

# 3

91531



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

**QUALIFY FOR THE FUTURE WORLD**  
**KIA NOHO TAKATŪ KI TŌ ĀMUA AO!**

SUPERVISOR'S USE ONLY

Tick this box if you  
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## 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 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 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.

**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**





















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