

# 3

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## Level 3 Agricultural and Horticultural Science 2022

### 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 the 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.

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**

Carefully read ALL instructions and parts before answering.

You must answer the different parts using TWO different primary products. The products chosen must earn significant export revenue in their processed or unprocessed form, or allow for self-sufficiency within New Zealand.

**PLANNING**









## PART C: Consumer preference

Farmers and growers supply primary products to meet consumer demand. Consumer preference trends like the examples below can have a significant effect on the supply of, and demand for, New Zealand primary products.

Consumers are becoming more health conscious when it comes to eating red meat. Consumers now prefer meat options that are a smaller portion size, leaner or have less unhealthy fats.

Changing tastes for kiwifruit have resulted in the development of new varieties that will meet the preferences of consumers.

Asia is a new and growing market for New Zealand apples. The consumers in this market have different preferences to consumers in the traditional European markets. Growers need to be aware of these changing consumer preferences.

With so many options of food products to purchase, people are looking for food that makes them feel healthy.

One in five people believe that they have an intolerance to lactose, so prefer to buy dairy products that are low in, or free of, lactose.

For Part C, you may use one of the primary products discussed in parts A or B, or pick a different primary product to use to discuss how consumer preferences impact supply AND demand.

Select your primary product.

Primary product: \_\_\_\_\_

Why, or why not, is the impact of consumer preference considered significant in the supply of, and demand for, your primary product? Use recent data (preferably within the past five years) and other evidence to support your answer.

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