

Title	Develop productivity action plans for an agribusiness, and analyse results		
Level	5	Credits	10

Purpose	People credited with this unit standard are able to: develop agribusiness productivity goals and objectives; develop action plans to achieve agribusiness productivity objectives; and analyse the results of productivity action plans, and make recommendations for future plans.
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Classification	Agriculture > Agribusiness Management
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Available grade	Achieved
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Guidance Information

1 Definitions

Goals – statement of intent that relates to the whole agribusiness production system,

Objectives – components which collectively contribute to achieving goals.

Action plan – plan of actions to be taken to achieve objectives.

Productivity – a measure of physical farm efficiency, or how well a business converts input resources into production.

Overall agribusiness strategy – the values and beliefs of the agribusiness owners/managers, the general financial strategy, and general productivity goals. An action plan or productivity goals and objectives that ignore the agribusiness strategy would not be valid in the context of the given agribusiness.

2 For the purposes of assessment of this unit standard, the productivity plan could include a range of strategies to improve productivity of the agribusiness, rather than just focussing on increasing production.

3 For the purposes of assessment of outcome 3, the action plan could refer to a plan developed by a senior manager or farm manager, or a case study. The plan is not necessarily the plan prepared by the candidate for assessment against outcomes 1 and 2.

Outcomes and performance criteria

Outcome 1

Develop agribusiness productivity goals and objectives.

Performance criteria

1.1 Potential productivity is identified by benchmarking similar agribusinesses.

- 1.2 Productivity goals and objectives developed take into account the overall agribusiness strategy.
- 1.3 Productivity goals and objectives set are relative to optimum potential for the agribusiness type and district, realistic for the resources available to the business, and specific and time-bound.

Outcome 2

Develop action plans to achieve agribusiness productivity objectives.

Range evidence is required for action plans for at least two productivity objectives.

Performance criteria

- 2.1 Action plans developed identify activities for each productivity objective.
- 2.2 Action plans developed identify responsibilities of people involved with each productivity objective.
- 2.3 Action plans developed identify timing of actions for each productivity objective.
- 2.4 Action plans developed include a description of the monitoring process.

Outcome 3

Analyse the results of productivity action plans, and make recommendations for future plans.

Performance criteria

- 3.1 Achieved results and variations are compared with the set productivity objectives.
- 3.2 Analysis determines reasons for any variations.

Range within management control, outside management control.
- 3.3 Recommendations are made for future productivity action plans that contribute to achieving production objectives.

Replacement information	This unit standard replaced unit standard 19036.
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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	28 October 2021	31 December 2022

Consent and Moderation Requirements (CMR) reference	0052
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.