Farm product study

Students examine marketing and processing of milk in terms of its quality and quantity at the Country Valley boutique dairy factory.

Outcomes

A student:

H3.1 assesses the general business principles and decision-making processes involved in sustainable farm management and marketing of farm products at Country Valley

H3.2 critically assesses the marketing of dairy products

H3.3 critically examines the technologies and technological innovations employed in the production and marketing of dairy products at Country Valley

Through observation, discussion and product sampling, students learn about:

The farm as a business

• the place of the farm in the wider agribusiness sector

Decision-making processes and management strategies as they affect Country Valley

• factors of quality and quantity that influence decision making

• the impact of financial pressures on business decisions

• assess farm production systems based on measurements of quality and quantity

• outline the financial pressures that may impact on Country Valley; including the irregular nature of income, high expenditure on inputs, the dynamic nature of markets and interest rates and risk management

• use techniques to analyse the financial situation of Country Valley including use of tables to predict demand and sales trends

Agricultural technology

• the impact scientific research and associated technology has had on dairy production and marketing

Marketing

• the marketing chain for Country Valley dairy products

• government influence on production and marketing of dairy products

• quantity and quality criteria for milk products

• the importance of product specification in the marketing of dairy produ
• problems that may occur in meeting market specifications
• processing of milk
• the nature and potential for value adding to the product
• the role of branding, advertising and promotion in the marketing of a product
• factors affecting supply of and demand for milk
• outline government influence on the production and marketing of the product including the role of the NSW Food Authority
• describe techniques used to analyse quantity and quality of Country Valley’s products
• list market specifications for milk
• evaluate the quality control strategies used to meet market specifications
• schedule the timing of operations in a production cycle to meet market specifications
• analyse marketing information such as a sales report for the product
• construct a flow chart of steps involved in processing the raw agricultural commodity (milk) into its various forms
• evaluate ways in which milk is value added
• outline strategies for advertising and promotion of the product
• describe factors affecting the supply of and demand for the milk
• interpret supply and demand information for Country Valley milk
# Risk Management Plan Proforma: Country Valley

**Name of school:**

**Name of principal:**

**Description and location of excursion:**

**Date(s) of excursion:**

**Group/class:**

**Number in group/class:**

**Name of excursion coordinator:**

**Contact number:**

**Accompanying staff, parents, caregivers, volunteers:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hazard Identification &amp; Associated Risk</th>
<th>Assess Risk use matrix</th>
<th>Elimination or Control Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movement around factory</td>
<td>Snakes</td>
<td>4</td>
<td>1st aid kit to be carried. CPEEC 1st aid trained. Warn students of potential danger in areas particularly likely to harbour snakes</td>
</tr>
<tr>
<td></td>
<td>Cattle aggression</td>
<td>4</td>
<td>Students do not enter bull paddocks. Students warned not to position themselves between cow and calves.</td>
</tr>
<tr>
<td></td>
<td>Spiders, wasps, bees, ants</td>
<td>3</td>
<td>Warn students if in area of particular danger. Students not taken to areas known to harbour wasp nests or beehives. 1st aid kit available.</td>
</tr>
<tr>
<td></td>
<td>Tractors, cars, trucks</td>
<td>3</td>
<td>Students warned of hazard and supervised closely in areas where vehicles may be encountered.</td>
</tr>
<tr>
<td>In factory</td>
<td>Tripping hazards</td>
<td>4</td>
<td>Observe / warn students of particular dangers.</td>
</tr>
<tr>
<td></td>
<td>Allergic reactions</td>
<td>3</td>
<td>Request allergy information on Booking proforma. Ensure all staff trained in anaphylaxis training.. Carry 1st aid kit containing at least one Epipen.</td>
</tr>
</tbody>
</table>

Venue and safety information reviewed and attached: **Yes/No**

Plan prepared by: *Position:* *Date:*

Prepared in consultation with: *Communicated to:*
Monitor and Review - Monitor the effectiveness of controls and change if necessary. Review the risk assessment if an incident or a significant change occurs.