



ORANGE HIGH SCHOOL

ASSESSMENT TASK NOTIFICATION

Subject	HSC Agriculture
Topic	Product Study – Milk
Class Teacher	M Campbell
Head Teacher	D Wait
Year	12
Date Given	29/11/2018
Date Due	17 th December 2018
Weighting	20%

Task Guidelines: (steps/marking scale/grid)

In this task you are required to produce an **A2 size poster or presentation** that presents information about specific areas of the dairy industry. Your information should be presented as a large flowchart showing the steps in the production chain with relevant information around key marketing steps.

PART 1 - Flowchart showing the key steps of the processing and marketing chain.

- Include diagrams for each step to show the processing chain.
- The marketing chain should break up the different products produced at the end of the process.
- Each processing step should be explained.

PART 2 – *In this section you must analyse quality measures and explain how farmers manage their product. Do this by answering the following:*

- What are the quality product measures for this product?
- Assess quality and quantity for the product.
- Analyse market specification for the product. You can structure your answer in a table

Market Spec	Quality Measures	Management Techniques to adhere to market spec.

PART 3 – *Following the sale of the product, what measures are in place to increase awareness about the product. Answer the following questions.*

- Evaluate ways in which the product can be value added
- Outline strategies for advertising and promotion of the value added products
- Assess a current advertising of promotional campaign for this product.

PART 4 – *Answer the following questions.*

- Describe factors affecting the supply of and demand for the product
- Use and interpret supply and demand information for the product

ADDITIONAL INFORMATION: The poster/presentation is due on MONDAY 17th December (week 10)

During week 10 your research will be presented to the class. NOTE: This section is not assessable, however, will allow you to demonstrate knowledge of the research.

Non-completion of Task:

If you know you are going to be away on the day that the task is due, you must make alternative arrangements with your teacher beforehand. If you are suddenly away on the day that the task is due, you must contact your teacher or Head Teacher on your return to school. Documentation will be required in both classes.

Plagiarism:

Plagiarism, the using of the work of others without acknowledgement will incur serious penalties and may result in zero award. Any cheating will also incur penalties.

Failure to follow the above procedures may result in a zero award.

The policies and procedures that are outlined on the ROSA booklet will be followed regarding the non-completion of assessment tasks.

- H3.1 assesses the general business principles and decision-making processes involved in sustainable farm management and marketing of farm products
- H3.2 critically assesses the marketing of a plant OR animal product
- H3.3 critically examines the technologies and technological innovations employed in the production and marketing of agricultural products
- H3.4 evaluates the management of the processes in agricultural systems.

A	The student has an extensive knowledge and understanding of the content and can readily apply this knowledge. In addition, the student has achieved a very high level of competence in the processes and skills and can apply these skills to new situations.
B	The student has a thorough knowledge and understanding of the content and a high level of competence in the processes and skills. In addition, the student is able to apply this knowledge and these skills to most situations.
C	The student has a sound knowledge and understanding of the main areas of content and has achieved an adequate level of competence in the processes and skills.
D	The student has a basic knowledge and understanding of the content and has achieved a limited level of competence in the processes and skills.
E	The student has an elementary knowledge and understanding in few areas of the content and has achieved very limited competence in some of the processes and skills.

Section	Marking Criteria	Marks
Steps in the processing chain (10 Marks)	○ Flow chart provides a comprehensive flowchart of the steps involved in collection through to the point of sale. Flowchart includes diagrams/pictures to support the steps involved.	10-8
	○ Flow chart provides a well developed understanding of the steps involved in collection through to sale. Flowchart includes diagrams/pictures to support the steps involved.	7-5
	○ Flow chart provides a sound level of understanding of the steps involved in collection through to sale. Flowchart includes some diagrams/pictures to support steps involved.	4-2
	○ Flow chart provides a basic level of understanding of the steps involved in collection through to sale.	1-0
	○ Flow chart provides a limited level of understanding of the steps involved in collection through to sale	
Market Specifications (10 marks)	○ Student lists 5 market specifications for this product with an explanation of the management techniques to adhere to the market specifications. Student assesses decisions involved in determine quality V quantity measures. Student evaluates a range of measures to meet the market specification.	10-8
	○ Student list up to 5 market specifications for this product with an explanation of the management techniques to adhere to market specifications. Student outlines some decision making involved in meeting quality measures. Student outlines a range of measures to meet market specifications.	7-5
	○ Student lists up to 3 market specifications for the product with an explanation of the management techniques to adhere to the market specifications. Student outlines some decision making involved in meeting the quality measures. Student list a range of measure to meet market specifications.	4-2
	○ Question incorrectly answered.	1-0
Decision making (10 marks)	○ Student provides a comprehensive explanation of a range of value adding techniques. Student comprehensively outlines a range of advertising and promotional techniques for the product including an assessment of a current advertising campaign.	10-8
	○ Student provides a sound explanation of a range of value adding techniques. Student outlines a range of advertising and promotional techniques for the product including the assessment of a current advertising campaign.	7-5
	○ Student lists a range of value adding techniques. Student list methods to advertise and promote products. Does not include the assessment of a current campaign.	4-3
	○ Question not attempted or incorrectly attempted	1-0

Supply and demand (10 marks)	<ul style="list-style-type: none"> ○ Student outlines the factors affecting the supply of and demand for the product. Student interpret relevant information to demonstrate supply and demand of the product. comprehensive description of the impact on milk production and pricing. The descriptions includes statistics, charts and tables where appropriate. ○ Student outlines the factors affecting the supply of and demand for the product. Student interpret relevant information to demonstrate supply and demand of the product. Sound description of the impact on milk production and pricing. The descriptions includes some graphical representation of data. ○ Student lists factors affecting the supply of and demand for the product. Student interpret some information on supply and demand of the product. basic description of the impact on milk production and pricing. ○ Does not correctly address the questions 	<p>10 – 8</p> <p>7-5</p> <p>4-2</p> <p>1-0</p>
Presentation (10marks)	<ul style="list-style-type: none"> • Student poster is well presented in a format that is easy and clear to follow. Student includes references where necessary and supporting images/diagrams to show a well developed understanding of the knowledge. • Student poster is well presented in a format the is clear and simple to follow. Student includes some reference to support information. Student needs to include more images. • Student poster has aspects that are difficult to follow. Is well referenced and some diagrams are included. • Students overall presentation is limited. 	<p>10-8</p> <p>7-5</p> <p>4-2</p> <p>1-0</p>
TOTAL (50 marks)		