



Australian Government

Assessment Requirements for AHCORG412 Arrange selling through community based marketing

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 Version 9.0.

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, on at least one occasion, arranged the selling of organic farm produce through community-based markets and has:

- identified farm produce selling options
- identified and complied with requirements of a community marketing scheme and its characteristics
- established relationships with community stakeholders and customers
- monitored and recorded community satisfaction levels and customer feedback and addressed concerns
- communicated the 'farm story' and the uniqueness of enterprise to customers
- arranged timely transport and delivery of produce and addressed special transport requirements
- complied with transport legislative requirements
- recorded sale documentation and transactions
- identified and recorded potential improvements
- applied health, safety and environmental policies and procedures.

Knowledge Evidence

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

- applicable federal, state or territory legislation, regulations, standards, codes of practice and established safe practices relevant to the full range of processes in selling produce through community-based markets
- relevant legislation and regulations relating to work health and safety
- organic certification systems and standards
- organisation policies and procedures related to supply chain management, purchasing, and contracting and tendering

- characteristics and composition of farm business marketing plans
- characteristics of community marketing schemes and the steps within a farm produce supply chain
- product knowledge related to goods and services required by the organisation
- ways to build trust and collaboration as opposed to competition
- business terms and conditions for purchasing, tendering and contracting
- ethical behaviour
- established communication channels and protocols
- procedures for operating electronic communications equipment
- procedures for recording and reporting workplace information and completing relevant documentation.

Assessment Conditions

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

- physical conditions:
 - skills must be demonstrated for organic farm produce or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - tools and equipment for preparing and transporting produce
 - personal protective equipment
- specifications:
 - workplace policies, procedures, processes
 - transport company instructions
 - workplace specifications for produce
 - specific legislation and codes of practice for organic produce
- relationships:
 - customers.

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

Links

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