

YEAR 10 STAGE 5 AGRICULTURAL TECHNOLOGY ASSIGNMENT

TERM 1 2017 BEEF MARKETING AND TECHNOLOGY

Date of Submission: Week 9 Term 1 Wednesday 29th March 2017

(Note your assessment schedule has the task due week 10 however due to excursions it will need to be handed in week 9)

Signature _____

Weighting: 20%

Assessing

Outcome 5.3.2

Explains the marketing and market requirements for agricultural products

Outcome 5.3.4

Explains and evaluates the impact of management decisions (and technology) on animal production enterprises.

Outcome 5.4.2

Evaluates management practices (and technology) in terms of profitability, technology and sustainability.

ASSIGNMENT QUESTION

Section 1 (Mandatory)

1. What are EBVs and how is this different from Breedplan?
2. Outline the various people involved in implementing Breedplan Technology and their roles as part of the process of collecting EBV data.
3. Present an example of EBVs using one of the Kamilaroi bulls being used this year. Use the Shorthorn Beef Database Search to help you. If you have EBVs from a bull at home you may use this instead.
4. Evaluate (description, positives, negatives and judgement) the use of EBVs in a breeding herd.

Maximum Grade Awarded for this Section 1 = B

Remember Grade B is a very good mark and you can achieve this without attempting Section 2.

Section 2 (Optional)

Design a brochure/flier for a sale catalogue for a specified Stud Bull and Female.

Include Name, Photo, EBVs and Additional Information for each animal. The EBVs are to be developed by you; not copied. The additional information should explain to potential buyers the significance of these EBV traits. (You must include at least 5 traits per animal).

Maximum Grade Awarded for Section 1 And Section 2 = A+

Time will be allocated during class to get started. Ensure you see me if you are unsure about any part of this assignment!

Good luck!
Kathy de Jong

MARKING GUIDELINES

A Grade – Excellent! 18-20 marks

This candidate will demonstrate a thorough understanding of EBVs and Breedplan.

This candidate will be able to extensively evaluate the use of Breedplan as a marketing tool for a beef herd.

This candidate will effectively and appropriately use a pamphlet to promote a selected bull and female for different breeding purposes using EBVs and a well linked explanation in the marketing of these animals.

Section 1 & 2 will be presented well using promotional material, headings and sub-headings, tables, bibliography and suitable illustrations.

B Grade – Very Good 16-17marks

NB: Only Section 1 needs to attempt very well to achieve this grade.

This candidate will demonstrate a thorough understanding of EBVs and Breedplan.

This candidate will be able to extensively evaluate the use of Breedplan as a marketing tool for a beef herd

OR attempt to demonstrate a thorough understanding of EBVs and evaluate Breedplan very well, attempting to include an appropriate brochure or pamphlet with EBVs and an explanation of a bull and female being marketed.

Section 1 will be presented very well with sub-headings, tables and bibliography.

An attempt to present the brochure/pamphlet well MAY also be included

C Grade – Good 14-15 marks

This student will attempt to demonstrate a sound understanding of a EBVs and Breedplan,

This candidate will attempt to evaluate the use of Breedplan as a marketing tool for a beef herd.

An attempt to present Section 1 with appropriate sub-headings, tables and bibliography will be included in this report.

D Grade – Satisfactory 12-13marks

This student will attempt to demonstrate some understanding of EBVs and Breedplan.

This candidate will attempt to explain the use of Breedplan as a marketing tool for a beef herd.

E Grade – Further work needed to achieve the outcomes. 8-11marks

This student will demonstrate little to no understanding of EBVs and Breedplan.
This candidate will fail to explain the use of Breedplan as a marketing tool for a beef herd.