

<b>Title</b>	<b>Research the operation of, and develop a business strategy for, an apiculture business</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	People credited with this unit standard are able to: research the operation of, and develop a business strategy, for an apiculture business.
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<b>Classification</b>	Agriculture > Apiculture
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Performance criteria must be consistent with:
  - Agricultural Compounds and Veterinary Medicines Act 1997
  - Animal Products Act 1999
  - Biosecurity Act 1993
  - Biosecurity (National American Foulbrood Pest Management Plan) Order 1998
  - Food Act 2014
  - Food Standards Code and Food Standard: Tutin in Honey 2016
  - Workplace procedures
  - Health and Safety at Work Act 2015.
  
- 2 Definitions
 

*Workplace procedures* refer to policies and procedures set by the employer or organisation on apiculture business strategy.

*Business Strategy* – a strategic perspective for a future development to meet and support a business opportunity.

*Goal* – outcome statement of intent that relates to the business strategy.

*Objectives* – components that collectively contribute to achieving the goals.

*Action Plan* – plan of actions to be taken to achieve objectives.
  
- 3 Workplace procedures must be consistent with the following references –
 

Goodwin, Mark, *Elimination of American Foulbrood Disease without the use of Drugs: A Practical Manual for Beekeepers* (Otaki, New Zealand: National Beekeepers Association of New Zealand Inc., revised edition 2006) (also referred to as The Beekeeper's Manual); and Goodwin, Mark and Taylor, Michelle, *Control of Varroa – A Guide for New Zealand Beekeepers* (Wellington, New Zealand: New Zealand Ministry of Agriculture and Forestry, revised edition 2007).

All references are available from Apiculture NZ, PO Box 25207, Wellington 6146, New Zealand <http://apinz.org.nz/contact/> or email [info@apinz.org.nz](mailto:info@apinz.org.nz) ph + 64 4 471 6254.

- 4 The apiculture business may include producers of: single source honey, multi floral honey, comb honey, medical grade manuka honey, propolis, pollen, royal jelly, beeswax, queen bees, pollination services or export of beehive products.

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## Outcomes and performance criteria

### Outcome 1

Research the operation of an apiculture business.

#### Performance criteria

1.1 Describe management plans and seasonal calendars.

1.2 Determine the goals and objectives of the business.

Range one goal for each of – personal, production, strategic;  
one set of objectives for each goal.

### Outcome 2

Develop a business strategy for an apiculture business.

#### Performance criteria

2.1 Identify strengths, weaknesses, opportunities and threats for an apiculture business.

2.2 Describe a business opportunity for the business.

2.3 Present an action plan for implementing a business strategy.

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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	14 December 2017	31 December 2022
Review	2	24 September 2020	31 December 2022

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