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91530



NEW ZEALAND QUALIFICATIONS AUTHORITY
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Level 3 Agricultural and Horticultural Science 2021

91530 Demonstrate understanding of how market forces affect supply of and demand for New Zealand primary products

Credits: Five

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of how market forces affect supply of and demand for New Zealand primary products.	Demonstrate in-depth understanding of how market forces affect supply of and demand for New Zealand primary products.	Demonstrate comprehensive understanding of how market forces affect supply of and demand for New Zealand primary products.

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 of the task 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 2–12 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (✂/✂). This area may be cut off when the booklet is marked.

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

INSTRUCTIONS

You must select TWO different New Zealand primary products to use in your answers.

The products chosen must be ones that earn significant export revenue in their processed or unprocessed form, or allow for self-sufficiency within New Zealand.

Planning space is provided on page 3. Begin your answers on page 4.

Choose from the following list of market forces when answering part (a) and part (b).

Market forces

- Weather events
- Quality requirements
- Consumer preference
- Seasonality
- Production costs
- Political intervention
- Exchange rate

PLANNING

(a) **Market forces affecting demand**

Explain how a market force impacts the demand for a primary product. Use evidence and data from the last five years to support your answer.

Choose a primary product.

New Zealand primary product: _____

Select a market force from the list on page 2.

Market force: _____

(c) Market trends

Global market trends, like some mentioned below, can have a significant effect on the supply of, and demand for, New Zealand primary products.

**Examples of current and recent market trends from
around the world and within New Zealand**

UK 'buy local' campaign

Companies in the UK, traditionally one of New Zealand's major export markets, are pushing 'Buy Local' campaigns to support their local farmers and businesses and reduce the number of food miles required to get food on their tables.

COVID-19

After much of the world spending the majority of 2020 in some level of lockdown, there have been changes in the dining behaviour of consumers. Many people who would normally eat out in restaurants have had to change their dining behaviour.

Conscious consumers

They are choosing to shop with companies based on how environmentally or socially conscious the company is.

Plant-based diets

A recent New Zealand survey showed 15 per cent of Kiwis aged 18 and over always, or mostly, eat plant-based meals –

Sources: <https://www.newshub.co.nz/home/lifestyle/2020/02/number-of-new-zealanders-going-vegetarian-surges.html>
<https://www.tgmcreative.co.nz/conscious-consumer-care/>

