

MARKETING AND VALUE ADDITION OF ANIMAL PRODUCTS

ISCED UNIT CODE: 0721 541 25A

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

Relationship to Occupational Standards

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

UNIT DURATION: 50 Hours

Unit Description

This unit specifies the competencies required by an animal health and production 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.

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	10
2.	Analyze agricultural marketing information systems	10
3.	Identify principles of value addition of animal products	10
4.	Maintain farm inventory	10
5.	Determine cost estimation and tendering	10
Total		50

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcomes	Content	Suggested Assessment Methods
1. Apply knowledge of marketing and value addition of animal products	1.1.Introduction to value addition of animal products 1.2.Marketing structures 1.3.Animal products 1.3.1. Milk 1.3.2. Meat 1.3.3. Wool 1.3.4. Hide 1.3.5. Skin 1.4.Value addition of animal products	• Practical • Project • Portfolio of evidence • Third party report • Written assessment • Oral questioning

2. Analyze agricultural marketing information systems	2.1.Agricultural marketing information systems 2.2.Group marketing approach 2.3.Livestock value chains 2.4.Measures of AMIS 2.5.Risk in production 2.5.1. Market risk 2.5.2. Financial risks 2.5.3. Human risk 2.6.Management risk.	• Practical • Project • Portfolio of evidence • Third party report • Written assessment • Oral questioning
3. Identify principles of value addition of animal products	3.1.Principles of value addition of animal products 3.2.Principles of Value addition of animal products. 3.3.Handling animal products 3.3.1. Grading 3.3.2. Packaging 3.3.3. Processing of animal products	• Practical • Project • Portfolio of evidence • Third party report • Written assessment • Oral questioning
4. Maintain farm inventory	4.1.Farm inventory 4.2.Types of farm inventories 4.2.1. Feeds 4.2.2. Raw material 4.2.3. Work in progress 4.3.Farm valuation 4.4.Importance of farm inventory and valuation	• Practical • Project • Portfolio of evidence • Third party report • Written assessment • Oral questioning
5. Determine cost estimation and tendering	5.1. Cost estimation and tendering 5.2. Carried out cost estimation 5.3. Identification of farm contracts 5.3.1. Production contracts 5.3.2. Marketing contracts 5.4. Importance of farm tendering	• Practical • Project • Portfolio of evidence • Written test • Third party report • Oral questioning/ Interviews • Practical

Suggested Methods of delivery

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

Recommended Resources for 25 Trainees

S/No.	Category/Item	Description/ Specification	Quantity	Recommended Ratio (Item: Trainee)
	Learning materials			
1.	Projector		1	1:25
2.	Whiteboard/Smart board		1	1:25
3.	Desktop/computer		1	1:25
4.	Lecture/Theory room		1	1:25
5.	Animal farm	As guided by KVB	1	1:25
6.	Library		1	1:25
7.	E-Library		1	1:25