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91531



Tick this box if there is no writing in this booklet

SUPERVISOR'S USE ONLY

Level 3 Agricultural and Horticultural Science 2020

91531 Demonstrate understanding of how the production process meets market requirements for a New Zealand primary product(s)

9.30 a.m. Thursday 26 November 2020 Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of how the production process meets market requirements for a New Zealand primary product(s).	Demonstrate in-depth understanding of how the production process meets market requirements for a New Zealand primary product(s).	Demonstrate comprehensive understanding of how the production process meets market requirements for a New Zealand primary product(s).

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should attempt ALL parts in this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–11 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

TOTAL

INSTRUCTIONS
This examination is made up of THREE parts.
Carefully read ALL of the parts before you begin your answers.
You must answer ALL parts of this examination.
Space for planning is provided on page 3. Begin your answers on page 4.

Choose a nationally significant primary product:
Primary product:
Choose a specific market for your chosen primary product:
Specific market:

PLANNING

Growers in New Zealand are market driven. They have become more focused on understanding the market they sell their product into. The more the grower knows about consumers' expectations, the more they are going to be able to meet those expectations.

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	Time for a new approach for NZ agriculture – KPMG
_	ls to change its volume-based approach to a more market, value-based tional consultancy KPMG says.
the future are	organisations pivot towards markets and consumers, the rules that shape no longer determined by the domestic government but by much tougher consumers to whom they sell," he said.
Source (adapted): l	https://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11875254
ART A: Mark	cet requirements
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Market requirement (2):	

PART B: Management practices

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Explain in detail how TWO management practices, carried out in the production of your chosen primary product, allow producers to meet ONE of their market requirements (from Part A). Management practices from any part of the establishment-to-harvest cycle of your product may be used.

Your responses should include specific data and examples.
Market requirement (from Part A):
Management practice (1):

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Management practice (2):	

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Justify the management practice that has the greatest influence on a producer's ability to maximise profit.

You should include how your management practice meets a range of the market requirements listed in Part A. Your response should include specific data and examples.

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QUESTION NUMBER					_	

	Extra space if required. Write the question number(s) if applicable.	AS
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