

Question 21 (9 marks)

Name ONE farm product you have studied.

Name of farm product ... Prime Lamb

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

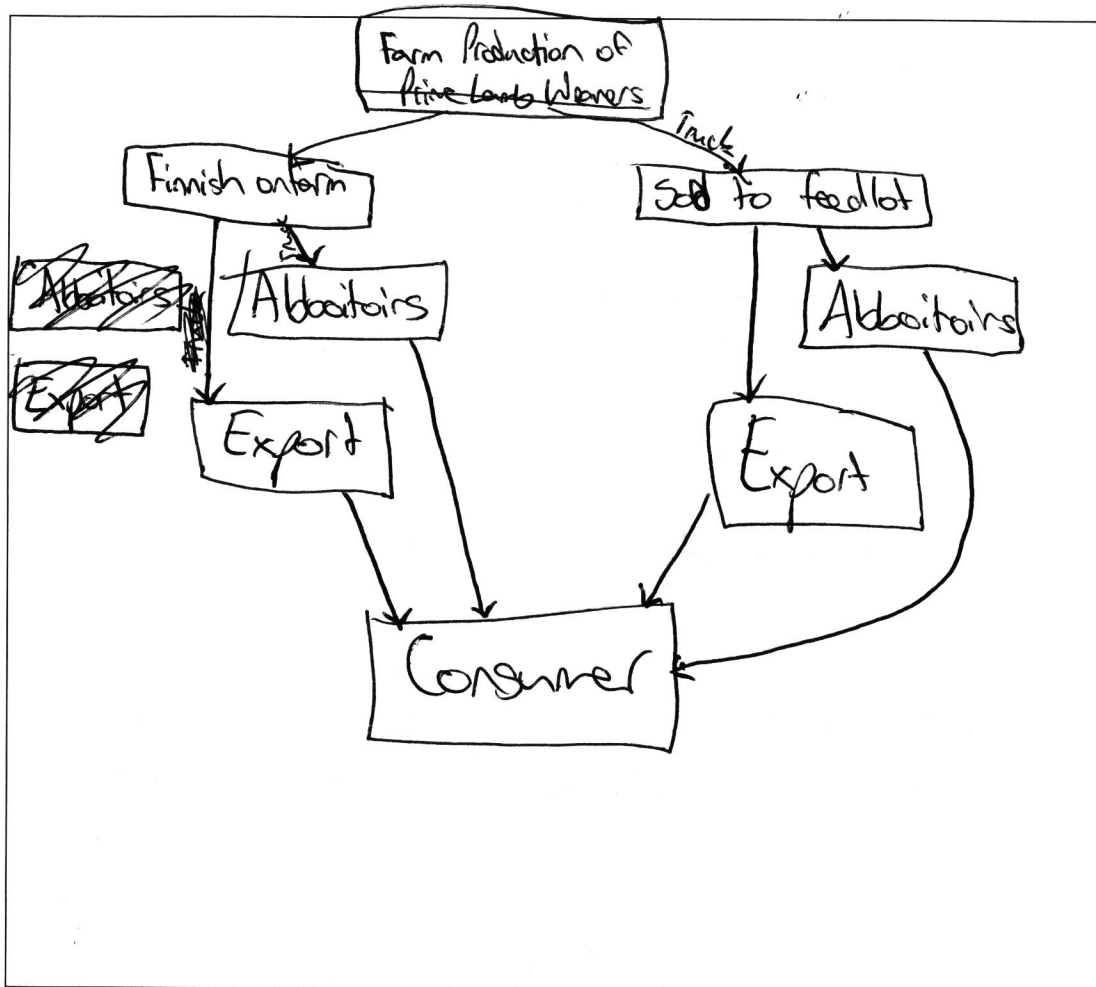
The lamb must have a fat score of
2-3 to be suitable for the export
market.

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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

~~The~~ Meat and Livestock Australia (MLA) have run a television and radio campaign (Eat Lamb) using humour and celebrity personalities to encourage people to eat more lamb as it is Australian. It has been shown to be successful through stability of consumer demand despite price fluctuations. It targets a wide variety of audiences allowing the message to be most successfully portrayed.

End of Question 21