

Title	Demonstrate knowledge of the effects of market forces on an agri-industry		
Level	4	Credits	4

Purpose	People credited with this unit standard are able to: define and describe market forces, the value chain and how they affect an agri-industry; and demonstrate knowledge of industry marketing methods and/or organisations of an agri-industry, and on-farm marketing methods for an agribusiness product.
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Classification	Agriculture > Agribusiness Management
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Available grade	Achieved
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Guidance Information

- 1 Legislation relevant to this unit standard includes but is not limited to:
Fair Trading Act 1986
Consumer Guarantees Act 1993.
- 2 Definition
Agri-industry – a wider industry sector such as the dairy industry as opposed to an individual dairy supplier who would be referred to as an agribusiness.

Outcomes and performance criteria

Outcome 1

Define and describe market forces, the value chain, and how they affect an agri-industry.

Performance criteria

- 1.1 Market forces are defined and described in terms of their effect on an agri-industry.

Range	may include but is not limited to – supply and demand, customer requirements, currency exchange rates, animal welfare issues; import and trade restrictions; evidence is required for at least three.
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- 1.2 The value chain is described for an agribusiness product from producer to consumer.
- Range value chain includes but is not limited to – consumer, distribution, innovation, market research, processor, producer, product research and development, promotion, quality control, storage.
- 1.3 Production decisions for an agribusiness are analysed in terms of how they are affected by market forces.
- Range production decisions may include but are not limited to – diversification, volume of output, timing of supply, setting production targets, use of genetic modification, disease and/or pest control, use of fertilisers, timing of supply or sales, organic production; evidence is required for at least two.

Outcome 2

Demonstrate knowledge of industry marketing methods and/or organisations of an agri-industry, and on-farm marketing methods for an agribusiness product.

Performance criteria

- 2.1 The industry marketing methods and/or organisations of an agri-industry are described in terms of their features, relevance, and effects on the international market.
- 2.2 On-farm marketing methods are described for an agribusiness product on the domestic market.
- Range may include but is not limited to – direct selling, advertising, use of third party agent, promotion at agricultural events; evidence is required for at least one.

Replacement information	This unit standard replaced unit standard 16659.
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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	27 April 2005	31 December 2022
Review	2	18 March 2011	31 December 2022
Review	3	22 October 2020	31 December 2022
Rollover	4	30 September 2021	31 December 2023
Rollover and Revision	5	14 December 2023	31 December 2025

Consent and Moderation Requirements (CMR) reference

0052

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.