

## 41169 Evaluate key performance factors for production management in a primary industry business

<b>Kaupae   Level</b>	4
<b>Whiwhinga   Credit</b>	15
<b>Whāinga   Purpose</b>	<p>This standard is for people working in primary industry businesses who want to improve their capacity in core concepts of production management.</p> <p>They will be able to identify and evaluate key performance factors for production management in a primary industry business.</p> <p>This standard aligns with the Production Management Upskill for Primary Industry Business (Micro-credential) (ID: 129748-1).</p>

### Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

<b>Hua o te ako   Learning outcomes</b>	<b>Paearu aromatawai   Assessment criteria</b>
1. Identify factors that relate to high-performance for production in a primary industry business.	a. Gather relevant information on high-performance for production in a primary industry business.
	b. Benchmark high-performance factors against production outcomes for a primary industry business.
2. Evaluate yield, productivity and quality against production potential in a primary industry business.	a. Communicate with stakeholders to gather relevant data on yield, productivity and quality.
	b. Evaluate current yield, productivity and quality in terms of available resources.
	c. Identify opportunities for improvement and evaluate them in the context of a primary industry business.

### Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

#### *Assessment specifications:*

All activities must be carried out in accordance with workplace health and safety requirements, and workplace procedures.

Providers must give due consideration to embedding ngā kaupapa (principles) o Te Tiriti o Waitangi when designing delivery activities relevant to this standard. These principles are outlined in [Guidelines for Providers: Embedding Tirohanga Māori](#).

Providers must give due consideration to the needs and values of Pacific peoples and other cultural groups when designing delivery activities relevant to this standard, ensuring practices are inclusive and equitable.

Ākongā/learners should be assessed against this standard in a real-life context using naturally occurring evidence.

Evidence used in assessment should, where possible, relate to a specific primary industry business, but may also draw on industry data, approved case studies, exemplars, or provider-supplied model businesses where workplace data access is not feasible.

### *Definition*

A *primary industry business* is an enterprise that undertakes planned and operational primary production activities to produce commercial outputs in accordance with industry requirements and regulatory obligations. Examples may include, but are not limited to, arable farms, dairy livestock farms, breeding- and non-breeding livestock farms, and production and non-production horticulture operations.

### **Ngā momo whiwhinga | Grades available**

Achieved

### **Ihirangi waitohu | Indicative content**

#### Performance indicators

- industry-specific publications and data, e.g. sector reports, farm benchmarking data, market trends
- key performance indicators relevant to production system, e.g. milk solids per cow, lambing percentage, crop yield per hectare
- data and trends relating to own primary industry business over time, e.g. production output, resource utilisation, seasonal variation
- financial and physical performance factors, e.g. cost of inputs, equipment efficiency, stock performance.

#### Evaluating production potential

- available resources, e.g. financial, physical (such as land, equipment, livestock), staffing
- interpersonal communication skills, e.g. internally with staff, externally with contractors, suppliers or advisory services
- risks and restrictions relevant to the specific primary industry business and production system, e.g. regulatory requirements, seasonal limitations, biosecurity issues
- environmental factors influencing production, e.g. soil health, climate, water availability, sustainable land-use practices
- cost-benefit analysis of production decisions and resource allocation in the business context
- Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis
- Political, Economic, Social, Technological, Environmental, Legal (PESTEL) analysis
- business strategy, e.g. short- and long-term planning, diversification, alignment with market or regulatory conditions.

### **Rauemi | Resources**

- [Health and Safety at Work Act 2015.](#)

**Pārongo Whakaū Kouna** | Quality assurance information

<b>Ngā rōpū whakatau-paerewa  </b> Standard Setting Body	Food and Fibre Industry Skills Board
<b>Whakaritenga Rārangi Paetae Aromatawai  </b> DASS classification	Agriculture, Forestry and Fisheries > Agriculture > Agribusiness Management
<b>Ko te tohutoro ki ngā Whakaritenga i te</b> <b>Whakamanatanga me te Whakaōritenga  </b> CMR	0052

<b>Hātepe  </b> Process	<b>Putanga  </b> Version	<b>Rā whakaputa  </b> Review Date	<b>Rā whakamutunga</b> <b>mō te aromatawai  </b> Last date for assessment
<b>Rēhitatanga  </b> Registration	1	29 January 2026	N/A
<b>Kōrero whakakapinga  </b> Replacement information	N/A		
<b>Rā arotake  </b> Planned review date	31 December 2030		

Please contact the Food and Fibre Industry Skills Board at [info@foodandfibresb.nz](mailto:info@foodandfibresb.nz) to suggest changes to the content of this skill standard.