

Question 21 (9 marks)

Name ONE farm product you have studied.

Name of farm product Canola

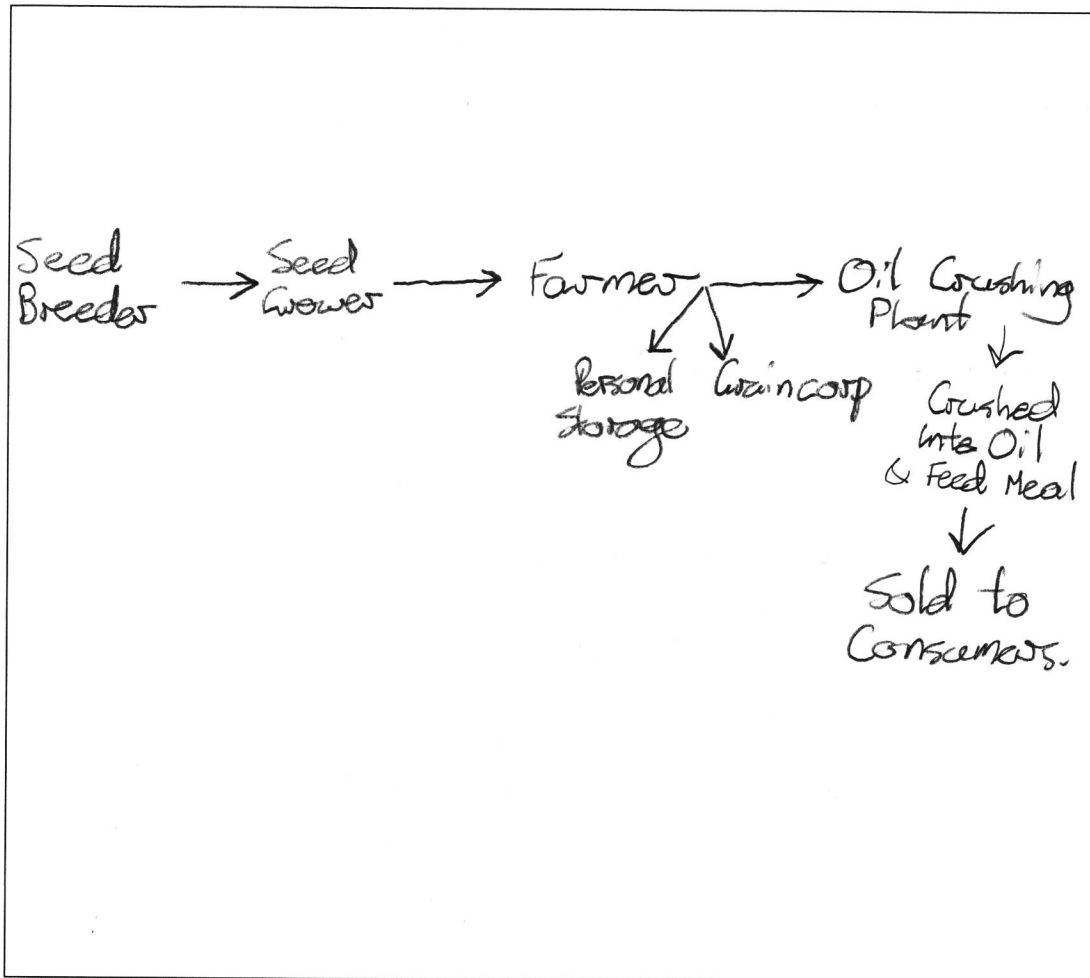
- (a) Describe a specification that this farm product must meet for a particular market. 2

The canola seed must have less than 3% trash when sold or the farmer may be docked or asked to take the seed away to be cleaned.

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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

Canola is promoted as a health product as it has a low amount of saturated fat. One advertisement involves a doctor who is standing behind a pile of butter. He pushes half the butter off the table indicating that products with canola oil have half the fat of butter. This ad. program is aimed at parents who want healthy children.

End of Question 21