

**Question 21** (9 marks)

Name ONE farm product you have studied.

Name of farm product beef cattle.....

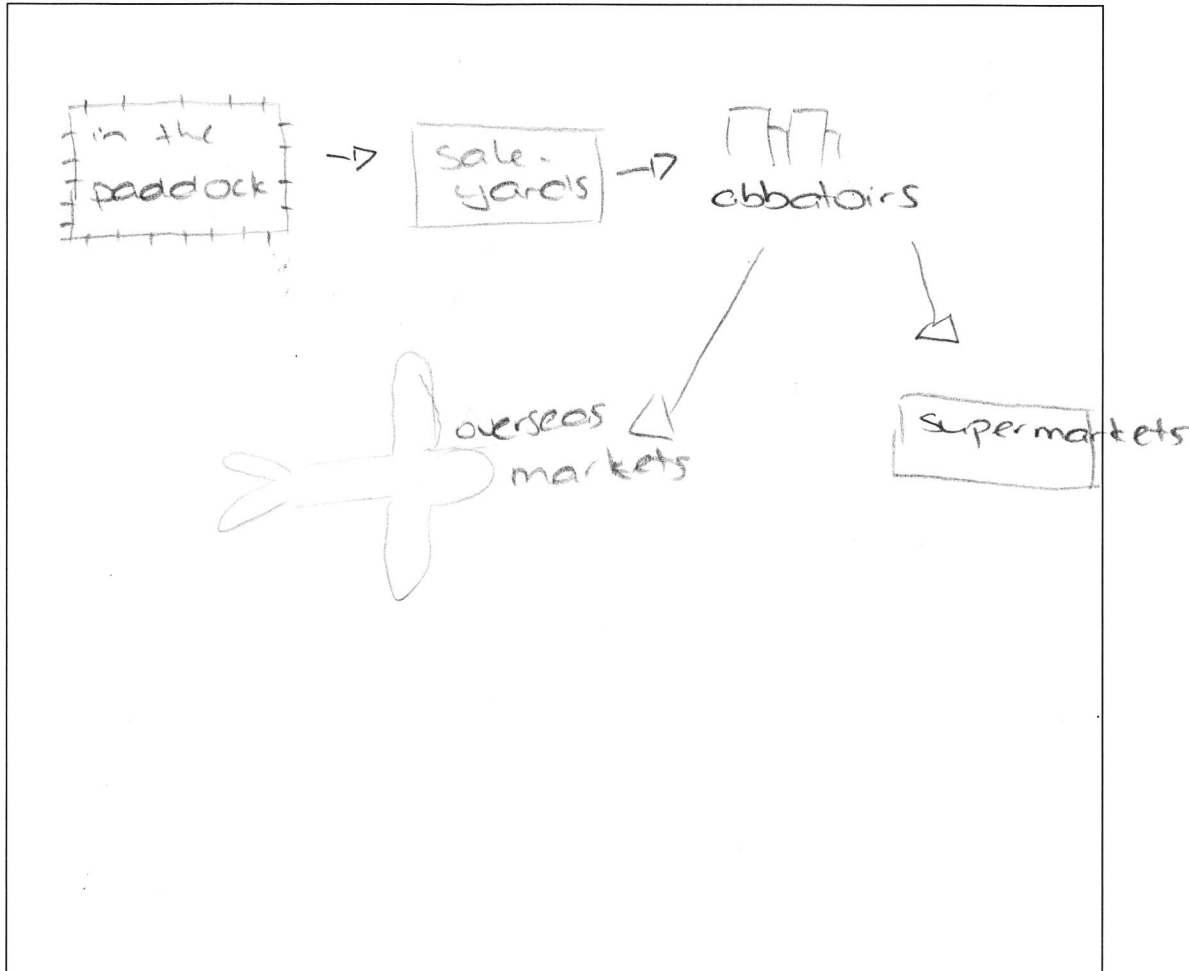
- (a) Describe a specification that this farm product must meet for a particular market. **2**

the Australian market has specifications  
of low-medium fat content, medium  
muscle, tender, over 700kgs due to  
consumer demand

**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

The current ~~meat~~ advertising programs for beef all encourage health, and so all promote how lean their meat is. Consumers in Australia don't want meat with a lot of fat as they are paying for the part of the meat they don't eat. It's also encouraging people to eat healthier.

End of Question 21