



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>

Assessment Requirements for AHCORG412 Arrange selling through community based marketing

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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, 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

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