

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

<b>Purpose</b>	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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<b>Classification</b>	Agriculture > Agribusiness Management
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<b>Available grade</b>	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.

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### 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.

- 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.

<b>Replacement information</b>	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

**Consent and Moderation Requirements (CMR) reference**

0052

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