



## **DEPARTMENT OF WELDING, CTO, INSTRUMENTATION, AND BEEKEEPING**

### **COURSE OUTLINE – FALL 2012**

#### **BK332 – PRODUCT PROCESSING, PACKAGING, AND MARKETING**

**INSTRUCTOR:** Eric Stromgren

**PHONE:** 780.835.6610

**OFFICE:** PS104A

**E-MAIL:** estromgren@gprc.ab.ca

**OFFICE HOURS:** As posted

#### **PREREQUISITE(S)/COREQUISITE:**

BK200

#### **REQUIRED TEXT/RESOURCE MATERIALS:**

TBA

#### **CALENDAR DESCRIPTION:**

A look at honey house design, processing methods, value-adding options, packaging, market trends for honey, options for selling honey and honey-related products.

#### **CREDIT/CONTACT HOURS:**

This course consists of 2 lecture hours, 3 seminar hours, and 1 lab hour per week for 7 weeks.

#### **DELIVERY MODES:**

The course work includes lectures, guest presentations, discussions, class participation, quizzes, and a final exam or project.

#### **OBJECTIVES:**

1. Increase awareness of honey as a global product
2. Awareness of honey house design and layout considerations
3. Knowledge of extracting and processing options
4. Explore options and strategies for adding value to honey and related products
5. Knowledge of honey grading regulations and marketing of honey

6. Awareness of how honey and honey-related products are packaged, marketed, and moved around the world.

**GRADING CRITERIA:**

<b>GRANDE PRAIRIE REGIONAL COLLEGE</b>			
<b>GRADING CONVERSION CHART</b>			
<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4.0</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4.0</b>	<b>85 – 89</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>77 – 79</b>	
<b>B</b>	<b>3.0</b>	<b>73 – 76</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2.0</b>	<b>63 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 62</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1.0</b>	<b>50 – 54</b>	
<b>F</b>	<b>0.0</b>	<b>0 – 49</b>	<b>FAIL</b>
<b>WF</b>	<b>0.0</b>	<b>0</b>	<b>FAIL, withdrawal after the deadline</b>

**EVALUATIONS:**

Class Participation	10%
Quizzes	30%
Assignments	30%
Field Trip Report	30%

## **STUDENT RESPONSIBILITIES:**

- Students are expected to be on-time and present to complete this course. Requests to reschedule assignments or assessments will only be granted under extraordinary circumstances.
- Students must follow all safety guidelines and procedures.

## **STATEMENT ON PLAGIARISM AND CHEATING:**

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at [www.gprc.ab.ca/about/administration/policies/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

\*\*Note: all Academic and Administrative policies are available on the same page.

## **COURSE SCHEDULE/TENTATIVE TIMELINE:**

Schedule of topics to be announced in class

1. Honey Composition.
  - Composition; viscosity
  - Moisture content and hygroscopicity
  - Granulation
  - Fermentation
  - Heating and storage
2. Honey House
  - Layout, materials & equipment
3. Processing Techniques & options
4. Packaging Honey
  - For bulk sales
  - For specialty products
5. Marketing Honey
  - Grading regulations
  - Selling honey and honey/hive products
  - Honey exporting and regulations
  - World-wide production and marketing trends
6. Value Added Products