



Australian Government

AHCLSK512 Arrange marketing of livestock

Release: 1

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Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture and Conservation and Land Management Training Package Release 11.0.

Application

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

The unit applies to individuals who apply specialised skills and knowledge to arrange marketing of livestock, take personal responsibility and exercise autonomy in undertaking complex work. They analyse and synthesise information, and analyse, design and communicate solutions to sometimes complex problems.

All work must be carried out to comply with workplace procedures, according to state/territory health and safety regulations, legislation and standards that apply to the workplace, and animal welfare legislation, regulations, standards and guidelines, and sustainability and biosecurity practices.

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

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

Pre-requisite Unit

Nil

Unit Sector

Livestock (LSK)

Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Determine sales	1.1 Research market information to identify potential purchasers and

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characteristics and demand	their purchasing requirements 1.2 Observe current and recent sales to monitor market trends and patterns 1.3 Monitor and review market entry regulatory requirements to ensure quality assurance and fitness for sale 1.4 Determine ability to deliver product to meet market demand and requirements 1.5 Document livestock marketing plan
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 2.4 Prepare and organise facilities, product and documentation 2.5 Complete negotiations with agents, brokers and buyers 2.6 Arrange and process payments
3. Assess sales performance	3.1 Obtain and analyse sales data against marketing plan and workplace 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 workplace, industry and legislative requirements

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Reading	Identify and interpret textual and numerical information from a range of sources to identify relevant and key information about marketing trends and marketing of livestock

Writing	• Use clear language, accurate industry terminology and logical structure to prepare livestock marketing plan • Complete livestock sales and transportation documentation
Oral communication	• Initiate discussions with sales outlets, agents, brokers and buyers, using clear language and standard industry terminology to discuss and negotiate sales • Respond to questions, clarify information and seek advice

Unit Mapping Information

Code and title current release	Code and title previous release	Comments	Equivalence status
AHCLSK512 Arrange marketing of livestock	AHCLSK502 Arrange marketing of livestock	Minor changes to application Minor changes to elements and performance criteria Foundation skills added Assessment requirements updated	Equivalent

Links

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

Assessment Requirements for AHCLSK512 Arrange marketing of livestock

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Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has arranged marketing of livestock on at least one occasion, and has:

- identified appropriate markets and sales opportunities
- calculated cost of production and target sale price
- selected sales outlets
- selected selling method and negotiated with brokers, sellers and agents
- prepared, documented and implemented marketing plan
- ensured that the product meets legislative and industry requirements for fitness for sale
- coordinated sales and transport logistics for livestock products
- analysed sales data and trends to maximise future profit margins.

Knowledge Evidence

An individual must be able to demonstrate knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- principles and practices for arranging marketing of livestock, including:
 - 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
 - workplace and industry policies and codes of practice with regard to livestock sales transportation, recording and reporting requirements

- market access requirements, including Minimum Residue Levels (MRLs) and the variance between countries, and withholding periods after treatment.

Assessment Conditions

Assessment of the skills in this unit of competency must take place under the following conditions:

- physical conditions:
 - a workplace setting or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - computer hardware and software relevant to researching livestock market, and documenting marketing plan
- specifications:
 - workplace and industry policies and codes of practice with regard to livestock sales transportation, recording and reporting requirements applicable to arranging marketing of livestock
- relationships:
 - agents, brokers and buyers
- time frames:
 - according to job requirements.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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