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90159



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

Level 1 Agricultural and Horticultural Science, 2004

90159 Describe aspects of primary industry production in New Zealand

Credits: Two

9.30 am Monday 22 November 2004

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should answer ALL the questions in this booklet.

If you need more space for any answer, use the pages provided at the back of this booklet and clearly number the question.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

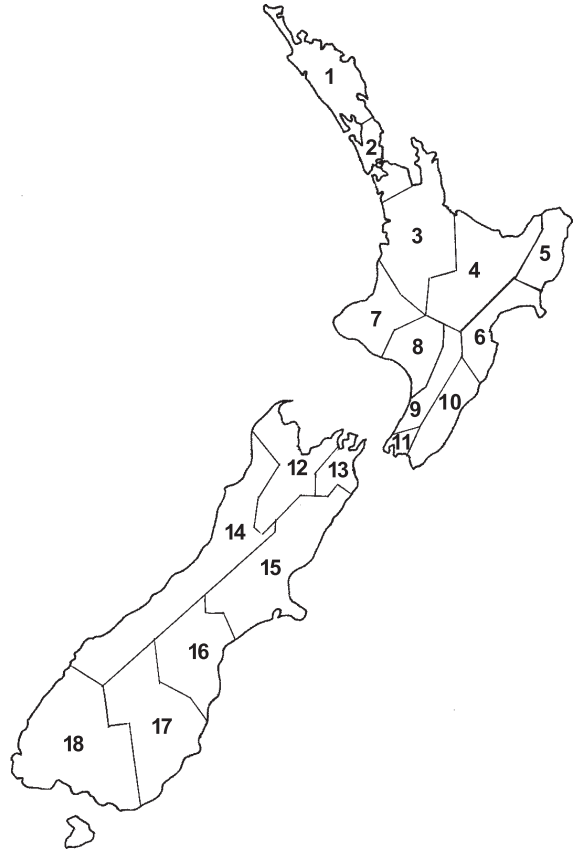
Achievement Criteria			<i>For Assessor's use only</i>		
Achievement		Achievement with Merit		Achievement with Excellence	
Describe the geographic distribution of primary production in New Zealand.	<input type="checkbox"/>	Explain the geographic distribution of primary production in New Zealand.	<input type="checkbox"/>	Explain the geographic distribution of primary production in New Zealand.	<input type="checkbox"/>
Describe the method(s) used to increase consumer demand for primary products.	<input type="checkbox"/>	Explain the method(s) used to increase consumer demand for primary products.	<input type="checkbox"/>	Explain the method(s) used to increase consumer demand for primary products.	<input type="checkbox"/>
				Describe a marketing strategy to increase demand for a given primary product.	<input type="checkbox"/>
Overall Level of Performance (all criteria within a column are met)					<input type="checkbox"/>

You are advised to spend 25 minutes answering the questions in this booklet.

Resource A

Names of Regions

1. Northland
2. Auckland
3. Waikato
4. Bay of Plenty
5. Gisborne / East Coast
6. Hawkes Bay
7. Taranaki
8. Wanganui
9. Manawatu
10. Wairarapa
11. Wellington
12. Nelson and Bays
13. Marlborough
14. West Coast
15. Canterbury
16. South Canterbury / North Otago
17. Otago
18. Southland



Resource B

Major types of primary production in New Zealand

Citrus	Cut flowers	Dairying	Deer	Extensive sheep and beef
Forestry	Grapes	Intensive cropping	Kiwifruit	Market gardens
Pip fruit	Poultry	Processed vegetables	Semi-intensive sheep and beef	Stone fruit

Many primary industries are carried out near to cities or close to distribution centres such as airports or seaports.

QUESTION TWO

Explain why many primary industries have these requirements:

(a) Near to cities: _____

(b) Close to distribution centres: _____

Turners & Growers is a company that markets fruit and vegetables around the world. In New Zealand they use the '5+ a Day' campaign.

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QUESTION THREE

Explain how a large company, such as Turners & Growers, increases consumer demand for fresh fruit and vegetables through:

(a) promotion

(b) grading of fruit and vegetables
