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Tick this box if
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Level 3 Agricultural and Horticultural Science 2020

91531 Demonstrate understanding of how the production process meets market requirements for a New Zealand primary product(s)

9.30 a.m. Thursday 26 November 2020
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of how the production process meets market requirements for a New Zealand primary product(s).	Demonstrate in-depth understanding of how the production process meets market requirements for a New Zealand primary product(s).	Demonstrate comprehensive understanding of how the production process meets market requirements for a New Zealand primary product(s).

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 attempt ALL parts in this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–11 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.

TOTAL

ASSESSOR'S USE ONLY

INSTRUCTIONS

This examination is made up of THREE parts.

Carefully read ALL of the parts before you begin your answers.

You must answer ALL parts of this examination.

Space for planning is provided on page 3. Begin your answers on page 4.

Choose a **nationally significant** primary product:

Primary product: _____

Choose a **specific market** for your chosen primary product:

Specific market: _____

PLANNING

Growers in New Zealand are market driven. They have become more focused on understanding the market they sell their product into. The more the grower knows about consumers' expectations, the more they are going to be able to meet those expectations.

Time for a new approach for NZ agriculture – KPMG

Farming needs to change its volume-based approach to a more market, value-based focus, international consultancy KPMG says.



“However, as organisations pivot towards markets and consumers, the rules that shape the future are no longer determined by the domestic government but by much tougher masters, the consumers to whom they sell,” he said.

Source (adapted): https://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11875254

PART A: Market requirements

Explain TWO different market requirements from the list below that your specific market has for your primary product (chosen on page 2):

Market requirements

- Quantity
- Quality (state a specific quality requirement)
- Time
- Consistency
- Product attributes (state a specific attribute requirement)

Market requirement (1): _____

Market requirement (2): _____

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