

**Internal Assessment Resource**

Agribusiness Level 3

This resource supports assessment against Achievement Standard 91871

Standard title: Analyse how a product meets market needs through innovation in the value chain

Credits: 4

Resource title: What an opportunity!

**Resource reference:** Agribusiness 3.10A Version 1

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| This resource:* Clarifies the requirements of the achievement standard
* Supports good assessment practice
* Should be subjected to the school’s usual assessment quality assurance process
* Should be modified to make the context relevant to students in their school/kura environment and ensure that submitted evidence is authentic
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| Date version published by Ministry of Education | December 2017 Version 1To support internal assessment from 2018 |
| Authenticity of evidence | Teachers must manage authenticity for any assessment from a public source, because students may have access to the assessment schedule or exemplar material.Using this assessment resource without modification may mean that students’ work is not authentic. Teachers may need to change figures, measurements or data sources or set a different context or topic to be investigated or a different text to read or perform. |

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Teacher guidelines

The following guidelines are supplied to enable teachers to carry out valid and consistent assessment using this internal assessment resource.

Teachers need to be very familiar with the outcome being assessed by the achievement standard. The achievement criteria and the explanatory notes contain information, definitions, and requirements that are crucial when interpreting the standard and assessing students against it.

**Context/setting**

This activity requires students to comprehensively analyse how a product meets market needs through innovation in the value chain.

Students will select a product that shows innovation in the value chain through a presentation. Teachers may want to work through an example with students.

Teachers may need to guide students in selecting an appropriate product and company. It is preferable that this product and company is located in New Zealand for ease of information collation and relevance.

**Conditions**

Where a group approach is used, the teacher needs to ensure that there is evidence that each student has met all aspects of the standard.

A student can present their information in a format of their own choice. For example, written paragraphs, tables, graphs, videos and/or diagrams, which could form part of a poster, slideshow, a blog or website. You may want to give students guidance on the appropriate style and format for their findings. This achievement standard does not assess format or style.

As a guide, the assessment should reflect approximately 40 hours of teaching, learning and assessment in and out of the classroom.

Conditions of Assessment related to this achievement standard can be found at <http://ncea.tki.org.nz/Resources-for-Internally-Assessed-Achievement-Standards>

**Resource requirements**

Access to the internet and a range of sources.

**Additional information**

If you are choosing an agribusiness context for this assessment, there is no expectation to cover all seven primary industries.

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Student instructions

**Introduction**

This assessment activity requires you to analyse how a product meets market needs through innovation in the value chain.

You are going to be assessed on how comprehensively you analyse how the product meets market needs through innovation in the value chain.

Teacher note: Insert due dates and timeframes

**Task**

Select a business and a product that the business produces. This business ideally will be a New Zealand business so you can easily find information. Confirm your choice with your teacher. Suitable businesses could include but are not limited to:

* Ice Breaker <http://nz.icebreaker.com/en/home>
* Invivo <http://www.invivowines.com/>
* Gallagher <https://am.gallagher.com/nz>
* Sanford Ltd <http://www.sanford.co.nz/>
* Air New Zealand <https://www.airnewzealand.co.nz/>
* ZESPRI <https://www.zespri.com/>

Your presentation should:

* explain the value chain for the product selected
* explain an innovation that may occur at a stage of the value chain
* examine how the innovation adds greater value to the selected product
* evaluate how the innovation meets market needs for the product
* evaluate the impact and consequences of the innovation on the whole value chain
* evaluate the ability for the selected product to meet future needs.

Present your evidence in a format agreed to with your teacher. Your presentation could take the form of written paragraphs, posters, video, annotated timeline, audiovisual presentation, website, blog etc. This should be no longer than 2000 words.

Throughout your presentation, refer to information you have gathered and include supporting evidence, accurately recording the details of the source(s).

**Assessment schedule: Agribusiness 91871 – What an opportunity!**

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| **Evidence/Judgements for Achievement** | **Evidence/Judgements for Achievement with Merit** | **Evidence/Judgements for Achievement with Excellence** |
| The student has analysed how a product meets market needs through innovation in the value chain. In their presentation, the student:* explains the value chain for a selected product
* explains an innovation that may occur at a stage of the value chain
* explains how the innovation meets market needs.

**For example: (partial evidence)**The production of safe Halal beef products. The world Halal Meat industry is a specialised area. Greenlea Premier Meats is recognised globally as a market leader for its ability to bring religion and science together in producing nutritious, safe Halal products for a wide range of consumers.The student has explained about the several stages in the beef’s journey from raw materials to final consumer: Value chain of Greenlea Premier meats:* Raising stock fit for slaughter
* Loading and transporting to slaughterhouse
* Production process
* Slaughter
* Processing
* Packaging
* Distribution
* Marketing
* Retail

Innovation.Greenlea uses an intelligent Marel Streamline System for deboning and trimming. Carcasses from animals are weighed in on an overhead track scale at the start of the deboning hall. The information from each animal such as animal identification, slaughter date, is captured by the system. The carcass is broken down according to the customer’s individual specifications. The weight of the trim, fat and finished products are weighted and compared to the incoming weight. The finished products are then sent to be packed. Yield, throughput, quality and other key performance indicators are monitored online.Meeting market needs.The intelligent Marel Streamline System for deboning and trimming improves efficiencies and gives better results, by meeting the customer’s individual needs. The computerised tracking system monitors yield, quality, throughput and orders more efficiently on the shop floor and supervisors have the opportunity to provide data feedback to staff. The Marel system has improved yield and increased production. It enables real-time feedback to the trimmers and boners about what the consumers want. All products can be traced back to their farm of origin. *The examples above are indicative samples only.* | The student has analysed, in depth, how a product meets market needs through innovation in the value chain. In their presentation, the student:* thoroughly explains how a product meets market needs through innovation in the value chain
* examines how the innovation adds greater value to the selected product.

**For example: (partial evidence)**In addition to the evidence for achieved:The Marel Streamline System enables meat processors to monitor and collect data on yield, throughput and quality throughout the entire processing cycle, such as during trimming, denuding and touch-up. The system can be configured for a variety of tasks, including deboning, trimming, membrane skinning, tying and sawing. This allows Greenlea to cater entirely to their customers’ specifications, e.g. fat depths for restaurant quality steaks There is also a built-in traceability mechanism at all levels, ensuring that all product information is registered throughout the entire production process, making recall easier if needed.Greenlea Premier Meats, have developed innovations to meet their customers' needs and add greater value to their meat products. Significant investment has been made in making sure Greenlea meet the strict processing standards for their customers, including:* Compliance at time of slaughter,
* Adherence to animal welfare standards,
* Training and supervision of their Halal slaughtermen,
* Modifications to their processing plants.

These investments all ensure Greenlea have reliable world-class systems to meet their consumer needs and provide the customer with greater value for their meat products. They work closely with MPI, the Meat Industry Association and Accredited Halal Organisations such as FIANZ and NZIDT to ensure that they comply with current standards.  Greenlea’s flexible systems allow them to adapt quickly to the markets' changing needs. This is a win-win for their suppliers and customers alike.*The examples above are indicative samples only.* | The student has comprehensively analysed how a product meets market needs through innovation in the value chain. In their presentation, the student:* evaluates how the innovation meets market needs for the product
* evaluates the impact and consequences of the innovation on the whole value chain
* evaluates the ability for the selected product to meet future needs.

**For example: (partial evidence)**In addition to the evidence for achieved and merit:Greenlea Premier Meats has developed an international reputation for consistent quality of product and high level of service through its implementation of the Marel Streamline System. The deboning and trimming process has ensured Greenlea meets the market needs for the production of safe halal beef products and enables Greenlea to focus on quality, reliability, efficiency and hygiene.The Marel Streamline System has increased throughput efficiency by enabling Greenlea to slaughter up to 150 cattle per hour. It has also increased the volume of quality cuts, meaning the farmer gets a premium return on a greater proportion of each carcass. The system is ergonomically designed to reduce the lifting and throwing associated with traditional boning rooms, which means less strain and injuries for staff.A better quality produce is sold to the consumer. This is due to improved cuts, deboning and trimming. Improved hygiene and food safety due to less human handling of the meat. This will also increase the shelf life of the meat as by not touching meat means that there is less chance of contamination.By using the Marel Streamline System Greenlea is now able to produce quality halal meat in a system that has the flexibility to meet future consumer needs. The significant investment has ensured Greenlea meets the strict standards for their customers, including adherence to animal welfare standards and compliance with halal slaughter processes and high quality cuts of meats. The Marel Streamline System allows Greenlea to quickly adapt to future customer needs. *The examples above are indicative samples only.* |

Final grades will be decided using professional judgement based on a holistic examination of the evidence provided against the criteria in the Achievement Standard.