

AOM4060/6061
AGRI-FOOD SYSTEMS INNOVATION
SPRING 2026
IN-PERSON AND ONLINE

1. **Catalog Description:** *3 credits.* Students explore the role of innovation in food systems from a reverse chain perspective. Students will gain knowledge of the food system framework from a multi-level (i.e., individual, organizational, etc.) perspective, identify current, innovative business and technological practices, as well as present and think critically about future trends in food.
2. **Instructor:** Dr. Adam Watson
 - a. Office location: 113 Frazier Rogers Hall
 - b. Telephone: 352-294-6740
 - c. E-mail address: jaw7385@ufl.edu
 - d. Course site: Canvas e-Learning. Announcements will be made through Canvas.
 - e. Office hours: MWF 7th and 8th Periods (1:55pm – 3:50pm) or by appointment

Teaching Assistant: Nico Nesmith

- a. E-mail address: Accessed via Canvas e-Learning.
- b. Office hours: By appointment

Your professor has an open-door policy—feel free to stop by. If he is not in the office, please email him. To contact the TA (if assigned), use the Canvas inbox to ask questions or schedule an appointment. Please allow up to 48 hours for replies (excluding weekends and holidays). Assignments will typically be graded within 3–5 school days.

3. **Meeting Times:** MWF 3rd Period (9:35am – 10:25am)
4. **Meeting Location:** 129 Frazier Rogers Hall.

In-person sections must meet in the designated meeting location. This course will also meet synchronously through Zoom for online sections ONLY.

For online sections, join class using the Zoom link in Canvas (under “Zoom Conferences”). If an in-person meeting cannot be held safely, the class will move online via Zoom at the regular meeting time. All lectures will be recorded and posted under Zoom Conferences for later viewing, but attendance during the scheduled class period is still required.

5. **Course Pre-requisites/Co-requisites:** (Any AOM or ABE or PKG course) or (junior standing or higher).
6. **Course Objectives**

Students, upon completing this course, will be able to:

- a. Recognize the importance of agri-food systems innovation.
- b. Define and describe innovation in agri-food systems, including identifying points in the system that provide opportunities as well as challenges for participants.
- c. Analyze innovation in the agri-food industry, including current and future trends.
- d. Apply a systems perspective to think critically about the inter-relationships within agri-food systems.
- e. Summarize the agri-food system and discuss changes that improve efficiency, safety, affordability, profitability, and sustainability.
- f. Create an innovative food product conceptual plan demonstrating knowledge of food sensory attributes, safety, distribution and marketing.

7. Technical Support

UF Computing Help Desk & Ticket Number: All technical issues require a UF Helpdesk Ticket Number. The UF Helpdesk is available 24 hours a day, 7 days a week. <https://helpdesk.ufl.edu/> | 352-392-4357

8. Course Schedule: Listed assigned meeting times.

Weeks	Modules & Lecture Dates	Assignments & Due Dates
1	Module 1: Introduction to Agri-food Systems Innovation Introductions & M1L1 (1/12) Module 2: Innovation in Agri-food Systems Marketing M2L1 (1/14); M2L2 (1/16)	Syllabus Quiz (1/16); Q2 (1/18); DPA2 (1/18)
2	Module 3: Consumer Behavior with Regard to Food Innovation M3L1 (1/21); M3L2 (1/23)	CS1 (1/22); DPB2 (1/22); Q3 (1/25); DPA3 (1/25)
3	Module 4: New Product Development: Principles and Practices in a Consumer-Oriented Market M4L1 (1/26); M4L2 (1/28); Activity (1/30)	DPB3 (1/29); Q4 (2/1); DPA4 (2/1)
4	Module 5: Food Safety and Consumer Behavior M5L1 (2/2); M5L2 (2/4); Activity (2/6)	CS2 (2/5); DPB4 (2/25); Q5 (2/8); DPA5 (2/8)
5	Module 6: Technological Innovation in the Food Industry: Product Design M6L1 (2/9); M6L2 (2/11); Activity (2/13)	DPB5 (2/12); Q6 (2/15); DPA6 (2/15)
6	Exam Week	Exam 1 (2/18); DPB6 (2/18)
7	Module 7: Food Production: Trends in System Innovation M7L1 (2/23); M7L2 (2/25); Activity (2/27)	Food Project Concept Outline Due (2/27); Q7 (3/1); DPA7 (3/1)
8	Module 8: Nutritional Aspects of Food Innovations: A Focus on Functional Foods M8L1 (3/2); M8L2 (3/4); Activity (3/6)	DPB7 (3/5); Q8 (3/8); DPA8 (3/8)
9	Module 9: Integration of Innovation in the Corporate Strategy of Agri-food Companies M9L1 (3/9); M9L2 (3/11); Activity (3/13)	CS3 (3/12); DPB8 (3/12); Q9 (3/15); DPA9 (3/15)
10	Spring Break	DPB9 (3/19)

11	Module 10: Innovations in Logistics in the Food Supply Chain Networks M10L1 (3/23); M10L2 (3/25); Activity (3/27)	Q10 (3/29); DPA10 (3/29)
12	Module 11: Food Quality Management and Innovation M11L1 (3/30); M11L2 (4/1); Activity (4/3)	CS4 (4/2); DPB10 (4/2); Q11 (4/5); DPA11 (4/5)
13	Module 12: Legislation and Food Innovation M12L1 (4/6); M12L2 (4/8); Activity (4/10)	DPB11 (4/9); Q12 (4/12); DPA12 (4/12)
14 to 15	Exams & Presentations Presentation Day 1 (4/17); Presentation Day 2 (4/20); Presentation Day 3 (4/22)	Exam 2 (4/15); DPB12 (4/16); Project Reports & Presentations Due (4/22); Graduate Literature Review (4/22)

Key: M=Module; L=Lecture; DPA=Discussion Post Part A; DPB=Discussion Post Part B; Q=Quiz.

9. Materials and Supply Fees: None

10. Textbook, Course pack, Technology and Software

Required Course Pack

- Harvard Business Publishing Case Studies.
- Access link: <https://hbsp.harvard.edu/import/1358074>
- Price: \$24.75 (online only, credit card required)

Recommended Textbook

- Jongen, W. M., & Meulenber, M. (Eds.). (2005). Innovation in agri-food systems. Wageningen Academic Pub.
 - Available for Free (click Library Research Tab in Course Canvas)

Required Technology and Software

- Computer, tablet, or phone with internet access browser (e.g., Chrome, Edge, Safari, Firefox) brought to class to participate in class activities and lectures.
- Microsoft Office 365 (free for UF students)
- [UF NaviGator Chat AI](#) (free for UF students)
- Cloud Storage Software
- Google Drive, Dropbox, MS TEAMS)

Graduate Student Reading List

- Berthet, E. T., Hickey, G. M., & Klerkx, L. (2018). Opening design and innovation processes in agriculture: Insights from design and management sciences and future directions. *Agricultural Systems*, 165, 111–115. <https://doi.org/10.1016/J.AGSY.2018.06.004>
- Berti, G., Mulligan, C., Berti, G., & Mulligan, C. (2016). Competitiveness of Small Farms and Innovative Food Supply Chains: The Role of Food Hubs in Creating Sustainable Regional and Local Food Systems. *Sustainability*, 8(7),

616. <https://doi.org/10.3390/su8070616>

- Blay-Palmer, A., Sonnino, R., & Custot, J. (2016). A food politics of the possible? Growing sustainable food systems through networks of knowledge. *Agriculture and Human Values*, 33(1), 27–43. <https://doi.org/10.1007/s10460-015-9592-0>
- Cohen, N., & Ilieva, R. T. (2015). Transitioning the food system: A strategic practice management approach for cities. *Environmental Innovation and Societal Transitions*, 17, 199–217. <https://doi.org/10.1016/J.EIST.2015.01.00>
- Kanter, R., Walls, H. L., Tak, M., Roberts, F., & Waage, J. (2015). A conceptual framework for understanding the impacts of agriculture and food system policies on nutrition and health. *Food Security*, 7(4), 767–777. <https://doi.org/10.1007/s12571-015-0473-6>
- Matson, J., & Thayer, J. (2013). The role of food hubs in food supply chains. *Journal of Agriculture, Food Systems, and Community Development*, 3(4), 1–5. <https://doi.org/10.5304/jafscd.2013.034.004>
- Meynard, J.-M., Jeuffroy, M.-H., Le Bail, M., Lefèvre, A., Magrini, M.-B., & Michon, C. (2017). Designing coupled innovations for the sustainability transition of agrifood systems. *Agricultural Systems*, 157, 330–339. <https://doi.org/10.1016/J.AGSY.2016.08.002>
- King, T., Cole, M., Farber, J. M., Eisenbrand, G., Zabararas, D., Fox, E. M., & Hill, J. P. (2017). Food safety for food security: Relationship between global megatrends and developments in food safety. *Trends in Food Science & Technology*, 68, 160–175. <https://doi.org/10.1016/J.TIFS.2017.08.014>

Each module will open promptly at 12:00AM on Sunday each week in Canvas.

11 Grading Policy

Course grading is consistent with [UF grading policies](#).

12 Grading Structure

Activity	Undergraduate Students	Graduate Students
Syllabus Quiz (1 @ 25 pts.)	2.5%	2.5%
Class Attendance (taken each lecture)	10.0%	0%
Discussion Posts* (11 @ 10 pts. each)	10.0%	10.0%
Quizzes* (11 @ 10 pts. each)	10.0%	10.0%
Case Study Review Assignments (5 @ 75 pts. each)	37.5%	37.5%
Exam 1 (1 @ 100 pts.)	10.0%	10.0%
Exam 2 (1 @ 100 pts.)	10.0%	10.0%

Food Product Development Report and Presentation (1 @ 100 pts.)	10.0%	10.0%
Literature Review (1 @ 100 pts.)	0%	10.0%

***Lowest scored quiz and discussion post will be dropped from final grade**

- Quizzes are due Saturday of each week at 11:59PM.
- Part A of the Discussion Posts is due on Saturday at 11:59PM. Part B is due the following Wednesday. It is your responsibility to follow up on Discussion Posts and make sure you submit Part B on time.
- Students who have questions about their grades should contact their professor by e-mail. Do NOT contact the TA about grades assigned.

13 Grading Scale

Percent	Grade	Grade Points
93.00 - 100.00	A	4.00
90.00 - 92.99	A-	3.67
87.00 - 89.99	B+	3.33
83.00 - 86.99	B	3.00
80.00 - 82.99	B-	2.67
77.00 - 79.99	C+	2.33
73.00 - 76.99	C	2.00
70.00 - 72.99	C-	1.67
67.00 - 69.99	D+	1.33
63.00 - 66.99	D	1.00
60.00 - 62.99	D-	0.67
0 - 59.99	E	0.00

14 Academic Policies and Resources

Academic policies for this course are consistent with university policies. See <https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>

15 Campus Health and Wellness Resources

Visit <https://one.ufl.edu/whole-gator/topics> for resources that are designed to help you thrive physically, mentally, and emotionally at UF.
Please contact [UMatterWeCare](#) for additional and immediate support.

16 Software Use

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such

violations are also against university policies and rules, disciplinary action will be taken as appropriate.

17 AI Use Policy

Artificial intelligence (AI) tools and chatbots **are permitted** in this course, but their use must follow the guidelines below:

Approved Uses

- You may use AI tools to **organize, summarize, or synthesize information**, brainstorm ideas, or improve the clarity of your writing on discussion posts and case study review assignments.
- AI may be used to **support your studying**, such as generating practice questions, explaining concepts, or helping you review material for exams.
- AI may be used as a resource **in support of your term project** (e.g., outlining, structuring content, generating ideas, helping with technical explanations).

Prohibited Uses

- AI **may not** be used to complete **quizzes or exams**. These must reflect your own understanding and engagement with the course content.
- AI **may not** be used for **any form of plagiarism**, including submitting AI-generated content without proper review, attribution when required, or meaningful student contribution.

Student Responsibility

- You are fully responsible for the **accuracy, integrity, and quality** of any work that includes or is informed by AI-generated content.
- You must **carefully review, verify, and revise** all AI-assisted work. AI tools can produce inaccurate or misleading information; it is your responsibility to ensure correctness.

Misuse of AI tools will be treated as an academic integrity violation in accordance with University of Florida policies.

18 Privacy and Accessibility Policies

- Instructure (Canvas)
 - [Instructure Privacy Policy](#)
 - [Instructure Accessibility](#)
- Zoom
 - [Zoom Privacy Policy](#)
 - [Zoom Accessibility](#)