

Question 21 (9 marks)

Name ONE farm product you have studied.

Name of farm product Beef.....

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

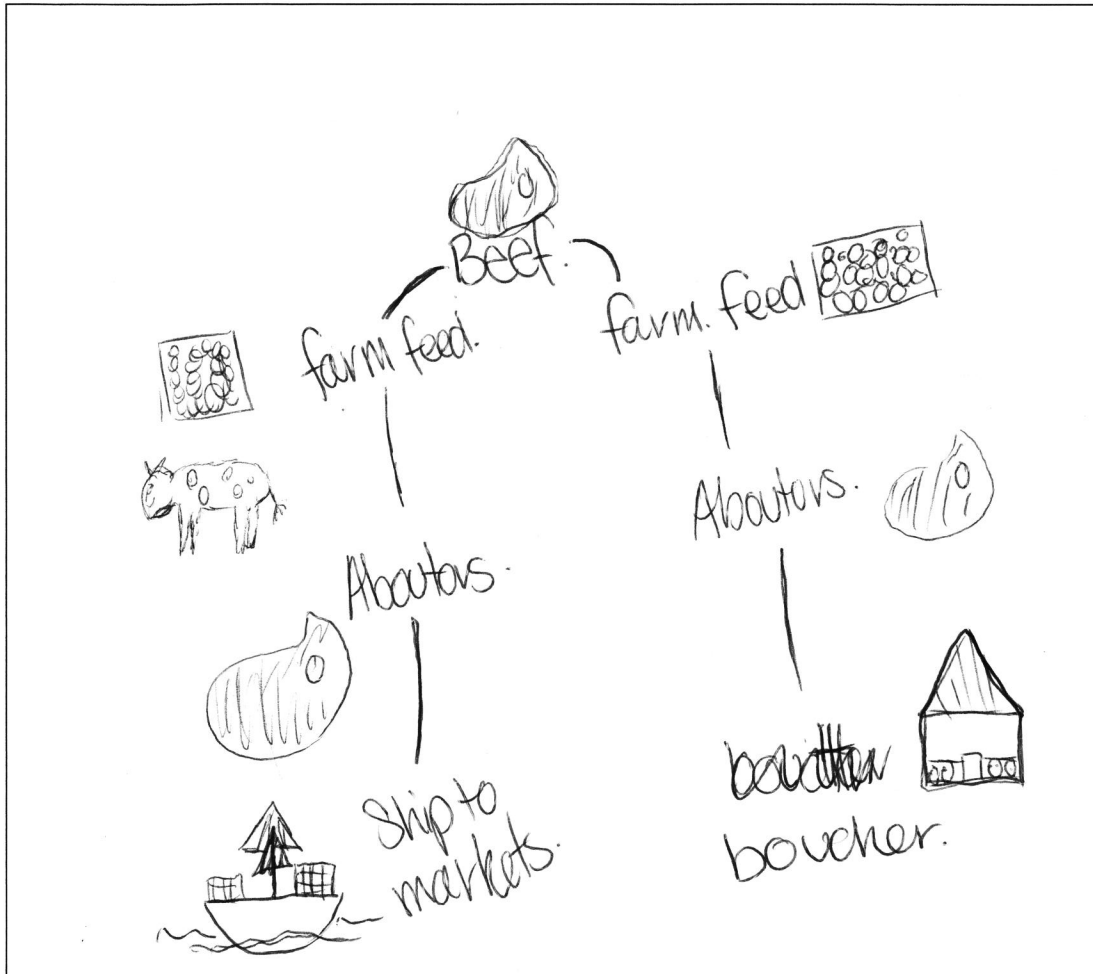
Beef must meet the specification
of liveweight and/or dead weight
before they can be sold at marketing
places.

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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

Advertising or promotional campaign for this beef would be Australia grown, organically feed, with no added hormones.

End of Question 21