



Australian Government

Assessment Requirements for AHCORG511 Develop and manage a community based marketing supply chain

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, developed and managed a community-based marketing supply chain and has:

- researched and evaluated suitability of different community marketing options for farm products
- researched and identified legislative, environmental and certification requirements for community-based marketing chain
- prepared specifications for components of marketing chain management system according to workplace procedures and legislative requirements
- established and documented market specifications for community expectations
- established product marketing chain to meet marketing options
- established farm business requirements for each step in the marketing chain
- established compliance requirements for each step in the marketing chain
- developed record-keeping systems for each step in the marketing chain
- developed and documented a community-based marketing plan
- developed and documented a promotion plan
- collated customer feedback.
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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:

- federal, state or territory legislation, regulations, standards and codes of practice for selling produce through community-based markets
- legislation and regulations relating to work health and safety
- organic certification systems and standards

- rural produce marketing and presentation
- 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
- ethical behaviour
- established communication channels and protocols
- procedures for operating electronic communications equipment
- procedures for recording and reporting workplace information and completing relevant documentation.
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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 a farm or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - planning and management tools and resources
- specifications:
 - workplace policies, procedures, processes
 - workplace plans and specifications for farm produce
 - specific legislation and codes of practice
- relationships:
 - community and stakeholders.

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>