

Fund for Innovative Teaching Grant Final Report

Project Title: Agriculture Case Studies for Business, Geography, and the UFV Agriculture Learning Commons

Project Leads: Garry Fehr and Frank Ulbrich

Summary of the Learning Activities Planned and Undertaken

The purpose of the project was to develop the capacity of Business faculty to learn how to effectively use the Case Study approach in their teaching, and to provide supplementary video learning resources with agriculture content that could be used by multiple disciplines. Agriculture is the dominant economic activity in the region, but due to biosafety concerns, such as avian influenza, it is not feasible to bring the students to the farm. Hence, it is important for our primarily urban student body to gain a deeper understanding of where their food comes from. Finally, the Case Study approach is a high impact practice, but requires some training for it to be effective.

Case Study Training

The UFV School of Business hosted a case study workshop in April 2018. The workshop was provided by the Ivey Business School at Western University, and FIT funding was supplemented by fees from the participants (professional development), and by contributions from the Chartered Professional Accountants' Education Foundation of British Columbia. All of the participants were able to successfully complete the program.

Agriculture Videos

Due to the nature of the case study approach, two topics were selected with a business perspective, that would also provide value for other disciplines such as Agriculture, Sociology, and Geography. The videos were filmed over several days and then went to post-production. The videos are available electronically.

The poultry video, filmed at Stew Ritchie's poultry farm, shows students the complex process that poultry producers use to ensure that their flocks remain healthy and that Avian Influenza is not spread from one farm to another. The case study investigates the role and implementation of regulatory controls.

The agriculture technology video shows the new technology that has been adopted at the Ecodairy (robotics, automated feeding systems, and quality control systems). The accompanying case study has students use a process to determine when a producer should or should not invest in technology.

Individuals Involved in the Delivery of Activities and Outcomes

The case study workshop was organized by Frank Ulbrich, supported by Chartered Professional Accountants' Education Foundation of British Columbia, and provided by the Ivey Business School at Western University.

The videos were organized by Garry Fehr, filmed and edited by Adam Bader (contractor), and assistance was provided during production by student Catherine McCarthy. Business 's Assistant Professor Jillene Marlowe provided significant advice and guidance regarding the content that was required to included

for a successful case study resource. The poultry video was filmed at Stew Ritchie's poultry farm and the technology video was filmed at the Abbotsford Ecodairy.

Degree to which the Significant Goals and/or Objectives of the Proposal were Achieved

All of the significant goals were achieved or are in process. Several faculty members received training in the Case Study approach, and the videos have been completed and are available for instructors to use to supplement their teaching.

The objective that is in process, is the development of case studies. This will depend upon individual faculty members that were not directly included in the project to make use of the training that they have gained.

Feedback on FIT Process

The Fund for Innovative Teaching is a valuable resource for faculty that wish to explore innovative approaches or gain capacity in areas that are new to them or to produce teaching materials that have a financial cost. Overall, the process is open enough for a wide variety of activities. The application process is a valuable requirement as it causes applicants to consider their idea in a systematic manner.