



Australian Government

AHCORG412 Arrange selling through community based marketing

Release: 1

AHCORG412 Arrange selling through community based marketing

Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture and Conservation and Land Management Training Package Version 9.0.

Application

This unit of competency describes the skills and knowledge required to prepare, market, transport and conduct transactions for produce sold through community-based marketing schemes.

The unit applies to individuals who take responsibility for their own work and for the quality of the work of others within known parameters, and use discretion and judgment in the selection, allocation and use of available resources.

Licensing, legislative or certification requirements may apply to this unit where handling, processing and distribution of organic farm produce is used for human consumption. Users are advised to check with the relevant regulatory authority.

Pre-requisite Unit

Nil

Unit Sector

Organic Production (ORG)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify and evaluate selling options	1.1 Identify various types of community-based selling schemes 1.2 Identify characteristics of farm produce 1.3 Identify and document potential customer base 1.4 Evaluate and document selling options

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
2. Comply with the requirements of the selected community marketing scheme	2.1 Identify and comply with market requirements 2.2 Comply with legislative requirements in each step of the supply chain 2.3 Keep records to verify compliance with community marketing scheme, food safety and organic certification
3. Develop and maintain a relationship with customers	3.1 Investigate characteristics of community customers 3.2 Identify potential links between community and farm system 3.3 Develop connections between individuals and farm production system 3.4 Develop a 'farm story' and communicate uniqueness of enterprise to community according to workplace procedures 3.5 Monitor community satisfaction through customer feedback 3.6 Respond to feedback according to workplace procedures
4. Organise transport of produce	4.1 Identify transport requirements and engage carrier for produce distribution 4.2 Schedule transport and delivery of product with recipient 4.3 Identify and comply with recipients delivery requirements 4.4 Verify compliance with legislation, food safety and organic certification
5. Maintain records	5.1 Complete pre-sale and post-sale documentation 5.2 Record transactions according to traceability and workplace procedures 5.3 Document customer feedback and identify and record potential improvements

Foundation Skills

Foundation Skills essential to performance are explicit in the performance criteria of this unit of competency

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AHCORG412 Arrange selling through community based marketing	AHCORG404 Arrange selling through community based marketing	Minor changes to Application, Elements and Performance Criteria for clarity and brevity Changes to Performance Evidence, Knowledge Evidence and Assessment Conditions for clarity	Equivalent

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>