

MARKETING AND VALUE ADDITION OF ANIMAL PRODUCTS

UNIT CODE: 0811 441 23A

TVET CDACC UNIT CODE: HE/CU/AHP/CC/20/5/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Apply knowledge of marketing and value addition of animal products.

UNIT DURATION: 30 Hours

Unit Description

This unit specifies the competencies required by an animal health and production technician 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 determining cost estimation and tendering.

Summary of Learning Outcomes

By the end of this unit, the learner should be able to:

S/No	Learning Outcomes	Duration (Hours)
1.	Apply knowledge of marketing and value addition of animal products	5
2.	Analyze agricultural marketing information systems	5
3.	Identify principles of value addition of animal products	10
4.	Maintain farm inventory	5
5.	Determine cost estimation and tendering	5
Total		30

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcomes	Content	Suggested Assessment Methods
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1. Apply knowledge of marketing and value addition of animal products	1.1 Marketing and value addition of animal products 1.2 Factors of production 1.2.1 Land 1.2.2 Labour 1.2.3 Capital 1.3 Risks in production 1.3.1 Market risk 1.3.2 Financial risk 1.3.3 Human risk 1.3.4 Management risk 1.4 Marketing structures. 1.5 Characteristics of animal products	● Practical ● Project ● Written tests ● Third party report ● Portfolio of evidence ● Oral questions
2. Agricultural marketing information systems	2.1 Agricultural marketing information systems 2.2 Group marketing approach 2.3 Analysis of livestock value chain 2.4 Measures of improvement of AMIS	● Practical ● Project ● Written tests ● Third party report ● Portfolio of evidence ● Oral questions
3. Principles of value addition of animal products	3.1 Principles of Value addition of animal products 3.2 Principles of handling animal product 3.3 Grading, processing and packaging of animal products	● Practical ● Project ● Written tests ● Third party report ● Portfolio of evidence ● Oral questions
4. Maintain farm inventory	4.1 Introduction to farm inventories 4.2 Types of farm inventories 4.3 Farm valuation 4.4 Importance of farm inventory and valuation.	● Practical ● Project ● Written tests ● Third party report ● Portfolio of evidence ● Oral questions
5. Determine cost estimation	5.1 Cost estimation in farm 5.2 Types of farm contracts	● Practical ● Project

and tendering	5.3 Importance of farm tendering	● Written tests ● Third party report ● Portfolio of evidence ● Oral questions
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Suggested Methods of Instruction

- Practical
- Projects
- Demonstrations
- Group discussion
- Direct instructions

Recommended Resources for 25 Trainees

S/No.	Category/Item	Description/ Specification	Quantity	Recommended Ratio (Item: Trainee)
A	Learning materials			
1.	Projector	EPSOM	1	1:25
2.	Whiteboard/Smartboard	2.5 By 1.5.M	1	1:25
3.	Desktop/computer		1	1:25
B	Learning Facilities & Infrastructure			
1.	Lecture/Theory room	With at least 25 seats	1	1:25
4.	Library	Equipped with marketing and value addition of animal products books and E-section	1	1:25
C	Consumable Materials			
D	Tools and Equipment			

MODULE IV