

HSC AGRICULTURE ASSESSMENT TASK 1
BEEF PRODUCT STUDY REPORT

Date Issued: 1st November 2016

Date Due:

Marks Allocated: 30 marks

Weighting: 20%

Syllabus Area: 9.2 Farm/Product Study

Outcomes assessed:

H3.1 assesses the general business principles and decision-making processes involved in sustainable farm management and marketing of farm products

H3.2 critically assesses the marketing of a plant OR animal product

H3.3 critically examines the technologies and technological innovations employed in the production and marketing of agricultural products

H3.4 evaluates the management of processes in agricultural products

H5.1 evaluates the impact of innovation, ethics and current issues on Australian agricultural systems

Task Description

Students will work individually to present a written report (**NO MORE than 6 typed pages**) using font Times New Roman Size 11 or similar.

NB: Marks will be deducted if your report is longer than 6.5 pages. A BRIEF appendix with additional photos may be submitted for your own use but this will not be marked.

Your research based written report should cover the following areas using the bold print as your headings:

1. Describe in detail the market specifications for a named market - use a table!

- eg. Woolworths
- Carcase weight
- Rib Eye Area
- Marble Score
- Meat Colour
- Fat – P8 site and ribs
- Fat Colour
- Age
- Breed
- Muscle Score

2. Outline TWO financial pressures associated with beef production and explain how Caroona Feedlot attempts to overcome irregular nature of income associated with beef production.

Huge turnover of animals but profit margin /head is very small.

PLUS

Continuing Cost Price Squeeze – inputs more expensive while price received relatively stable

Overcome by forward contracts

Sourcing of cheaper inputs / reducing inputs

Production of some of own feed eg silage.

3. Explain how TWO routine management activities BOTH ON FARM AND OFF FARM assist in improving quality (specify eg. Marbling, fat cover) AND quantity (specify eg. Yield) of the end beef product.

Activity On Farm	Description	Improves specific quality and/or quantity feature
1.		
2.		
Off Farm		
1.		
2.		

4. Draw a labelled flow-chart illustrating the marketing chain for BEEF from farm to both an export and local market. Identify 3 processes that would occur in each section of the chain.

5. Analyse TWO specific advertisements and/or promotions in relation to this market using specific examples.

6. An explanation of TWO major problems that producers may face that effect specific quality and quantity associated with the end product, BEEF.

Problem	Description	Link to beef quality/quantity
1.		
2.		

7. EVALUATE ONE Technology ON-FARM and OFF-FARM used to improve specific quality and/or quantity of the product produced.

Technology	description	positives	negatives	judgement
1. ON FARM				
2. OFF FARM				

8. ASSESS TWO ways in which Government may intervene in the marketing process for this particular market this you are studying.

Government intervention	Description	Positives for named market	Negatives for named market	Judgement
1.				

2.				

9. Explain how animal welfare, ethical, legal issues affect the operations on farm/feedlot using specific examples (at least one of each).

Animal Welfare

Ethical

Legal

10. Evaluate TWO ways in which beef can be value added. – use images to support your answers

Value added method	Description	positives	negatives	Judgement
1.				
2.				

INCLUDE A BIBLIOGRAPHY !!!!

MARKING GUIDELINES

27 – 30 marks

- Fully describes the specific market specifications for a particular market, encompassing quality criteria for the product and clearly identifies the steps in the marketing chain with the use of a clear flowchart.

- Explains fully how financial pressures can be reduced as part of a beef production agribusiness sector
- Explains with examples, how advertising and promotion has been used for the product.
- Identifies clearly problems that may face producers in terms of meeting specific market requirements and explains management measures and technologies that allow the producers to minimise the impact of the potential problems.
- Assesses 2 types of Government intervention and links these back to effects at the producer level.
- Explains thoroughly how the producer uses on –farm and off-farm expertise in the production of the product.
- Assesses the impact of health, safety, ethical, legal and animal welfare issues involved in the production process
- Evaluates value adding measures associated with Beef Production
- Provides a complete and clear bibliography, with evidence of current research from a number of sources. All tables and diagrams have been appropriately referenced.

22-26 marks

- Describe most major market specifications and product quality criteria and includes a flowchart showing most steps in the marketing chain.
- Explains how financial pressures can be reduced as part of a beef production agribusiness sector
- Describes the role of advertising and promotion in this market using examples.
- Identifies problems that may face producers in terms of meeting specific market requirements. Describes management measures, technologies and any other considerations linked to these.
- Attempts to assess 2 areas of Government intervention and explains their importance in detail and attempts to link effects of these back to producer level.
- Explains how on-farm and off-farm expertise plays a role in the production process of the farm
- Explains the impact of health, safety, ethical, legal and animal issues on the production process.
- Attempt to evaluate value adding measures associated with Beef Production.

- Provides a bibliography with evidence of current research from a number of sources. Most tables and diagrams have been sourced.

17 – 21 marks

- Describes some market specifications and product quality criteria and includes a flowchart showing most steps in the marketing chain.
- Outlines some advertising and promotion examples used in the market.
- Outlines financial pressures on farm
- Identifies problems producers may face and attempts to make some connection to management and technology that may overcome the problem.
- Describes two areas of Government intervention making some connection with effects at producer level.
- Describes generally how on-farm and off-farm expertise is used to assist in the production process on the farm
- Describes health, safety, ethical, legal and animal welfare issues associated with the production process.
- Attempts to evaluate value adding measures associated with Beef Production.
- Lists references and shows some evidence of current research used from more than one source. Tables and diagram are referenced.

12 – 16 marks

- Lists some market specifications and product quality criteria and includes a flowchart.
- Attempts to outline advertising and promotion examples.
- Identifies financial pressures on farm.
- Describes problems associated with the production process but does not clearly link these problems to market requirements and management decisions. Describes at least one technology used in detail.
- Presents at least one government intervention with an attempt to link to producer level.
- Attempts to link on-farm and off-farm expertise with production of the product.
- Attempts to describe health, safety, ethical, legal and animal welfare issues associated with this production process.

- Outlines value adding measures associated with Beef Production.
- Includes a brief bibliography.

7 – 11 marks

- Lists some marketing specifications
- Gives some market requirements and makes an attempt to present a flowchart.
- Describes advertising and promotion in the marketplace.
- Identifies problems faced by the producer.
- Outline of Government intervention and off-farm expertise influences.
- Outlines some problems associated with production.
- Identifies health, safety, ethical, legal and animal welfare issues.
- Identifies value adding measures
- A bibliography or references may be included.

0 – 6 marks

- Outlines one marketing option available to the producer
- Gives no specific market requirements and presents a brief flowchart.
- Identifies advertising and promotion for the product
- May identify problems faced by the producer and associated technology
- Outline Government and on –farm and off-farm expertise. No evidence of effects on producer.
- Gives little evidence of health, safety, legal, ethical and animal welfare issues which may affect the producer.
- May included value adding measures associated with the product
- Little evidence of bibliography and current research sources.

Please use me for guidance throughout this task to ensure you are submitting relevant, well researched information. Use your time in the library wisely and effectively!

**Good Luck!!
Brony Nielsen**