

Section I

25 marks

Attempt Questions 1–3

Allow about 40 minutes for this section

Answer the questions in the spaces provided.

Marks

Question 1 (10 marks)

- (a) Name ONE farm product you have studied.

Name of productBeef.....

For the farm product you have named:

- (i) Identify ONE agribusiness input used to produce the farm product. 1

..veterinary.....assistance.....and.....supplies.....

- (ii) Outline TWO marketing strategies. 2

Technological markets allow farmers to sell produce via the internet ^{through} C.A.M. This means the animals skip the saleyards resulting in less stress and better quality meat. Direct selling Paddock sales allows for the farmer to sell directly to an abattoir without going through the saleyard, which has the same benefits of technological markets.

- (b) Explain how product specification information may be used in an advertising campaign for a farm product. 3

product specification is used to reassure the consumer of the high quality and standards of the product so they are more ^{confident} ~~trusting~~ of buying the product and less likely to buy an alternative such as chicken. Quality tenderness labels are an example of this.

- (c) Describe ONE on-farm problem and ONE off-farm problem that may occur in meeting quality specifications when marketing a farm product. 4

On the farm, periods of drought may force farmers to limit the animals plane of nutrition setting back growth and resulting in the formation of undesirable yellow fat which decreases the quality of the carcass. Off the farm, bruising and stress which occurs in the ~~stallions~~ holding yards can result in dark patches on the fat and muscle which must be discarded and a high pH in the meat causing toughness, and decreasing meat quality. Both make meeting market specifications more difficult.