





NEW ZEALAND QUALIFICATIONS AUTHORITY MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD KIA NOHO TAKATŪ KI TŌ ĀMUA AO! Tick this box if you have NOT written in this booklet



Level 3 Agricultural and Horticultural Science 2022 91531 Demonstrate understanding of how the production process meets market requirements for a New Zealand primary product(s)

Credits: Four

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

The customer

Primary producers in New Zealand are becoming more aware of what consumers demand.

Primary producers get feedback about consumer demand from their producer organisations, marketers, and importers, and through social media, price signals, and supermarkets, to name just a few.

Each specific market has its own specific market requirements, which will be different to other markets, as individual preferences for primary products vary widely.

This feedback on consumer demand allows the primary producers to adapt their primary product to meet the consumer demand. Some producers are very responsive to the consumer.

PLANNING

PART A: Market requirements

Markets have specific requirements for the primary products they demand. Primary producers need to be aware of these requirements to ensure they are able to meet them.

Name a specific primary product:

Primary product:

Name a specific market:

Specific market:

Explain TWO different market requirements for your chosen primary product from the list below. Use data to support your answer.

Market requirements:

- quality (consistency, attributes, uniformity, presentation)
- quantity
- timing
- price.

Market requirement 1:

Market requirement 2:

PART B: Management practices

Management practices are carried out by growers in order to meet the market requirements. Growers who meet a broader range of market requirements are likely to be more successful.

Explain TWO different management practices that are carried out to meet the market requirements identified in Part A.

You must clearly link the management practice to the market requirement and use data to support your answer.

Market requirement 1:

Management practice 1:

Market requirement 2:

Management practice 2:

PART C: Market requirement to maximise profitability

Growers or producers will have an understanding of the relative importance of the market requirements of their primary product. Some market requirements are more significant in maximising profitability than others.

Justify the market requirement (from Part A) that has the greatest impact on the volumes or price received, which will in turn affect the profitability of the grower or producer. Use data to support your answer.

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QUESTION NUMBER	Write the question number(s) if applicable.	

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