



YEAR 12 Agriculture

Farm Product Study

Due Date: Friday 29 th March 2019	Assessment Name: Farm Product Study
Mark: /36	Weighting: 30 %

SYLLABUS OUTCOMES TO BE 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 the processes in agricultural systems

DIRECTIVES TO BE ASSESSED:

Assesses: Make a judgment of value, quality, outcomes, results or size

Examines: Inquire into

Evaluates: Make a judgment based on criteria; determine the value of

Critically (analyse/evaluate, etc.): Add a degree or level of accuracy depth, knowledge and understanding, logic, questioning, reflection and quality to

TASK DESCRIPTION:

This assessment task requires you to write a report that addressed each of the following. Use each as a heading to organise your report. Before you begin you must select an animal or plant farm product that your report will focus on.

1. **Assess** the potential markets, including the sustainability of it's production
2. **Critically assess** your product, providing quality specifications for a specific market
3. **Evaluate** how production processes and management decisions will affect the quality of the selected product
4. **Critically examine** the efficiencies of the processes in terms of "cost benefit ratio", including production systems, technology and technological innovations that can affect the price received for your specified product between the farm gate and consumer

ASSESSMENT CRITERIA – STUDENT CHECKLIST:

You will be assessed on your ability to:

- Write a report
- Address each of the questions outlined above
- Provide a response to each question that clearly addressed the **DIRECTIVES**

MARKING GUIDELINES

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

Description	Possible Mark	Actual Mark
<p>Outstanding assessment of the potential markets for the identified product, including the sustainability of it's production</p> <ul style="list-style-type: none"> - Properly identifies the product - Using specific examples assesses 2 features of sustainable production - Using specific examples assesses 2 features of the decision making process - Using specific examples show extensive knowledge of the marketing process - Makes a clear judgement (assess) to a high level of accuracy that is linked to examples of each of the above - Demonstrate a clear and excellent understanding of all the questions and directives required 	8 - 9	
<p>High level assessment of the potential markets for the identified product, including the sustainability of it's production</p> <ul style="list-style-type: none"> - Properly identifies the product - Using specific example assesses 1 feature of sustainable production - Using specific example assesses 1 feature of the decision making process - Using specific examples show knowledge of the marketing process - Makes judgement (assess) that is linked to the examples of each of the above - Demonstrate a clear and good understanding of all the questions and directives required 	6-7	
<p>Sound level assessment of the potential markets for the identified product, including the sustainability of it's production</p> <ul style="list-style-type: none"> - Identifies the product - Using specific example assesses 1 feature of sustainable production <ul style="list-style-type: none"> • OR - Using specific example assesses 1 feature of the decision making process <ul style="list-style-type: none"> • OR - Using specific example assesses 1 feature of product marketing - Demonstrate a good understanding of all the questions and directives required 	4-5	
<p>Basic level assessment of the potential markets for the identified product, including the sustainability of it's production</p> <ul style="list-style-type: none"> - Presents a basic report on the features of sustainable production, decision making processes and marketing of the selected animal or plant farm product - Demonstrate a basic understanding of all the questions and directives required 	2-3	
<p>Limited level assessment of the potential markets for the identified product, including the sustainability of it's production</p> <ul style="list-style-type: none"> - Limited or no attempt to identify the features of sustainable production, decision making processes and marketing of the selected animal or plant farm product - Demonstrate a limited or no understanding of all the questions and directives required 	0-1	

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

Description	Possible Mark	Actual Mark
<p>Outstanding level critical assessment of your product, providing quality specifications for a specific market</p> <ul style="list-style-type: none"> - Assesses 2 quality specifications for the product to include appropriate and acceptable minimum and maximum requirements - Assesses any 2 of either physical, chemical, nutritional and/or microbiological quality parameters of the product - Makes a clear judgement (assess) that links any 2 of the quality specification to a specific market (For example organic and free range egg markets) - Demonstrate a clear and excellent understanding of all the questions and directives required 	8-9	
<p>High level critical assessment of your product, providing quality specifications for a specific market</p> <ul style="list-style-type: none"> - Assesses 1 quality specification for the product to include appropriate and acceptable minimum and maximum requirements - Assesses any 2 of either physical, chemical, nutritional and/or microbiological quality parameters of the product - Makes judgement (assess) that links any 1 of the quality specification to a specific market (For example organic and free range egg markets) - Demonstrate a clear and good understanding of all the questions and directives required 	6-7	
<p>Sound level critical assessment of your product, providing quality specifications for a specific market</p> <ul style="list-style-type: none"> - Assesses quality specification for the product to include acceptable minimum and maximum requirements - Assesses any 1 of either physical, chemical, nutritional and microbiological quality parameters of the product - Makes judgement (assess) that links quality specification to a specific market - Demonstrate a good understanding of all the questions and directives required 	4-5	
<p>Basic level critical assessment of your product, providing quality specifications for a specific market</p> <ul style="list-style-type: none"> - Assesses quality specification for the product excluding minimum and maximum requirements - Makes judgement (assess) without links to the quality specification to a specific market - Demonstrate a basic understanding of all the questions and directives required 	2-3	
<p>Limited level critical assessment of your product, providing quality specifications for a specific market</p> <ul style="list-style-type: none"> - Limited or no attempt to assess quality specification for the product - Makes no or invalid judgement (assess) about the links to the quality specification to a specific market - Demonstrate a limited or no understanding of all the questions and directives required 	0-1	

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

Description	Possible Mark	Actual Mark
<p>Outstanding level to critically examine the efficiencies of the processes in terms of “cost benefit ratio”, including production systems, technology and technological innovations that can affect the price received for your specified product between the farm gate and consumer</p> <ul style="list-style-type: none"> - Examine the efficiencies of 2 processes required to produce the product in terms of “cost benefit ratio” - Examine 3 inputs required to produce the product - Examine the range of technology and technological innovations relevant to the production of the product - Makes a clear judgement (examine) that links technology to the price of the product between the farm gate and consumer - Demonstrate a clear and excellent understanding of all the questions and directives required 	8 - 9	
<p>High level to critically examine the efficiencies of the processes in terms of “cost benefit ratio”, including production systems, technology and technological innovations that can affect the price received for your specified product between the farm gate and consumer</p> <ul style="list-style-type: none"> - Examine the efficiencies of 1 process required to produce the product in terms of “cost benefit ratio” - Examine 2 inputs required to produce the product - Examine the range of technology and technological innovations required for the production of the product - Makes judgement (examine) that links technology to the price of the product between the farm gate and consumer - Demonstrate a clear and good understanding of all the questions and directives required 	6-7	
<p>Sound level to critically examine the efficiencies of the processes in terms of “cost benefit ratio”, including production systems, technology and technological innovations that can affect the price received for your specified product between the farm gate and consumer</p> <ul style="list-style-type: none"> - Examine the efficiencies of 1 process required to produce the product in terms of “cost benefit ratio” - Examine 1 input required to produce the product - Makes judgement (examine) that links technology to the price of the product at the farm gate and consumer - Demonstrate a good understanding of all the questions and directives required 	4-5	
<p>Basic level to critically examine the efficiencies of the processes in terms of “cost benefit ratio”, including production systems, technology and technological innovations that can affect the price received for your specified product between the farm gate and consumer</p> <ul style="list-style-type: none"> - Examine the efficiencies of the process required to produce the product excluding range of technology and technological innovation - Makes judgement (examine) without links to technology with the price of the product at the farm gate and consumer - Demonstrate a basic understanding of all the questions and directives required 	2-3	

<p>Limited level to critically examine the efficiencies of the processes in terms of “cost benefit ratio”, including production systems, technology and technological innovations that can affect the price received for your specified product between the farm gate and consumer</p> <ul style="list-style-type: none"> - Limited or no attempt to examine the efficiencies of the processes required to produce the product - Makes no or invalid judgement (examine) about the links between technology and technological innovation with the price of the product - Demonstrate a limited or no understanding of all the questions and directives required 	0-1	
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H3.4. Evaluates the management of the processes in agricultural systems

Description	Possible Mark	Actual Mark
<p>Outstanding level evaluates how production processes and management decisions will affect the quality of the selected product</p> <ul style="list-style-type: none"> - Evaluates extensively the relationship between 2 management decisions and the production process - Evaluate how the relationship between management decision and production process will affect the quality of the product - Makes a clear judgement (evaluate) that links consumer feedback and market competition with the quality of selected product - Demonstrate a clear and excellent understanding of all the questions and directives required 	8-9	
<p>High level evaluates how production processes and management decisions will affect the quality of the selected product</p> <ul style="list-style-type: none"> - Evaluates the relationship between 2 management decisions and the production process - Evaluate how the relationship between management decision and production process will affect the quality of the product - Makes a judgement (evaluate) that links consumer feedback and market competition with the quality of selected product - Demonstrate a clear and good understanding of all the questions and directives required 	6-7	
<p>Sound level evaluates how production processes and management decisions will affect the quality of the selected product</p> <ul style="list-style-type: none"> - Evaluates the relationship between 1 management decision and the production process - Evaluate the relationship between management decision, production process and the quality of the product - Makes a judgement (evaluate) that links consumer feedback or market competition with the quality of selected product - Demonstrate a good understanding of all the questions and directives required 	4-5	
<p>Basic level evaluates how production processes and management decisions will affect the quality of the selected product</p> <ul style="list-style-type: none"> - Presents a basic report on the relationship between production processes and management - Makes a basic judgement (evaluate) that links consumer feedback or market competition with the quality of selected product - Demonstrate a basic understanding of all the questions and directives required 	2-3	
<p>Limited level evaluates how production processes and management decisions will affect the quality of the selected product</p> <ul style="list-style-type: none"> - Limited or no attempt to evaluate the relationship between production processes and management - Makes no or invalid judgement (evaluate) that links consumer feedback or market competition with the quality of selected product - Demonstrate a limited or no understanding of all the questions and directives required 	0-1	