems in Tuscany
- Describe the main food innovations in Italy and understand their effects on farming systems
- Describe and assess the main strategies of small periurban farming

Program outline: Week-long course at the University of Pisa. A faculty member from UniLaSalle will be present throughout the week.

- Introduction to Tuscan agricultural landscapes: Monte pisano and the plain of Pisa
- Quality labels and rural development in Tuscany
- The organization of local food systems in Tuscany
- Food innovation in Tuscany: between tradition and future global challenges

Translation will be provided for the field visits. In collaboration with Laboratorio di Studi Rurali Sismondi (Pisa, Italy).

Instructors: Elisa Marracchini, Davide Rizzo, University of Pisa faculty members

Assessment:

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<tr>
<td>#1</td>
<td>Oral presentation. This oral presentation will be part of the final, comparative agriculture project</td>
<td>30 min</td>
<td>100%</td>
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EU Food Heritage in France and Italy

WEEK 4: COMPARATIVE ANALYSIS AND EVALUATION

2017-2018
2 ECTS credits
1 US credit

Faculty: Dr. Anne COMBAUD
Module: FRENCH FOOD PRODUCTION
Time division:
Exc: 18 hrs; T/S: 8 hrs; Ex: 4hrs;
SL: 8hrs
2 ECTS credits
1 US credit

Numerus clausus: N/A

Required entry level: Juniors, Seniors or Master students in Agricultural Engineering, Agricultural Economy, Agronomy, Sustainable Development, Human Ecology, or Geography from an accredited institution.

Objective of this week: students will work with a UniLaSalle faculty as well as independently to compare agricultural structures and practices in France and Italy.

Program:
1. Italy debriefing and evaluation
2. Work on final presentation of comparative agriculture

Instructor: Dr. Anne COMBAUD

Assessment:

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<tr>
<td># 1</td>
<td>Final comparative agriculture presentation</td>
<td>TBD</td>
<td>100%</td>
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WEEK 1-4:
FRENCH LANGUAGE (TAUGHT THROUGHOUT THE PROGRAM)

<table>
<thead>
<tr>
<th>Faculty: Dr. Martine REY</th>
<th>Module: FRENCH LANGUAGE</th>
<th>Time: 20 contact hrs. &amp; interactive assignments</th>
<th>HW: 10 hrs.</th>
<th>Pass Fail 0 credits 0 US credit</th>
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Numerus clausus: 16

Prerequisite: French 101 or equivalent is recommended but not required

Objective: Students will acquire the basic skills to use French in everyday situations

Description: This intensive language course aims at providing students with the necessary language tools to interact successfully in a variety of situations: at a farmers’ market, while traveling, interacting in various settings. After the initial language course, students will continue to learn French in the three weeks of experiential learning by practicing their acquired skills and adding new ones, for example by reading product labels in French, or asking questions at Farmers’ markets and at local food growers. Interactive assignments will complement classroom instruction.

Course content:
1. Basics of French language; “when in France” – culturally appropriate does and don’ts
2. Basic French: getting around without getting lost
3. Basic Communication about food and agriculture;

Course material includes:
- Music (e.g. Nino Ferrer, Charles Aznavour)
- Food art
- Excerpts from French literature (e.g Emile Zola, Le Ventre de Paris)
- Films & video (e.g. After Winter, Spring; Demain (Tomorrow); Nos enfants nous accuserons (Food Beware)),
- Menus and descriptions of regional French products.

Instructor: Martine Rey, Associate Professor of Languages and Cultural Studies

Assessment:

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<td>Preparation for class and class discussion</td>
<td>N/A</td>
<td>50%</td>
</tr>
<tr>
<td>Communication tasks</td>
<td>Interactive, real life assignments using French</td>
<td>N/A</td>
<td>50%</td>
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**EU FOOD HERITAGE IN FRANCE AND ITALY**

**WEEK 5-8: 4-WEEK WORK PLACEMENT**

*Faculty:* Dr. Martine REY  
*Module:* WORK PLACEMENT  
*Time division:* Average of 35-hr work week  
*ECTS credits:* 4  
*US credit:* 2

**Numerus clausus:** N/A

**Pre-requisite:** completion of the 4-week summer program at LaSalle.

**Expectations:** Students should be in good physical condition and be willing to commit to the place and the people who live there and share their way of life. This includes sharing housework (cooking, washing-up) and generally clearing up after themselves. Personal travel is NOT the objective of that month. While it might be possible to visit landmarks around the area in which you live, **students should not plan traveling around France or Europe** during that time.

**Objectives:** The main objectives are to **be immersed in working & living conditions** in small farms and food-related ventures in France. In that sense, our internships are closer to a WOOFING or WORKAWAY experience than to a formal, academic internship. Through hands-on experience, students are getting to know the real side of France and develop cross-cultural communication skills. By learning about other lifestyles, ideas, other cultures, students should gain a new perspective on the working & living environment in their own country.

**Learning outcomes:** In general, students will develop a deeper understanding of “culture” and learn how to avoid making assumptions. By taking into account cross-cultural differences in work styles and personal interactions, students will develop their ability to observe, to ask questions and to write reports. As a result, they will develop entry level skills to make recommendations for niche markets in their home country.

**Placement types:**

1. **Small family farms:** From stable to table - discover short supply chains and local food systems. Local food transformation for local food consumption. Tasks may include: assisting with food transformation but also weeding, animal care, farming or gardening. Depending on the farm, you may be asked to assist in hosting guests or helping with summer camps, assisting with cooking meals and general kitchen chores.

2. **Vineyards:** small vineyards and wineries. Get involved in the entire process, from working in the vineyard to filling orders. Please note the June/July is a time of intense work where you might be asked to work in the vineyard, tying up and trimming vines. Additional tasks may include weeding, mowing, labeling bottles, helping in the boutique, or general maintenance.

**A word about locations:** Students need to be aware that some placement sites are a bit remote. If they enjoy nature, good food, wine, unwinding and old fashioned French country living, they will like it there.

**Logistics:** Travel expenses to and from your internship site are included in the program fee. Travel is usually by train. For more remote locations, internship supervisors will meet the students at the closest train or bus station. Housing and meals are provided by the internship location. The internships are not paid.

**Instructor:** Martine Rey, Marie Lummerzheim,

**Assessment:**

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<tr>
<td># 1</td>
<td>Group debriefing of internship experience</td>
<td></td>
<td>30%</td>
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<tr>
<td># 2</td>
<td>Oral presentation</td>
<td>What did you observe? What did you learn about food? What were the results of your project, What did you learn about yourself? What recommendations would you make for home niche market?</td>
<td>70%</td>
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