

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 cattle must meet a specification of an ideal weight, muscle yield and fat cover to enable the product to be ~~set~~ sold either domestically or exported to an overseas market.

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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

Brochures, booklets and pamphlets - these provide the consumer with information about the product and can also include feature articles, recipes, photos, tips and guides into choosing the best meat product. This campaign can become quite costly and can be time consuming to put together and compile information.

Example: 'Entice' - promoting meats through the use of a booklet that gives ideas, cooking tips, stories and information about different cuts of meat. This booklet is on display in supermarkets, butchers and stores and is free and updated regularly.

End of Question 21