

S

93105Q



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

Scholarship 2016 Agricultural and Horticultural Science

9.30 a.m. Wednesday 23 November 2016
Time allowed: Three hours
Total marks: 24

QUESTION BOOKLET

There are **THREE** questions in this booklet. Answer **ALL** questions.

Write your answers in Answer Booklet 93105A.

Check that this booklet has pages 2 and 3 in the correct order and that neither of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

QUESTION ONE: CONTEMPORARY ISSUES (8 marks)

Select ONE of the following contemporary issues:

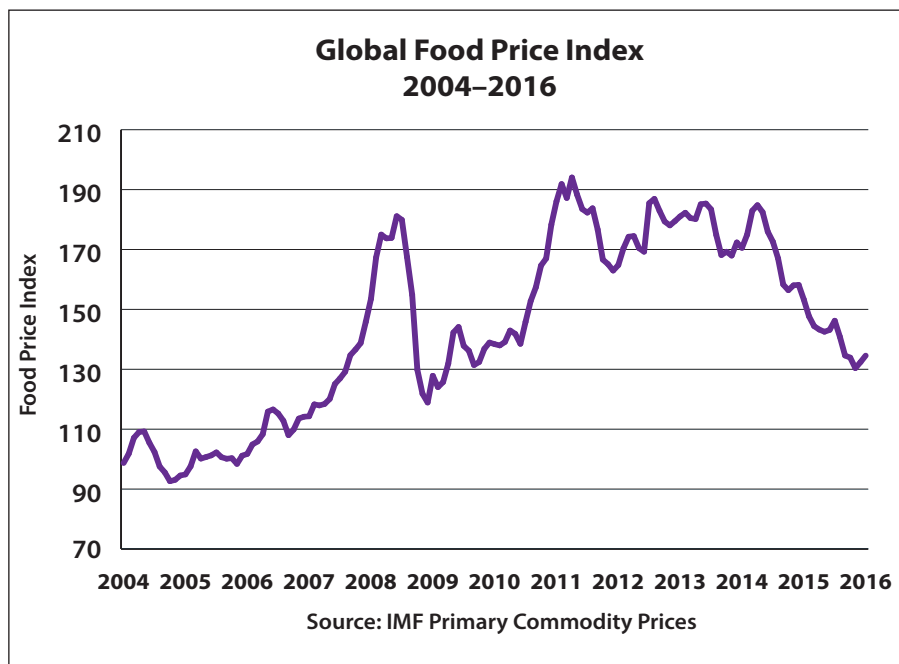
- traceability
- biodiversity
- country of origin labelling
- food safety.

Discuss, with reference to TWO export-oriented primary production systems:

- the impact the selected issue has on each system
- consumers' perspectives on the selected issue
- how the system has responded to these consumer perspectives.

("System" could include producers, processors, industry organisations, and retailers.)

Plan your answer on page 2 of the answer booklet and begin your answer on page 3.

QUESTION TWO: PRICE VOLATILITY AND PRIMARY PRODUCTION SYSTEMS (8 marks)

The graph above illustrates the trends in the Global Food Price Index from 2004 to 2016.

With reference to ONE export-oriented primary production system:

- Discuss the causes of price volatility, the impact it has had on the sustainability of your selected system, and how the system has responded, or may potentially respond, to this volatility in the future.

Plan your answer on page 8 of the answer booklet and begin your answer on page 9.

QUESTION THREE: GLOBAL FOOD TRENDS (8 marks)

More and more shoppers around the world are opting for “fresh” and “organic” food, and that’s costing major packaged food companies some serious market share.

Now a new language around health has emerged that includes terms like “natural”, “organic”, and “gluten free”.

Source (adapted): *Fortune Magazine*, June 2015, Volume 171, Number 7 (pp. 61, 63, 69).



The menu at a New York café.

With reference to TWO export-oriented primary production systems:

- Discuss the threats and opportunities that the “natural, fresh, and organic” movement may create for the production and marketing of New Zealand’s primary produce in the global economy.

Plan your answer on page 14 of the answer booklet and begin your answer on page 15.

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