

Title	Identify goals and objectives, and develop a business strategy for a queen bee rearing business		
Level	4	Credits	5

Purpose	<p>This unit standard is intended for people working in a queen bee rearing context.</p> <p>People credited with this unit standard are able to: identify the goals and objectives; and identify a business opportunity and develop a strategy and action plan for implementing a business strategy, for a queen bee rearing business.</p>
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Classification	Agriculture > Apiculture
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Available grade	Achieved
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Guidance Information

- 1 All evidence presented in this unit standard must be in accordance with:
 - Workplace procedures;
 - Agricultural Compounds and Veterinary Medicines Act 1997;
 - Animal Products Act 1999;
 - Biosecurity Act 1993;
 - Biosecurity (National American Foulbrood Pest Management Strategy) Order 1998;
 - Food Act 2014;
 - Food Standards Code and Food Standard: Tutin in Honey 2016;
 - Health and Safety at Work Act 2015;
 - and any subsequent amendments.
- 2 Definitions

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

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.

Workplace procedures refer to the policies and procedures on safety and operation set down by the employer or organisation.
- 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 or email info@apinz.org.nz ph + 64 4 471 6254.

- 4 The apiculture business may include producers of queen cells, virgin or mated queen bees, nucleus hives, package bees, or royal jelly.

Outcomes and performance criteria

Outcome 1

Identify the goals and objectives of a queen bee rearing business.

Performance criteria

- 1.1 Research the current operation of the business.

Range may include but is not limited to – seasonal operations, staff, product range, profitability, markets accessed, meeting client needs, use of technology.

- 1.2 Identify the future goals and objectives of the business.

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

Outcome 2

Identify a business opportunity and develop strategy and action plan for implementing a business strategy for a queen bee rearing business.

Performance criteria

- 2.1 Identify a business opportunity for the business.

- 2.2 Develop a business strategy for the business opportunity.

- 2.3 Develop an action plan for implementing a business strategy.

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	24 January 2019	31 December 2022
Review	2	24 September 2020	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>.

This unit standard is expiring