

ORANGE HIGH SCHOOL

ASSESSMENT TASK NOTIFICATION



Subject	Stage 5 Agriculture
Topic	Cattle Marketing
Class Teacher	Carroll, Campbell, Bright and Wait
Head Teacher	D Wait
Year	9
Date Given	Term 1 week 6
Date Due	Term 1 week 9
Weighting	25%

Task Description:

Your task is to create a poster or brochure that demonstrates your understanding of cattle marketing systems. Include:

1. List a range of visual, manual and objective measurements and describe the methods used by farmers to **grade and assess** cattle.
2. Different **selling systems** available
 - a. List the options available for selling cattle.
 - b. Choose 1 system and describe in detail the main features of the system, how the system operates and why a farmer would select this selling option.
3. Cattle are grown for a **range of markets**
 - a. Choose one market and provide an overview. Local butcher trade, export, gourmet, MSA approved, European Union export, Japan trade.
 - b. Describe the specific specifications and standards required for the market?
 - c. Construct a diagram demonstrating the movement of animals from the farm to the final customer point. E.g. transport, handling, packaging and marketing.
4. Explain specific **management strategies** farmers use to ensure their cattle meet the identified market. For example, breed selection, nutrition, disease, health etc.
5. Evaluate factors that may stop a farmer from **meeting market targets** and specifications.
6. **Presentation and referencing.**
 - Ensure all diagrams, images and information are referenced appropriately.
 - Poster or brochure is designed to clearly display information.
 - Name and class is visible.

OUTCOMES ASSESSED:

AG5-4 investigates and implements responsible production systems for plant and animal enterprises
 AG5-5 investigates and applies responsible marketing principles and processes

Marking Guidelines

		Total Marks	
6-4	<ul style="list-style-type: none"> Lists visual, manual and objective measuring options available to farmers and describes procedures. Lists some visual, manual and objective measuring options available. Basic description of methods used to assess animals. Limited list and description of visual, manual and objective measurements and methods used in cattle assessment. 	1-0	
4-2			
1-0			
4-3	<ul style="list-style-type: none"> Extensive list of selling systems (6-8 systems) (online sales, farm sales, saleyards etc) Lists less than 6 selling systems available Limited list of systems 	2-1	
1-0			
10-8	<ul style="list-style-type: none"> Explains in detail how farmers access the system. Identifies the factors that would influence a farmer to choose this particular system. Sound description of chosen selling system operation. Outlines how farmers access the selling system. Discusses some reasons a farmer would choose the system. Basic description of chosen selling system operation and how farmers access the selling system. Discusses some reasons a farmer would choose the system. Limited description of chosen selling system operation and how farmers access the selling system. 	1-0	
1-0			
5-4	<ul style="list-style-type: none"> Identification of one market and extensive overview of the market. Including location of the market, economic significance, description of production systems that produce animals for the market. Identification of one market and overview of the market. Answer may include location of the market, economic significance, description of production systems that produce animals for the market in some detail. Identification of one market with limited detail 	1-0	
2-1	<ul style="list-style-type: none"> Describes specifications or standards required for cattle to be sold into the identified market in some detail. Specifications or standards required covered in limited details 	1-0	
1-0			
3-2	<ul style="list-style-type: none"> Diagram clearly displays the movement of animals along the supply chain from the farm to consumption. Includes transport, processing, handling and packaging, and marketing point. Diagram shows main steps in the supply chain, however, does not cover all steps. 	1-0	
5-4	<ul style="list-style-type: none"> At least 3 management strategies farmers use to meet specific strategies including (breed selection, feeding, disease management etc). Links are made between management strategies and improved market suitability of cattle. Less than 3 management strategies used by farmers identified. Some links drawn between management and market suitability of cattle. Limited management strategies discussed. 	1-0	
10-8	<ul style="list-style-type: none"> Identify at least 3 factors or issues which may limit a farmer's ability to meet market specifications. Extensive analysis of the issues, effect on cattle and ability to meet market specifications. Identify at some factors or issues which may limit a farmer's ability to meet market specifications. Sound analysis of the issues and effect on cattle and ability to meet market specifications. Identify one factors or issue which may limit a farmer's ability to meet market specifications. Discuss in limited detail the issue and effect on cattle and ability to meet market specifications. Basic discussion of factors or issues which may limit a farmer's ability to meet market specifications. 	1-0	
5-4	<ul style="list-style-type: none"> Information presented as a poster or brochure. Information clear and coherent. All images, diagrams and research referenced. Name and class visible. 	5-4	
3-2	<ul style="list-style-type: none"> Information presented as a poster or brochure. Information mostly clear and coherent. Most images, diagrams and research referenced. Name and class visible. 	3-2	
1-0	<ul style="list-style-type: none"> Information presented as a poster or brochure. Limited referencing. Name and class visible. 	1-0	