

**Question 21** (9 marks)

Name ONE farm product you have studied.

Name of farm product ..... Milk (Dairy) .....

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

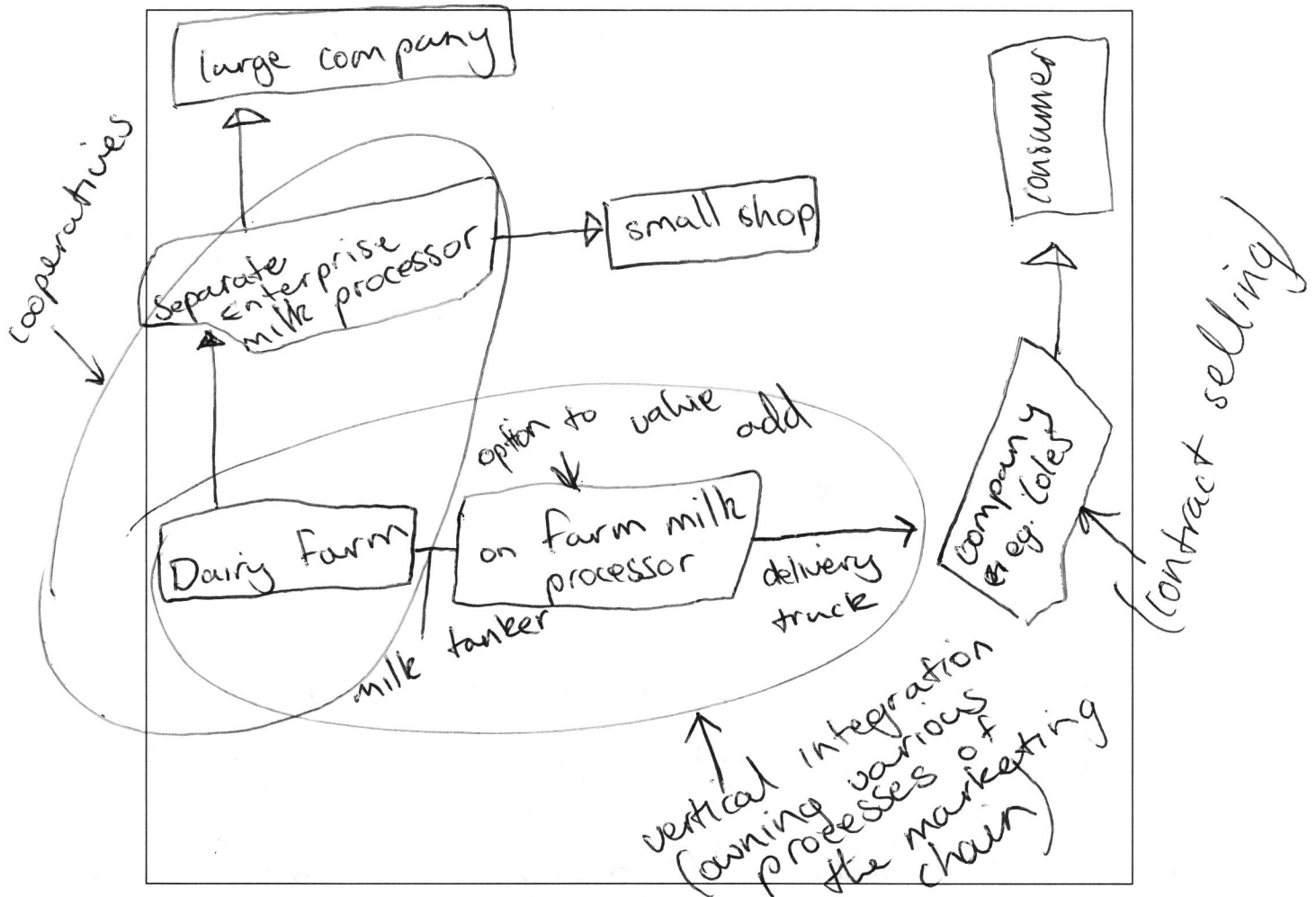
This product must be of at least 3.5% protein and 4.5% butterfat. These are the main specifications for the general Australian market. Also, less than 0.03 mL/gram of ~~antibiotics~~ antibiotics should be present in the milk

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 product "Moove" is ~~an~~ flavored milk which has been advertised to appeal to the younger, adolescent market (12-19 years) through its campaigns depicting young men and women ~~of~~ consuming the value added product. This value added milk ~~is~~ can be sold ~~to~~ <sup>for</sup> up to 5 times the price for regular liquid milk, and it is also the most ~~consumed~~ <sup>bought</sup> valued added product of milk in Australia.

End of Question 21