



Australian Government

AHCLSK502 Arrange marketing of livestock

Release: 1

AHCLSK502 Arrange marketing of livestock

Modification History

Release Number	TP Version	Comments
1	AHCv1.0	Initial release

Application

This unit of competency describes the skills and knowledge required to arrange for the marketing of livestock and associated products.

This unit applies to livestock production managers whose job role includes livestock marketing.

All work must be carried out to comply with workplace procedures, work health and safety, animal welfare and biosecurity legislation and codes of practice and sustainability practices.

This unit applies to individuals who take personal responsibility and exercise autonomy in undertaking complex work. They analyse design and communicate solutions to sometimes complex problems.

No occupational licensing, legislative or certification requirements are known to apply to this unit at the time of publication.

Pre-requisite Unit

Nil.

Unit Sector

Livestock (LSK)

Elements and Performance Criteria

Element	Performance criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Determine sales characteristics and demand	1.1 Identify potential purchasers and their purchasing requirements from available market information 1.2 Observe current and recent sales to monitor market trends and patterns 1.3 Monitor and review regulatory requirements for market entry to

Element	Performance criteria
	ensure quality assurance and fitness for sale 1.4 Determine ability to deliver product to meet market demand and requirements
2. Sell product and arrange transport	2.1 Research sale logistics and incorporate into marketing strategy 2.2 Consult sale outlets about market prospects and inform them of preferred sale method 2.3 Complete transport arrangements in time for sale, and prepare and organise facilities and product and documentation 2.4 Complete negotiations with agents, brokers and buyers 2.5 Arrange and process payments
3. Assess sales performance	3.1 Obtain and analyse sales data to facilitate monitoring of performance against marketing plan and enterprise requirements 3.2 Analyse strengths and weaknesses of performance 3.3 Review sales strategies to maximise future returns 3.4 Record data for future reference according to enterprise, industry and legislative requirements

Foundation Skills

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

Range of Conditions

Unit Mapping Information

This unit is equivalent to AHCLSK502A Arrange marketing of livestock

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>

Assessment Requirements for AHCLSK502 Arrange marketing of livestock

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Performance Evidence

The candidate must be assessed on their ability to integrate and apply the performance requirements of this unit in a workplace setting. Performance must be demonstrated consistently over time and in a suitable range of contexts.

The candidate must provide evidence that they can:

- identify appropriate markets and sales opportunities
- calculate cost of production and target sale price
- select sales outlets
- select selling method and negotiate with brokers, sellers and agents
- prepare and implement marketing plan
- ensure that the product meets legislative and industry requirements for fitness for sale
- coordinate sales and transport logistics for livestock products
- analyse sales data and trends to maximise future profit margins

Knowledge Evidence

The candidate must demonstrate knowledge of:

- market specifications for the products produced
- quality assurance procedures and their implementation
- sales outlets
- current and alternate sale methods
- preparation of livestock and transportation systems
- price risk and sales strategies
- sales analysis
- enterprise and industry policies and codes of practice with regard to livestock sales transportation, recording and reporting requirements
- market access requirements -Minimum Residue Levels (MRLs) and the variance between countries, withholding periods after treatment

Assessment Conditions

Competency is to be assessed in the work place or workplace and simulated environments that accurately reflect performance in a real workplace setting.

Assessors must satisfy current conditions for RTOs.

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