# **Agricultural & Horticultural Science: Market Forces. 3.3 AS91530**

**Duration:** 5-6 weeks

|  |  |
| --- | --- |
| **Essence statement:** | Few producers would produce a product if there was little or no demand for it. They would be unable to sell it, or to sell it at a profit. So, growers need to know what products the consumer wants so they can adjust their production practices to suit the market. |
| **Big Picture:** | The following are important ideas within the Big Picture:   * Apply marketing knowledge & concepts to the primary industry. * Using knowledge & skills to understand market forces. * Apply knowledge of economics & product attributes to meet producer needs, resolve their issues & develop new technologies. |
| **Principles:** | **Coherence:** Creating links between knowledge & skills gained within the plant science unit & the agribusiness industry.  **Future Focus:** Sustainability & conservation management decisions that allow producers to enhance & sustain plants for primary production. |
| **Values:** | **Ecological sustainability,** which includes care for the environment.  **Community & participation** for the common good. |
| **Key Competencies:** | **Thinking:** Make sense of information, develop understanding, make decisions, & reflect on learning.  **Using language, symbols, & text:** To access & communicateinformation & to communicate this information with others. |
| **New Zealand Curriculum Links.** |  |
| **Science Curriculum Level 8:** | |
| * **Living World:** | * Understand the relationship between organisms & their environment. |
| **Agricultural & Horticultural Science Curriculum Level 8:** | |
| * **Contextual Strand: Markets** | **Learning Objective 1**: Critically examine the particular plant and/or livestock attributes that make it possible to exploit a range of different market opportunities. |
| * **Contextual Strand: Life Processes** | **Learning Objective 2:** Critically examine how management practices used in production processes ensure marketable primary products. |
| * **Contextual Strand: Profitability** | **Learning Objective 4:** Critically examine the impact of a range of specific factors on the profitability of primary production in New Zealand. |
| **Textbooks** | * NZKB = NZKGI 2019 Kiwifruit Book * KWB = Kiwifruit workbook * SDWB = Supply & demand workbook. * EA = Enterprising Agriculture. * DA = Dynamic Agriculture Year 11-12. * LFBM = Lincoln Financial Budget Manual. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Depth of coverage.** | **Specific learning outcomes students understand:** | **Learning Activities.** | **Resources.** |
| **What’s The Big Picture?**   * Understand about profitable production & marketing of primary products. | * Why is the marketing of primary products important? | Possible brainstorming ideas may include.   * Why is the marketing of primary products important? * Link primary products & the secondary products/processed produced from them – Contrast wool & milk in terms of how the product is altered. * Importance of markets to NZ. Read <https://bit.ly/2F5iEz4> | * Poster paper. * Pens. |
| **Market.**   * Market = a place where buyers & sellers meet to exchange goods & services. * Definition of a market: all the buyers & potential buyers of a product who profess some level of interest in it & who can afford it * Goods or commodities are things that we consume. * A service is a job that is done for you. | * Market. * Market segmentation. * Producers & consumers. * Market niche. * Identify a market’s characteristics. * Goods, services & commodities. | * What is a market? * Market Forces – Section 1 PPT pg. 1-8. * Read pg. 4 of SDWB. * Read pg. 396 of DA. * Answer questions pg. 396 of DA. * Use the <http://www.dairyatwork.co.nz/industry/3d-dairy/> to see where the markets are for milk. | * Market Forces PPT. * SDWB * DA |
| **Types of Marketing.**   * Compare market types – auction, wholesale, retail, contract direct, gate sales, export & local. * Selling Methods - direct & indirect selling * Factors involving in marketing overseas | * Market types * Selling Methods | * Market Forces – Section 1 PPT pg. 9-24. * Read pg. 397 – 399 of DA. * Answer questions pg. 399 of DA. * Read articles. * Online food sales hold potential. * Fresh produce from local backyard to your door. | * Market Forces PPT. * DA. * Article. |
| **The 5 P’s marketing**   * Product, Price, Promotion, Place & People. | * The 5 Ps of marketing. | * List the 5 P’s marketing * Market Forces – Section 1 PPT pg. 25. | * Market Forces PPT. |
| **Market forces**   * The factors which influence the size & structure of the market. * Market forces affecting the marketing of a product; price, supply, demand, global, demographics of the buyer, social & cultural, economic, political & legal, technological, competition, environmental. | * Market forces – the factors which influence the size & structure of the market. * Market opportunities. | * Market Forces – Section 1 PPT pg. 26-37. * Read pg. 18-19 of NZKB. * Do Zespri world competition pg. 24 of KWB. * Market opportunities for mandarins pg. 4 – 6 of SDWB. * Market opportunities for kiwifruit pg. 6 – 7 of SDWB. * Go through Mandarin Production PPT. * Background info on Zespri <http://asia-knowledge.tki.org.nz/Business-case-studies/Case-study-3-Zespri> * Watch Rural Delivery <http://www.ruraldelivery.net.nz/2016/10/mandarin-harvest-in-northland/> * Watch <https://www.tvnz.co.nz/shows/country-calendar/episodes/s2018-e12> | * NZKB * KWB * SDWB * Market Forces PPT. * Mandarin Production PPT |
| **Supply.**   * Analyse the effects of market forces on the supply of a primary product * Define supply * Explain the factors effecting supply * Length of production * Cost of inputs * Price of the product * Seasonality / Seasonal effects * Perishability * Climate * Environmental * Number of producers * Skill of the farmer * Technology * Quantity supplied * Reliability of supply * Quality of supply * Consumer preference * Competition * Storage & transport * Government restrictions & incentives * Special factors * Market supply – total number of producers in a market | * The concept of supply – the quantity of a product supplied by producers varies directly with market price. * The concept of supply, market supply & market forces – the quantity supplied by the producer * Factors that affecting supply. * Market supply. | * Market Forces – Section 2 PPT pg. 1-3. * Look at trends/patterns & discuss possible reasons for supply fluctuations. * Do pg. 26 - 28 of Correspondence School Notes * Read & answer questions pg. 401 of DA. * Read pgs. 84-87, 95-97 of NZKB. | * w/s * KWB * SDWB * NZKB * Correspondence School Notes * DA * SOPI 2016 report * Articles * Market Forces PPT. * https://farmersweekly.co.nz/section/horticulture/view/early-shine-to-apple-season |
| Length of production   * Do length of production pg. 8 of SDWB. * Market Forces – Section 2 PPT pg. 4. |
| Price received by the grower   * Do prices received by the grower pg. 22-31 of SDWB. * Market Forces – Section 2 PPT pg. 7. * Pg. 65 of SOPI 2016 report on kiwifruit prices. * Read articles. * Taste secret in the dry matter. * Prices go bananas at 70 year high. * Wet weather hits produce yield, prices. * A kilogram of carrots costs over a dollar more than last year.   <http://www.stuff.co.nz/business/90367412/a-kilogram-of-carrots-costs-over-a-dollar-more-than-last-year>   * Covid19 <http://www.grower2grower.co.nz/news/post/covid-19-update---prices-crash/> |
| Seasonal effects   * Under the calendar of operations for mandarins pdf & kiwifruit. * Market Forces – Section 2 PPT pg. 9-12. * Do seasonality pg. 10 of SDWB. * Discuss what seasonality is, the terms in-season & out of season. * List e.gs of seasonal produce & those that are supplied year-round. * Discuss & explain the impact of perishability & the difference between the harvest season & sale season for different products. * Y13 seasonal fluctuations flowers w/s * Seasonality questions w/s * Read * Reducing seasonality from our dairy systems. * Early shine to apple season <https://farmersweekly.co.nz/section/horticulture/view/early-shine-to-apple-season> * <https://www.stuff.co.nz/life-style/food-wine/113026909/out-of-season-locally-grown-avocado-find-favour-with-roadside-shoppers> |
| Climate   * Market Forces – Section 2 PPT pg. 13. * Do climate pg. 8-9 of SDWB. |
| Environmental   * Market Forces – Section 2 PPT pg. 14. * Do weather events pg. 9 of SDWB. |
| Quantity supplied   * Market Forces – Section 2 PPT pg. 15. * Do quantity supplied pg. 12-17 of SDWB. * Undertake graphing exercises of different primary products national production. * Pg. 65 of SOPI 2016 report on kiwifruit export volumes. * Look at * Banana supply and demand image * New Zealand feijoas and tamarillos in Australia. * Pumpkin Prices. * Read articles. * Apples in short supply across country. * Green & gold all go for kiwifruit sector. * Kiwi ingenuity saves the day amid Chinese New Year cherry rush. * Record breaker kiwifruit shipment to Asia. * <https://www.stuff.co.nz/business/farming/113037015/shipping-problems-leave-oranges-in-short-supply> |
| Consumer preferences.   * Read articles. * Scientific proof for kiwifruit’s health benefits. * <https://www.grower2grower.co.nz/news/post/how-consumers-are-shaping-variety-selection-at-de-ruiter/> * Kiwifruit answer to uncomfortable problem. * Reach for the fruit bowl, not the pill box. <https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/reach-for-fruit-bowl-not-the-pill-box> * <https://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=12070633> * <https://www.stuff.co.nz/business/farming/113428992/decision-to-go-commercial-with-red-kiwifruit-by-the-end-of-the-year> * Watch <http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11915312> |
| Reliability of supply   * Do reliability of supply pg. 11 of SDWB. * Market Forces – Section 2 PPT pg. 16. * Reliability of supply questions w/s * Explain why the ‘Reliability of supply’ is critical for retailers & discuss examples of how it can be achieved (via importing, oranges, storage - bananas & growing in protected environments – tomatoes). * Read Market warning for deer farmers article. * Read pgs. 94-97 of NZKB. |
| Quality supplied.   * Do quality supplied pg. 18-21 of SDWB. * Read pgs. 88-93 of NZKB. * Show citrus poster on Guidelines for picking. * Videos - kiwifruit * <http://www.zespri.com/storyofzespri/zespri-system-safety-compliance> * <https://www.eastpack.co.nz/our-services> * <https://www.apata.co.nz/malaysia/id/161> * Videos – apples * <https://www.facebook.com/NewZealandApplesandPears/videos/1894976180546773/> * <https://www.careers.govt.nz/jobs-database/farming-fishing-forestry-and-mining/agriculture-horticulture/packhouse-worker/about-the-job> * Videos – mandarins * <https://www.youtube.com/watch?v=0Hl-VCExpd4> * Read articles * Cervena gains ground in European summer. * Fungi threat pushed back. * Zespri suspends China kiwifruit exports. * Super quality goes to market. <http://www.grower2grower.co.nz/news/post/-quantity-is-important-but-quality-is-paramount--/> |
| Competition   * Market Forces – Section 2 PPT pg. 17. * Do competition pg. 29 – 30 of SDWB. |
| Technology   * Market Forces – Section 2 PPT pg. 18. * Do technological pg. 33-36 of SDWB. * Read pgs. 113-122 of NZKB. * Read article * I see red (new variety). * Kiwiberries partnership. * Trunk girdling. |
| Producer Organisations.   * Market Forces – Section 2 PPT pg. 19. |
| **Production Costs.**   * Discuss the importance of cost effectiveness in production. * Define & distinguish between fixed & variable costs involved. * Differentiate between yields & returns * Profit = income – expenses. * Return = price. | * Production, fixed, variable costs. * Yield * Returns * Profit | * Costs of production vs profits how does this affect the choice of the product. * Show cash flow budget for a dairy farm OHT. * Wool production costs pg. 157- 158 of EA * Read pg. 403 of DA. * Answer questions pg. 403 of DA. * Market Forces – Section 2 PPT pg. 5-6. * Do costs of production pg. 32-33 of SDWB. * Read Food prices must reflect costs article. * Read orchard accounting pg. 101-103 of NZKB. | * EA * DA * Market Forces PPT. |
| **Supply Curves.**   * Construct & recognise simple supply curves. * Shift in the supply curve. | * Shift in the supply curve. | * Market Forces – Section 2 PPT pg. 20-28. * Draw & manipulate simple supply curves using LFBM. * Summary of supply pg. 37 of SDWB. | * Market Forces PPT. * LFBM. * SDWB |
| **Demand**   * Define demand. * Identify the factors, which affect the demand. * Consumer preference * Advertising * Promotions * Packaging * Research & development * Size of the market * Seasonality * Niche markets * Quality required * Substitutes * Price of the product * Quantity available * Complements * Competition * Reliability of supply * Market demand = the quantity of a product a consumer is willing to buy. * Aggregate demand = the total demand of all the consumers in the market. | * Demand = the quantity of a product varying with market price. * Market demand. * Aggregate demand. * Factors that affecting demand | * Market Forces – Section 2 PPT pg. 29. * Do pg. 42, 44, & 45 of Correspondence School Notes. * Read & answer questions pg. 400 - 401 of DA. * Read pgs. 84-87 of NZKB. | * w/s * Correspondence School Notes * [Marketing of New Zealand's Primary Produce](file:///\\internal.stpauls.school.nz\Users\home\staff\k.allen\documents\Current%20AHS%20AS\AHS%20Level%203\3.3%2091530%20Market%20forces\Marketing%20of%20New%20Zealand's%20Primary%20Produce.pdf) booklet. * NZKB. * KWB * SDWB * Brands PPT * DA * Market Forces PPT. * Substitute goods potatoes or pasta card game |
| Consumer preferences.   * Design a new kiwifruit for Zespri using w/s. * Read articles. * Consumer insight gives growers power. * Taste secret in the dry matter. * New varieties (apples) make all the difference. * Exports rely on freedom to move. * Taste, dry matter & Brix. * Brix testing using a refractometer. * Lower carbs and calories spuds. * Market Forces – Section 2 PPT pg. 30-33. * Demand for fine wool w/s * Specialist superfine wool buyer w/s. * Do consumer preferences pg. 38–41 of SDWB. * Using several different primary products, survey the class/students about their preferences. E.g., apples – variety & colour. Link preferences to quality & price. * Zespri’s market requirements pg. 80–83 of NZKB. * Markets pg. 34-35 of KBW. * Consumer preference w/s * Define an attribute & the fact that growers aim to produce specific attributes or range of attributes & that consumers prefer specific attributes or range of attributes. * Investigation into attributes of fruit Brix testing – soluble sugars. * Refer to the [Marketing of New Zealand's Primary Produce](file:///\\internal.stpauls.school.nz\shared\Staff\Science%20Department\Agribusiness\Level%203\Re-contextulised%20AS\3.3%2091530%20Market%20forces\Marketing%20of%20New%20Zealand's%20Primary%20Produce.pdf) booklet to establish the sorts of things modern consumers what in their produce. * Watch <https://www.tvnz.co.nz/ondemand/country-calendar/series-2016-episode-11/28-05-2016> (Queen of the Crop: Planting a new apple variety aimed at Asian tastes has led to success for a Hawkes Bay orchardist family. The Pacific Queen looks picture-perfect & has high yields). |
| Advertising.   * Market Forces – Section 2 PPT pg. 34. * Brands PPT * Do brands pg. 45 – 47 of SDWB. * Read Good news for NZ produce in Europe article. * Branding and marketing NZ food products PPT. * Read pgs. 78-85 of NZKB. |
| Promotions   * Market Forces – Section 2 PPT pg. 35. * Do promotion pg. 42 – 44 of SDWB. * Do promotion on pg. 25-26 of KWB. * Promotion questions w/s * Mandarin promotional campaign update – September 2017. * Watch kiwifruit ads * <https://www.youtube.com/watch?v=EKhFiHT504o> * <https://www.youtube.com/watch?v=mtoaGN3UK9E> * <https://www.youtube.com/watch?v=NEgCdBpSzkg> * <https://www.youtube.com/watch?v=KVyz_8FTF0I> * <https://www.youtube.com/watch?v=k5a3bl5lsFo&t=1s> * USA consumer preferences – Jazz bring on the snack <https://www.youtube.com/watch?v=KNOKOTaU7EM&t=30s> * French consumer preference – prefer green with a focus on stamina and vitality <https://www.youtube.com/watch?v=V-9T9nQbM3A&t=20s> * Japanese - <https://www.youtube.com/watch?v=Jatp9bcBAWs&t=61s> |
| Packaging   * Market Forces – Section 2 PPT pg. 36. * Show Zespri packaging. * Do pg. 23 of KWB. * Read pg. 56, 109-110 of NZKB. * Read Produce with provenance. |
| Research & Development.   * Market Forces – Section 2 PPT pg. 37. * Discuss health benefits of kiwifruit. * Read pgs. 98-100 of NZKB. |
| Size of Market.   * Market Forces – Section 2 PPT pg. 38. * Do size of the market pg. 48 of SDWB. |
| Quality demanded   * Market Forces – Section 2 PPT pg. 39. * Do quality required pg. 51-53 of SDWB. * Product quality questions w/s * What is quality? Discussion on this & why diff markets have diff quality requirements. * Read articles * Strategy right for Pamu brand. * New quality standard will regulate venison. * Milk quality security will rise – MPI. |
| Seasonality   * Market Forces – Section 2 PPT pg. 40. |
| Quantity demanded   * Do quantity produced on pg. 29 – 30 of KWB. * Do quantity available pg. 48-49 of SDWB. * Reliability of supply pg. 50-51 of SDWB * Read <http://www.stuff.co.nz/business/better-business/88559722/kiwi-ingenuity-saves-the-day-amid-chinese-new-year-cherry-rush> |
| Price   * Do * Effect of demand on prices pg. 54-55 of SDWB. * Price on pg. 31- 33 of KWB. * Price questions w/s. * Merino price surge w/s. * Look at price of eggs photo * Read article * Kiwifruit dumped to prop up price. * World’s first milk price set by consumers. * NZ lamb in hot demand * <https://www.stuff.co.nz/business/farming/122068291/crayfish-exports-hit-fiveyear-high-after-coronavirus-lockdown> * <https://www.stuff.co.nz/business/124495196/tomatoes-selling-for-9c-a-kilo-at-hawkes-bay-supermarket> |
| Other factors.   * Niche marketing - Market Forces – Section 2 PPT pg. 41. * Producer Organisations - Market Forces – Section 2 PPT pg. 42. * Products changed before sale - Market Forces – Section 2 PPT pg. 43. * Complements - Market Forces – Section 2 PPT pg. 44. * Substitutes   + Market Forces – Section 2 PPT pg. 45.   + Substitute goods potatoes or pasta card game * Problems in establishing new markets - Section 2 PPT pg. 46. |
| **Demand Curves.**   * Construct & recognise simple demand trend patterns. * Shift in the demand curve. | * Shift in the demand curve. | * Market Forces – Section 2 PPT pg. 48 - 53. * Draw & manipulate simple demand curves using LFBM. * Summary of demand pg. 69 of SDWB. | * LFBM. * Market Forces PPT. * SDWB |
| Equilibrium price  * Establish the relationship between supply & demand. * Interaction between supply & demand gives the equilibrium / market price * Define returns * **NOTE: Students NEED to be able to quote actual prices that the GROWER typically receives & be aware of any relevant trends, etc.** | * Equilibrium / market prices * Returns. | * Market Forces – Section 2 PPT pg. 54 - 59. * Wool market forces w/s. * Draw simple equilibrium curves. * Market forces Affecting Kiwifruit w/s. * Roses / Valentine’s Day case study. Track the prices for roses over this brief ‘window’ & discuss the various S&D factors that are applicable. Some are not (e.g., exchange rate – why not??) * What factors affect the supply & demand of/for primary products? E.g., Fancy lettuce is supplied throughout the year as it is not affected by botrytis (reduces the quality of hard centred lettuces in winter). Demand for fancy lettuce is consistent throughout the year particularly the niche markets of restaurants & loose leaves in supermarket. Hard centred lettuces are demanded on the commodity market in summer. * Long & short-term prices & volumes (collect data for the last 3 years on products). * Read & answer questions pg. 402 & 403 of DA. | * w/s * DA * Market Forces PPT. |
| Exchange rates  * The value of the New Zealand dollar overseas which affects the prices of New Zealand exports. * Appreciation & depreciation. | * The implication of the exchange rate. * Appreciation & depreciation. | * Market Forces – Section 2 PPT pg. 60 - 69. * Track the movement of the $NZ vs $US & the implications on producer/export prices/local prices. * Exchange rate w/s. * Market Forces - Exchange Rates w/s. * Do pg. 27 -28 of KWB. * Do New Zealand dollar pg. 64-66 of SDWB. * Exchange rate questions w/s * Exchange rate movements boost export earnings pg. 11 of SOPI 2016 report. * Read * Rough ride for returns article. * Sheep and beef farmers face tough year. | * w/s * KWB * SDWB * SOPI 2016 report * Market Forces PPT. |
| Market Trends.  * Define market trends * Assess the effect of market trends. * Recognise short- & long-term trends. * Factors affecting long term trends. * Factors affecting short term trends. | * Market trends * Long term trends * Factors affecting long term trends * Short term * Factors affecting short term trends | * Market Forces – Section 2 PPT pg. 70 - 75. * Discuss how market trends effect the consumption of primary products. * Supply & Market Trends – do pg. 52-55, & 57 of Correspondence School Notes. * Do * Market trends pg. 55-57 of SDWB. * Graph short- & long-term trends. * Market trends questions w/s. * Read articles * Winners will join in new trends. * Dairy rising to all the challenges. * <https://farmersweekly.co.nz/section/agribusiness/view/campaign-to-boost-nzs-glowing-brand?utm_source=GlobalHQ&utm_campaign=5f883d3293-My_Daily_Digest_2020_10_23_CMS&utm_medium=email&utm_term=0_4f497899e6-5f883d3293-365737460> * https://farmersweekly.co.nz/section/agribusiness/view/whats-driving-new-consumer-trends | * SDWB * Correspondence School Notes. * w/s * Market Forces PPT. |
| Regulation of Supply & Market Manipulation.  * 2 influences - political intervention & grower organisations. | * Market manipulation | * Market Forces – Section 3 PPT pg. 1 - 4. * What does market manipulation mean? * Comparison between political & organisation intervention. * Market Forces – Section 3 PPT pg. 32 - 35. | * Market Forces PPT. |
| Political Intervention.  * Understand the reasons for political interventions that regulate the supply of primary products. * Occurs when a government has regulations that affect; * Products that enter a country. * Supply of products within a country. * Aims to; * Control spread of animal & plant pests & diseases * Protect the producers in one country from those in another * Identify the range of possible political interventions. * Draw conclusions on the effect of a selected political intervention. | * Political intervention. * Trade barriers. * Quotas (voluntary or enforced). * Tariffs * Incentive grants. * Subsidies. * Tax concessions. * Dumping. * Food aid. * Guaranteed price schemes. * International commodity agreements. | * Market Forces – Section 3 PPT pg. 5 - 23. * Brainstorm the range of possible political interventions. * Watch video on trade <https://www.youtube.com/watch?v=b7YpMepbq-4&feature=youtu.be> * Discuss trade barriers, quotas (voluntary or enforced), tariffs, incentive grants, subsidies, tax concessions, dumping, food aid, guaranteed price schemes, international commodity agreements. * Cover GATT & CER between NZ & Australia. * <https://gallery.mailchimp.com/ee50c41e28e48e770bf4bca8c/images/8b342edf-5479-492c-a4af-579ba8100749.jpg> - The circle is where (we hope!) a large % of our growth in trade is occurring. * Find five examples of political intervention in the media, & identify the type of political intervention e.g., pest & disease control, trade negotiation, a protection measure for domestic producers, or protect future supplies of a product? * Read * Farm subsidies distorting and ill placed report. https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/farm-subsidies-distorting-and-ill-placed-report * https://ruralnewsgroup.co.nz/rural-news/rural-general-news/farm-subsidies-distorting-and-ill-placed-report * <https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/talking-up-nz-eu-free-trade> * <https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/trading-times-get-challenging> * Japan raises tariffs for beef imports, NZ to lose out to Australia. * Jazz apples go strong in France. * Kiwi lamb give Brits bad taste. * Kiwi products need protection https://farmersweekly.co.nz/section/agribusiness/view/kiwi-products-need-protection * NZ frozen beef exports to Japan slump after tariff hike. * NZ wins from trade deals. * Political Intervention - CER & GATT w/s. * Public sentiment, trade access driving new disbudding regulations. * Talking up NZ/EU free trade https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/talking-up-nz-eu-free-trade * The benefits of growing agricultural trade. * Trade barriers cost dairy billions. * Trade key to NZ’s future. * Trading times get challenging https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/trading-times-get-challenging * Trip to mend Russian trade. * Agri-food trade * <https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/tariffs-remain-a-big-threat> * Dumping <https://www.stuff.co.nz/business/farming/122108042/tsunami-of-cheap-imported-chips-hits> * Do - Political intervention pg. 57-64 of SDWB. * Political intervention - Apples in Aussie w/s. * Research worksheet. * FTA’s bear fruit pg. 43 of KWB. * TPP article. * Read & answer questions pg. 412 – 417 of DA. * Political intervention questions w/s | * Political Intervention - CER & GATT w/s. * Political intervention - Apples in Aussie w/s. * Research worksheet. * KWB * SDWB. * TPP article. * DA * w/s * Market Forces PPT. * https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/farm-subsidies-distorting-and-ill-placed-report * <https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/trading-times-get-challenging> * https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/talking-up-nz-eu-free-trade * <https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/talking-up-nz-eu-free-trade> * <https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/trading-times-get-challenging> * https://ruralnewsgroup.co.nz/rural-news/rural-general-news/farm-subsidies-distorting-and-ill-placed-report |
| **Grower Organisations**   * Identify the organisations that regulate the marketing of primary products. * Evaluate the role of an organisation with respect to the producer. * Investigate the ways in which organisations can affect the production & supply of a product. | * Grower organisations. * Producer boards. * Producer co-operatives. * Farmer/grower co-operatives. * Grower federations. | * Market Forces – Section 3 PPT pg. 24 - 31. * Discuss producer boards, producer co-ops, farmer/grower co-ops, grower federations. * Do pg. 6 - 7 of KWB. * Read - Key organisations pg. 16-17 of NZKB. * Future growth & direction of Zespri pg. 36-37 of KWB. * Producer Boards article. * Single Point Entry pg. 14 of NZKB. Zespri’s long term strategy pg. 14-15 of NZKB. * Marketing methods for NZ dairy products * Do pg. 66- 68 of SDWB. * Find 5 e.gs of grower organisations in the media & identify their role. * Summarise the ways in which organisations can manipulate the market. | * NZKB * KWB * SDWB * Articles. * Market Forces PPT. |
| Economic Efficiency.  * Importance of economic efficiency in the production process. * Economic efficiency = ratio of production to inputs. * I.e., $ value of production   $ cost of inputs   * Yield = gross production/unit area * Area is constant, but yield varies depending on inputs, technology, climate & mgmt. * Stock units | * Economic efficiency * Yield * Stock units | * Compare over – long & short-term products e.g., apples & lettuces; - quality vs yield (export versus processing & seconds) * Complete gross margins exercises * Complete economic efficiency exercises. | * Gross margins exercises * Economic efficiency exercises. |
| BudgetsGross Margin Analysis.  * = the amount left over after meeting all the direct costs.  SWOT Analysis. | * Budgets * Gross margin analysis. * SWOT analysis | * SWOT analysis pg. 32 * Write a SWOT analysis for apples. * Read pg. 403 – 408 of DA. * Answer questions pg. 406 & 408 of DA. | * OHTs * Text * DA |
| Product Case study | * Milk | * Read pg. 418-429 of DA. * Answer questions pg. 418-429 of DA. | * DA |
| **Revision** |  | * Do pg. 37 & 72 of SDWB & pg. 38 of KWB. * Previous exams. * Read Satsuma mandarins. * Sit practice exam. | * KWB & SDWB * Previous papers. * Satsuma mandarins. |
| **Assessment.** AS91530 AHS 3.3 Demonstrate understanding of how market forces affect supply & demand for New Zealand primary products (5 credits) External. | | | |