

Question 21 (9 marks)

Name ONE farm product you have studied.

Name of farm productMilk.....

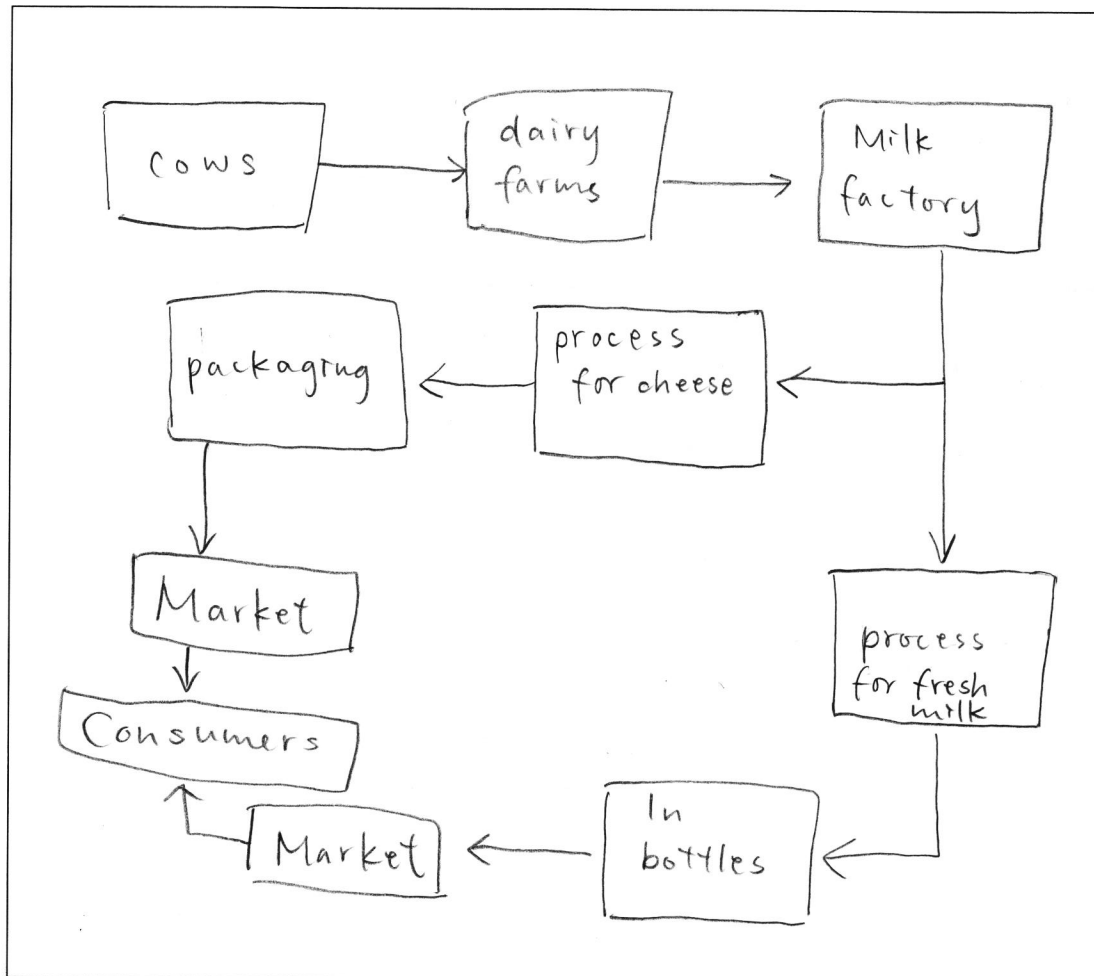
- (a) Describe a specification that this farm product must meet for a particular market. **2**

..... The temperature of Milk products must
..... store $< 5^{\circ}\text{C}$ at any time
..... For a ^{cheese} ~~cream~~ making factory, no antibiotics
..... in the milk is required.

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

In Dairy ~~farmer~~ Farmer's skim milk, they have coloured ~~the~~ poster ~~the~~ their slogan on bus stops and train station to promote the product for increase populatise. ~~and~~ Also in market, free milk samples are given out to advertise and promote the taste of the milk to increase populatise.

End of Question 21