

Question 21 (9 marks)

Name ONE farm product you have studied.

Name of farm product *Milk*.....

- (a) Describe a specification that this farm product must meet for a particular market. 2

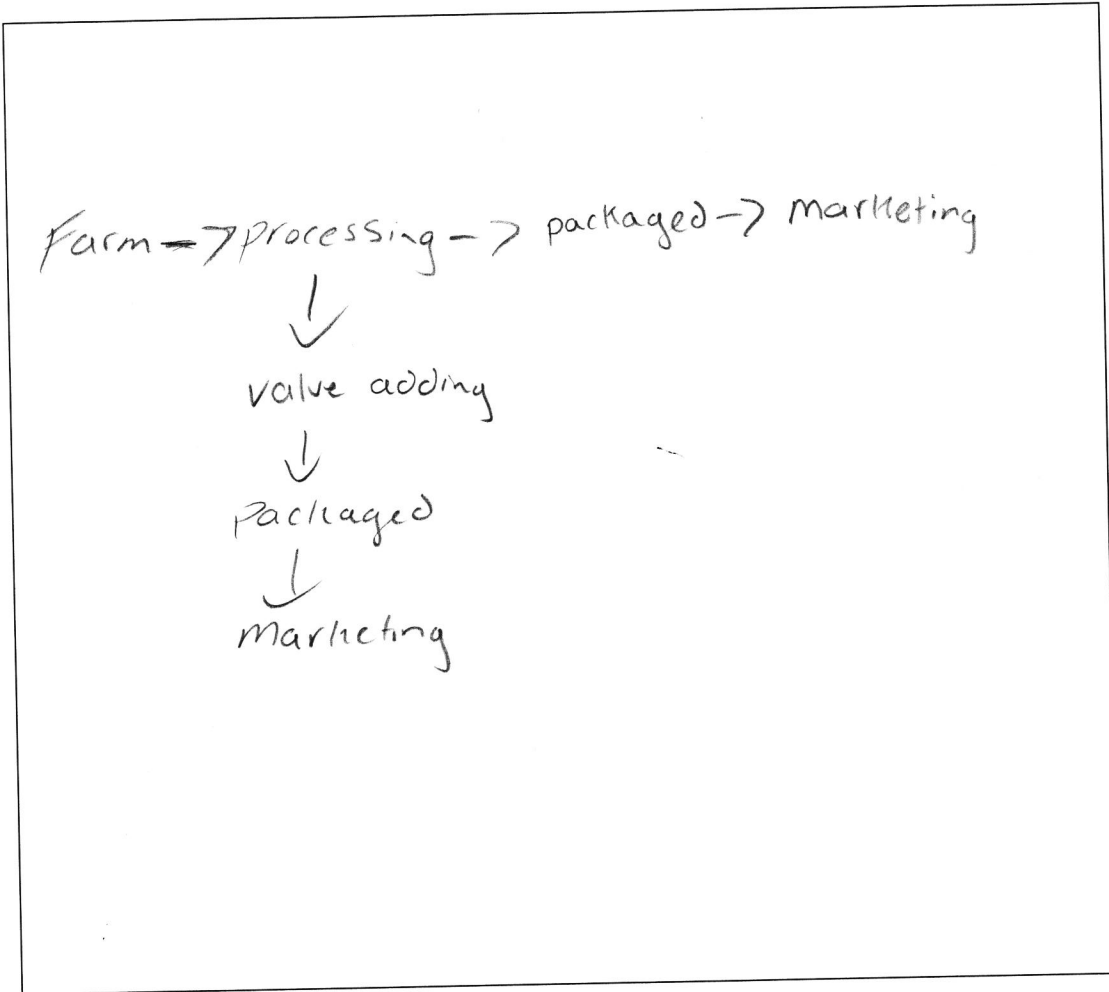
*White cell count has to be under 500 of
over the milk is contaminated with mastitises.*

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Question 21 (continued)

- (b) Illustrate a marketing chain for this farm product that includes TWO marketing options for the product.

3



- (c) Assess an advertising or promotional campaign for this farm product.

4

Have free samples of the product in local supermarkets and give the consumers information about the quality and ingredients, promise and deliver a top quality product each time the consumer buys it.

End of Question 21