

Title	Demonstrate knowledge of floriculture		
Level	2	Credits	5

Purpose	People credited with this unit standard are able to: demonstrate knowledge of the main commercial flower and foliage crops grown in New Zealand; demonstrate knowledge of the common marketing channels for floriculture crops in New Zealand.
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Classification	Horticulture > Floriculture
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Available grade	Achieved
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Guidance Information

Commercial flower crops may include carnations, roses, leucadendrons, proteas, gypsophila, orchids, gentiana, paeonies, sandersonia, zantedeschia, daffodils, limonium, nerines, eustoma, matthiola, alstromeria, iris, liliium, chrysanthemum, antirrhinum, gerbera; and *foliage crops* may include pittosporum, magnolia, fan palm, aspidistra, snake grass.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the main commercial flower and foliage crops grown in New Zealand.

Performance criteria

- 1.1 Ten commercial flower and foliage crops grown in New Zealand are described.
- 1.2 Important cultivars are listed and recognised for five main floriculture crops.
- 1.3 Brief notes are provided to explain the crop range in each of the significant floriculture districts of New Zealand.

Outcome 2

Demonstrate knowledge of the common marketing channels for floriculture crops in New Zealand.

Performance criteria

- 2.1 Marketing systems for the domestic market are described in terms of their functions, advantages, and disadvantages to growers.

Range auction, wholesale/brokerage, private sales, retail sales, contract sales.

2.2 Marketing systems for the export market are described in terms of their functions, advantages, and disadvantages to growers.

Range auction, wholesale/brokerage, private sales, retail sales, contract sales.

2.3 One marketing organisation is described in terms of its functions and the crops it affects.

2.4 Workings of export companies are described in terms of their functions, advantages, and disadvantages to growers.

Replacement information	This unit standard replaced unit standard 1797.
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This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	15 December 2004	31 December 2022
Revision	2	24 February 2006	31 December 2022
Review	3	22 October 2020	31 December 2022

Consent and Moderation Requirements (CMR) reference	0032
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.