

APPLYING KNOWLEDGE OF MARKETING AND VALUE ADDITION OF ANIMAL PRODUCTS

UNIT CODE: 0721 541 25A

TVET CDACC UNIT CODE: HE/OS/AHP/CC/20/6/MA

UNIT DESCRIPTION:

This unit specifies the competencies required by an animal health technologist to apply knowledge of marketing and value addition of animal products. It involves applying knowledge of marketing and value addition of animal products, analyzing agricultural marketing information systems, identifying principles of value addition of animal products, maintaining farm inventory and determine cost estimation and tendering.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
These describe the key outcomes, which make up workplace function.	These assessable statements specify the required level of performance for each element. <i>Bold and italicized terms are elaborated in the range.</i>
1. Apply knowledge of marketing and value addition of animal products	1.1. Marketing structures are applied as per work requirement 1.2. Characteristics of <i>animal products</i> that affect their marketing are managed as per work requirement 1.3. Value addition knowledge of animal products is applied as per work requirement
2. Analyze agricultural marketing information systems	2.1. Group marketing approaches are applied as per work requirement 2.2. Livestock value chains are analyzed as per work procedure 2.3. Measures of improvement of <i>AMIS</i> are applied as per work requirement
3. Identify principles of value addition of animal products	3.1 Value addition principles of animal products are applied as per work requirement 3.2 Principles of handling animal products are

	applied as per work requirement 3.3 Knowledge on grading, packaging and processing of animal products is applied as per work requirement
4. Maintain farm inventory	4.1. Types of farm inventories are identified and applied as per work requirement 4.2 Farm valuation is carried out as per work requirement 4.3 Importance of farm inventory and valuation is identified and applied as per work requirement
5. Determine cost estimation and tendering	5.1. Cost estimation is carried out as per work requirement 5.2. Types of farm contracts are identified and applied as per work requirement 5.3. Importance of farm tendering are determined and applied as per job requirement

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

Variable	Range
1. Factors of production include but not limited to	• Land • Labour • Capital
2. Risks in production include but not limited to	• Market risk • Financial risk • Human risk • Management risk

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required skills

The individual needs to demonstrate the following skills:

- Numeracy skills
- Interpersonal skills
- Organizational skills
- Book keeping skills
- Writing skills
- Computer skills

Required knowledge

The individual needs to demonstrate knowledge of:

- Farm Accounting
- Farm business management

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	1.1 Applied value addition knowledge of animal products as per work requirement 1.2 Applied group marketing approaches as per work requirement 1.3 Analyzed livestock value chains as per work procedure 1.4 Applied measures of improvement of AMIS as per work requirement 1.5 Applied value addition principles of animal products as per work requirement 1.6 Applied principles of handling animal products as per work requirement 1.7 Applied knowledge on grading, packaging and processing of animal products as per work requirement 1.8 Identified and applied types of farm inventories as work requirement 1.9 Carried out farm valuation as per work requirement 1.10 Identified and applied importance of farm inventory and valuation as per work requirement
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	1.11 Carried out cost estimation as per work requirement 1.12 Identified and applied types of farm contracts as per work requirement 1.13 Determined and applied importance of farm tendering as per job requirement
2. Resource Implications	The following resources must be provided: 2.1 Appropriately simulated environment where assessment can take place 2.2 Access to relevant work environment 2.3 Resources relevant to the proposed activities or tasks
3. Methods of Assessment	Competency may be assessed through: 3.1. Observation 3.2. Oral questioning 3.3. Written test 3.4. Portfolio of Evidence 3.5. Interview 3.6. Third party report
4. Context of Assessment	Competency may be assessed in a: Workplace or simulated workplace.
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job roles is recommended.