

Question 21 (9 marks)

Name ONE farm product you have studied.

Name of farm product *Grapes for wine production*

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

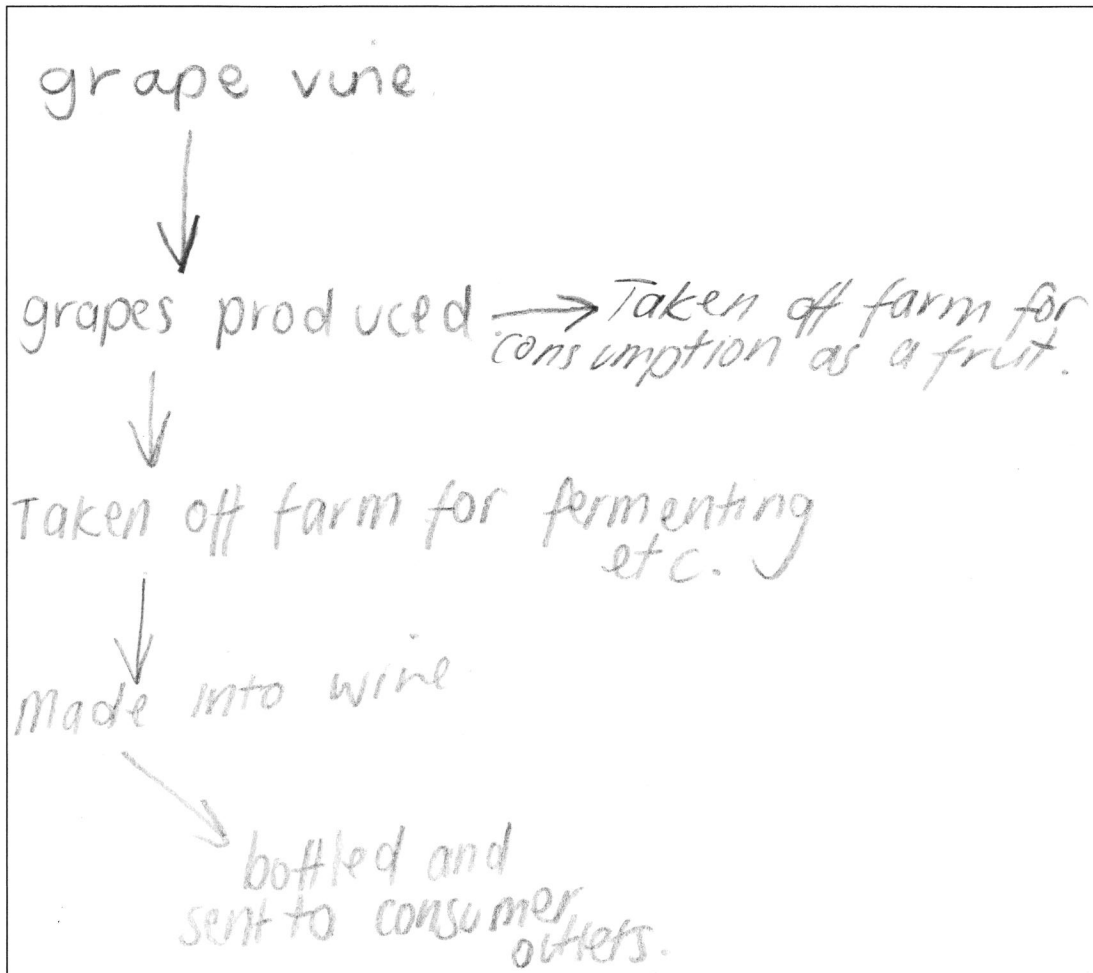
Baume reading measures the level of sugar that is made from the grapes juice in order to determine its fermenting capability.

Question 21 continues on page 10

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

Orange Wine Week. This promotion of campaign puts on show all of the local wines and their origin. This campaign is an opportunity to showcase a different breed of wine and the brands they represent. This campaign has received much success as it gets the message across.

End of Question 21