



# Bachelor of Agribusiness and Food Marketing



**Things grow when the conditions are right.**

**This is true for industry and agriculture, and it's most certainly true for people. At Lincoln University, helping you to grow is what we're all about.**

**And we encourage you to do it your way, with diverse learning options that fit your ambitions in an environment that allows you to flourish.**

**We partner you with industry to prepare you for the real world and to plant the seeds of a rewarding future.**

**So when the time comes, you're ready to go out there and grow the future for yourself and others.**

**Welcome to Lincoln University.  
A place to grow.**



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# Practical Work Handbook

## Bachelor of Agribusiness and Food Marketing

**Practical Work is essential to the Bachelor of Agribusiness and Food Marketing as it allows you to gain hands-on work experience in a range of industries.**

**After completing your Practical Work, you will need to write descriptive reports about your experiences. There are report guidelines in this handbook to help you.**

**You are expected to keep a daily work diary to record why, when, and how you carry out your tasks. Ask your mentor or employer to sign the diary when you finish your employment period.**

**Familiarise yourself with this handbook, as you will need to refer to it throughout your degree.**

**If you want to discuss any aspect of Practical Work, contact the Practical Work Co-ordinator in the Student Administration area or email [practicalwork@lincoln.ac.nz](mailto:practicalwork@lincoln.ac.nz)**



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## Why Practical Work?

### Practical Work will:

- **Complement your studies and enhance the marketability of your qualification**
- **Provide you with an opportunity to experience new learning environments**
- **Expose you to the appropriate industry environment, including its technical, economic and social environments**
- **Teach you to perform a range of tasks specific to the industry environment including skills in observation, information-gathering, data analysis, and report writing**
- **Equip you with more knowledge of industry employment opportunities.**



Note: Your daily work diary will be an invaluable resource when you come to compile your report. Remember to record why, when and how tasks are performed.

## Practical Work Requirements

Before graduating, you will need to complete a total of 18 weeks of Practical Work. The following provisions apply:

- No fewer than 18 weeks of 'full-time' equivalent practical work must be completed in approved businesses associated with the agribusiness and food industry supply chain.
- A minimum of six consecutive weeks of practical work must be completed in each of at least two of the four stages (agri-food production, processing, distribution

and marketing) in the agribusiness or food supply chain. (i.e. a maximum of 12 weeks can be completed at any one stage of the supply chain)

You must email a satisfactory Practical Work report to [practicalwork@lincoln.ac.nz](mailto:practicalwork@lincoln.ac.nz) by 25 July of the year that you complete the work period. An employer form verifying the work period also needs to be handed in or emailed with the report. The guidelines for the report, and the employer forms, are contained in this handbook.

## Practical Work Guidelines

Any appropriate work that you have completed since leaving secondary school may be considered for Practical Work credit. If you are unsure if the work that you have done is suitable, please discuss it with the Practical Work Co-ordinator.

Practical work reports are due after completion of the work.

Practical Work must take place on a commercial enterprise and expected that it will be:

- 'full-time' or an approved 'part time' equivalent.
- Completed each time with an agribusiness or food industry

employer, on a 'commercial' scale enterprise.

- Completed each time at one of the four stages (agri-food production, processing, distribution and marketing) in the agribusiness or food supply chain. Practical Work for businesses providing farm inputs (pre-production stage) is generally not permitted unless with prior approval.
- Self-employment may be suitable if requirements are met
- You can undertake a 'labour only' contract (such as shearing, fencing or truck driving) or work for a contractor or contracting business.

### Examples of different stages of the supply chain and practical work opportunities

Production	Processing	Distribution	Marketing
<ul style="list-style-type: none"> <li>• Dairy</li> <li>• Sheep and beef</li> <li>• Cropping</li> <li>• Fruit and vegetable</li> <li>• Vineyard</li> </ul>	<ul style="list-style-type: none"> <li>• Dairy processor</li> <li>• Meat processor</li> <li>• Winery</li> <li>• Fruit or vegetable packing</li> <li>• Food and beverage manufacturer</li> <li>• Bakery</li> </ul>	<ul style="list-style-type: none"> <li>• Food distribution centre</li> <li>• Food exporter</li> <li>• Cool store</li> <li>• Logistics</li> <li>• Shipping company</li> </ul>	<ul style="list-style-type: none"> <li>• Food marketing</li> <li>• Marketing agency</li> <li>• Food service retail</li> <li>• Supermarket</li> <li>• Butcher</li> <li>• Café/Restaurant</li> </ul>



Note: Variations to these requirements will only be considered under special circumstances and must be approved by the Practical Work Co-ordinator BEFORE accepting any of such work opportunities.

## Securing Practical Work

You are responsible for finding your own positions but the Practical Work Co-ordinator has some industry contacts who advertise vacancies on the LEARN site each year. You are strongly advised to seek out a diverse range of Practical Work opportunities to increase your knowledge of the industry.

Your Practical Work position must comply with the regulations in this handbook and the University Calendar.

If you have found a position but aren't sure if it is suitable, check with the Practical Work Co-ordinator before accepting it.



Note: If there is some reason why you are unable to carry out your Practical Work, please see the Practical Work Co-ordinator as early as possible in your course of study.

### Where to Find Practical Work

To find out about available Practical Work positions, see the Practical Work page on your LEARN site or visit the Practical Work Office.

Positions will be advertised as they arrive, usually from June onwards.

You can also find your own work using other contacts if you wish. If you are not sure about some aspects of the work offered, discuss it with the Practical Work Co-ordinator.



Note: All employment contract negotiations must take place between you and the prospective employer.

### Applying for Practical Work

It's best to apply for more than one position. Before phoning a contact for Practical Work, be prepared to answer questions about your work experience, when you can start and finish, and the rate of pay. The employer may ask for a Cover Letter and Curriculum Vitae.

### Assistance with job applications

If you need extra help preparing your CV or cover letters, please contact Michelle Ash through CareerHub, as her team are very helpful with this.

### Your Work Experience

Be very honest about the amount of experience you have had to avoid problems later on. Take the initiative and ask questions if directions are unclear. Ask your employer for a weekly meeting so you can check your progress and make sure you are meeting each other's expectations.

If you have any special requirements, such as health or dietary needs or time off, make sure the employer is aware of these before you arrive.

Before starting work, ask your employer what you need to bring. They may recommend gumboots, wet weather gear, and warm and cool clothing. You should also bring:

- A copy of the report writing guidelines from this handbook (give these to the employer when you arrive so they know the kind of information they will need to provide you with)
- An employer record form, to be signed before you leave
- Your Practical Work diary, to keep a record of the tasks you carry out.

### Failure to Secure Practical Work

If you don't succeed in securing Practical Work, see the Practical Work Co-ordinator well before the end of semester.

Keep copies of application letters and replies you have received, as well as a record of telephone calls you made when seeking work (including the person contacted) and the responses.

### Recognition of prior Practical Work

You can apply to have appropriate previous work credited to your Practical Work requirements at Lincoln University. This only applies to work that you have completed since finishing high school. Contact the Practical Work Co-ordinator for details.

### Overseas Practical Experience

If you would like to undertake some of your Practical Work experience in a country other than New Zealand, please discuss this with the Practical Work Co-ordinator. Normally, no more than half of the required work may be completed overseas.

## Carrying Out Practical Work

### Roles and Responsibilities

Before starting each Practical Work position, you should meet with the employer to make sure that you both have a clear understanding of the requirements of your role.

It is useful to give an employer a copy of the specific report requirements so you can initiate a conversation about the workplace and give them an understanding of the type of information they will need to supply you with.

You should be asked to sign an employment contract. A contract is a legal document and you must understand all the terms and conditions, so please read it carefully before signing it. Ask the employer to email you a copy so your parents or other interested parties can see it.

### Make sure you take part in a Health and Safety Induction with your employer before you commence work.

Professional conduct is expected from both employers and employees.

Please be aware at all times of privacy, confidentiality and professional ethics in relation to your employers and co-workers.



### Keeping yourself safe

You must be provided with a safe environment at all times when carrying out your Practical Work activities. Please be sure to:

- Comply with all safety instructions issued by your supervisor
- Remove yourself from any dangerous practices, situations, environments or behaviours immediately
- Report any unsafe conditions to your supervisor as soon as possible
- Ensure that you are familiar with emergency procedures at the workplace
- Ask about the locations of first aid kits and emergency equipment

If you are unsure about anything that is affecting your safety and well-being please have a confidential discussion with the Practical Work Coordinator.

### Problems on the Job

If you encounter any problems during your employment which make it difficult to remain in your position, please let the Practical Work Co-ordinator know as soon as possible.

## Recording Practical Work

You must submit Practical Work Record Sheets (see Appendix) that have been verified by your employer. You will need a separate sheet for each period of work.

Please make sure the record sheets are signed by both parties.

It is your responsibility to ensure that you present your Practical Work Record Sheets to the employer for completion and then hand them in to the Practical Work Co-ordinator or email them to [practicalwork@lincoln.ac.nz](mailto:practicalwork@lincoln.ac.nz).

**Check your Practical Work file with the office at least once each year, particularly during the last semester before final examinations, to make sure you have completed the necessary tasks.**

## Report Guidelines

The report is structured to ensure that you can:

- Describe and analyse the structure and processes of the farm or business, and
- Present a report in a format suitable for consideration by clients.

### Presentation

The report must have a cover page that includes the diploma or degree and report type (e.g. Sheep and Beef Practical Work Report, your name, ID number, postal and email addresses). You can include photos if you wish, but check with the owner beforehand.

### Assessment

Email your completed report and employer record to [practicalwork@lincoln.ac.nz](mailto:practicalwork@lincoln.ac.nz) by 25 July. Once you have done this, please submit it to Turnitin on the LEARN Practical Work page.

Unsatisfactory reports will need to be corrected and presented for reassessment.

### Return of Reports

You will be notified of your grade, with comments, by email.

## Graduating students

If you have any outstanding reports, the final submission date for these is the 20 February in the year that you intend to graduate. However, if you would like an opportunity to resubmit a failed report, it must be received by 1 February of your intended graduation year.



Note: If you submit your Practical Work documentation after 20 February in the year in which you are to graduate, you will not be able to attend the ceremony that year.

# Processing, Distribution and Marketing Stage Report Format

## Part 1: Business Description

### General Description

Name and address of the business.  
Outline the ownership of the business.

Discuss the general features and amenities of the business locality.

### Tenure

Freehold, leased (if leased, state the type of lease, terms and any conditions that may affect the business).

### Business site

Illustrate and describe the business site (approximately to scale).

### Type of Business

Describe the goods and/or services provided by the business.

Produce a diagram showing the positions, not necessarily the individuals, in the business. Describe the personnel policy of the business.

Detail total number of persons employed, categorised into permanent, casual (seasonal) or part-time (regular but work only mornings or perhaps two days a week, etc.).

### Business Assets

Draw up a list of the business assets, including buildings, vehicles, plant and machinery. Note construction, age and condition. Detail the function of each component.

### Employment

Describe the work you undertook and discuss in detail how this work fitted in with the business as a whole. State where most of the work was undertaken and for how long you were employed.

### SWOT Analysis

Provide a SWOT analysis and discuss the role that the business plays in the agri-food industry.

## Part 2: Process and Food Safety

Select at least one major product that is processed, distributed or marketed by the business. Describe the product and its method of distribution including the intended use and consumers of the food.

You should describe the food product thoroughly. This can include a brief description of how the process occurs and/or the product(s) are produced/prepared.

### To describe the product, you should identify the following about the product:

- 1. Common name?**  
For example, a cooked sausage could be called franks/hot dogs/wieners.
- 2. How is it to be used?**  
Categories might include:  
Ready-to-eat, to be heated prior to consumption, or for further processing.
- 3. The type of package?**  
For example, is it modified atmosphere packaging?
- 4. Length of shelf life?**  
In the cooked sausage example, the length of shelf life might be 30 to 50 days for modified atmospheric packaging.
- 5. Where will it be sold?**  
For example, will it be sold to wholesalers, retailers or institutions?
- 6. Labeling instructions?**  
"Keep Refrigerated" would be a common labeling instruction for meat and poultry products.
- 7. How is the product(s) distributed?**  
For instance, should the product be kept refrigerated at or below 5 degrees Celsius? Does the business have its own fleet of refrigerated trucks, or is the shipping contracted out?

## 8. Who is the consumer and how will the product be used by the consumer?

For instance, is the food aimed for convenient, fast cooking, or everyday home cooking?

### Develop a complete list of ingredients and raw materials

Develop a written list of ingredients and raw materials for the process/product. You can write this on a very simple form (see example). You may wish to divide the ingredients into just two categories: Meat (meat such as boneless beef or chicken parts with skin) and Other Ingredients (such as spices and preservatives). This is determined by the complexity of the product(s)/process(es) covered.

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#### LIST PRODUCT(S) AND INGREDIENTS

Product example: Beef stew

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##### Meat

Frozen cooked diced beef

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##### Other Ingredients

Frozen sliced carrots  
Frozen diced potatoes  
Frozen sliced celery  
Refrigerated onion juice concentrate  
Refrigerated garlic puree  
Vegetable oil  
Starch  
HVP  
Plant gum  
Dehydrated beef stock  
Salt  
Spice mix  
Worcestershire sauce

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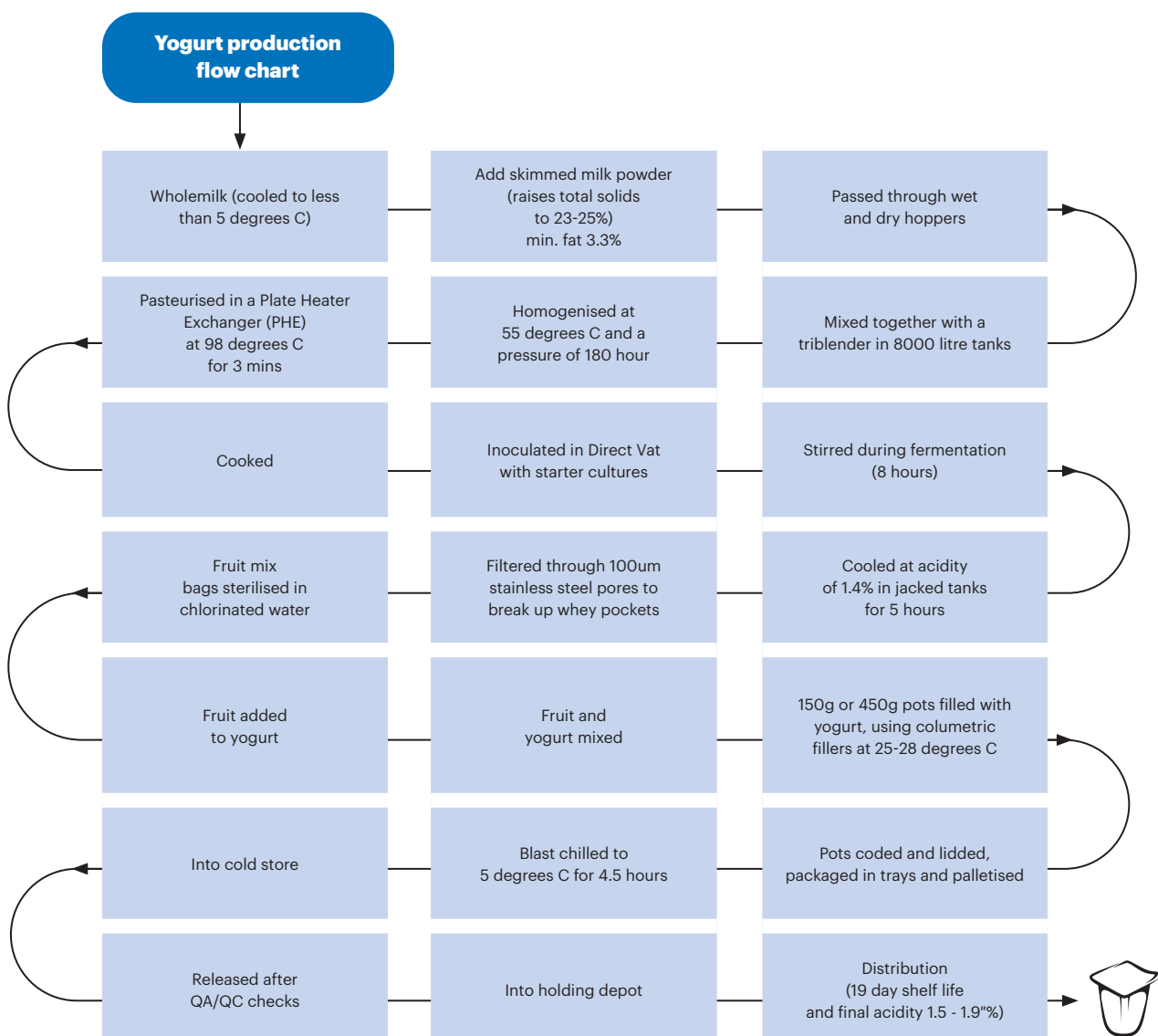
### Develop a process flow diagram

Construct a process flow diagram that identifies all the steps used to prepare the product from receiving through to final shipment that are directly under the control of the establishment. The diagram should not be so complex that it is difficult to follow and understand.

The diagram must be complete from the beginning of your process to the end. The flow diagram may also include steps that occur before or after the processing, distribution or sales occurs in the business you work in. In a wholesale or retail business where no further processing occurs, the

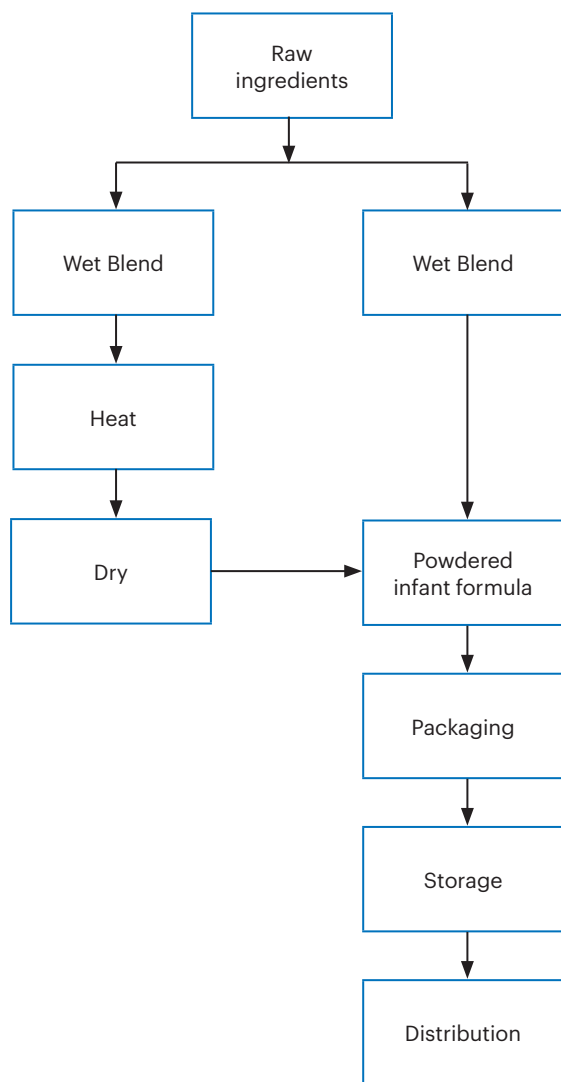
diagram should identify the process from receiving the goods to the final consumption by the consumer.

### Example of yoghurt production flow chart

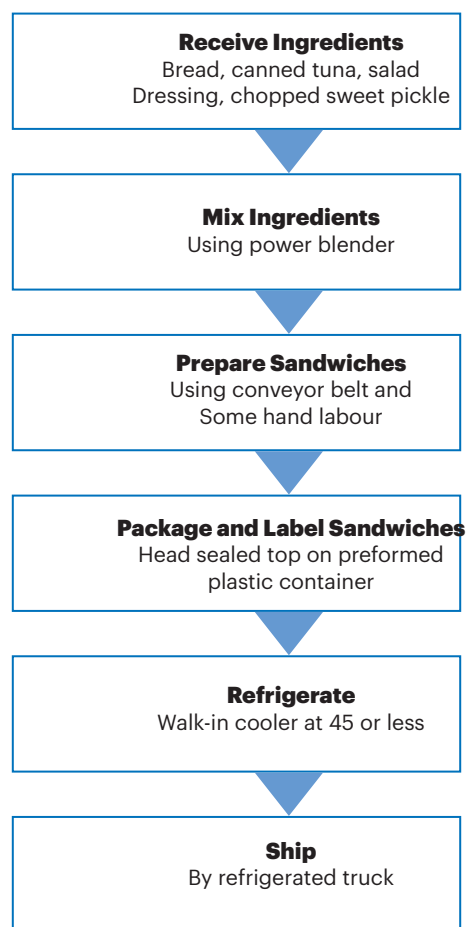




Example infant formula production flow chart



Example tuna sandwich production flow chart



### **Identify any potential food safety hazards in the process**

Identify and describe at least three food safety hazards associated with the product and what methods are used to prevent these hazards.

A food safety hazard is “any biological, chemical, or physical property that may cause a food to be unsafe for human consumption”.

#### **Biological hazards**

Biological hazards are living organisms, including microorganisms that can put human health at risk. Biological hazards include bacteria, parasites, protozoa, viruses, and the like.

Some of the major pathogenic bacterial organisms that can cause foodborne illness from eating meat dairy or poultry are: Salmonella, Clostridium perfringens, Listeria monocytogenes, Staphylococcus aureus, Campylobacter jejuni, Yersinia enterocolitica, Bacillus cereus, Clostridium botulinum, and Escherichia coli O157:H7.

#### **Chemical Hazards**

Chemical hazards include naturally occurring poisons, chemicals, or deleterious substances that are natural constituents of foods, and are not the result of environmental, agricultural, industrial, or other contamination. Examples include aflatoxins, mycotoxins, and shellfish toxins.

Chemical hazards also include added poison chemicals or deleterious substances that are intentionally or unintentionally added to foods at some point in growing, harvesting, storage, processing, packing, or distribution. This group of chemicals can include pesticides, fungicides, insecticides, fertilizers, drug residues, and antibiotics, as well as direct and indirect food additives.

#### **Physical Hazards**

A physical hazard is any physical material not normally found in a food which causes illness or injury to the individual using the product. Physical hazards include a variety of foreign materials or objects, such as glass, metal, and plastic.

### **Part 3: Marketing**

Who are the customers/consumers in the target market for the product(s)? These may be other businesses or end consumers.

Who exactly is the product(s) aimed at? Be as specific as possible. If they are end users (customers rather than other businesses), describe the target markets or market niches using the following criteria:

- Gender
- Age
- Occupation
- Income
- Family status
- Geographic location
- Special interests
- Sensitivity to price, quality, service etc.

If the retail business you work for does not have this information you may want to undertake a survey of customers.

If they are manufacturers, wholesalers or retailers, try to describe them according to:

- Turnover
- Number of employees
- Time in the market
- Market share
- Geographic location
- Sensitivity to price, quality, service etc.

Classify competitors as direct or indirect, according to how similar their product(s) are to the business you are working for. Consider:

- Target markets
- Market share
- Product function and features
- Product quality
- Price
- Location
- Distribution networks
- Marketing strategies

#### **Methods of distribution**

Under this heading, describe the methods for distributing your product(s) to customers.

How are the product(s) made available to the customer? Which of the following distribution channels are used?

- Agents or distributors
- Sales representatives
- Direct marketing and mail order
- Email marketing
- Website and online e-commerce
- Other Internet marketing

#### **Competitive advantage**

A competitive advantage is what the business is doing more or better than anyone else, or in other words, how the business manages to stay in business against the competition.

Use the knowledge you have gained so far about your target market and the competition to define as clearly as possible the competitive advantage of the business. For example: better service or products; superior back-up; better guarantees; faster delivery; more outlets; superior product knowledge; good support from large companies; a successful track record; or, a fully functional e-commerce website?

Your aim is to determine what makes the business different from other businesses. List three key competitive advantages in this section of the report.

# Bachelor of Agribusiness and Food Marketing

## Production Stage Report Format

**You must write a descriptive report on each of the mandatory minimum six consecutive weeks of practical work, in at least two out of the four stages (agri-food production, processing, distribution and marketing) in the agribusiness or food supply chain.**

**You must also include titled diagrams, graphs and illustrations as appropriate.**

### Section 1: General Information

#### 1.1 Introduction

Describe the name and location of the business, the type of business and nature of the work conducted.

#### 1.2 Business Ownership

Include:

- A description of the ownership structure (partnership, trust, sharefarm, etc) in relation to the legal owner(s).
- A description of the ownership of stock and plant.
- Details of the term, rent, rent review periods, right of renewal and any other clauses or conditions of any lease.

#### 1.3 Area

Include:

- The total area (in hectares to 4 decimal places)
- An estimate of the effective area including a legal description.

#### 1.4 Tenure

State any conditions that may affect land use and operation of the operation, e.g. noise, spray drift etc.

#### 1.5 Type of Property

Describe the property type with a general statement of the business policy. For example: commercial vineyard with attached winery; sheep and beef farm; dairy farm.

#### 1.6 Location

Include:

- The name of the road the property is situated on and state whether the road is primary (main), secondary or tertiary road, metalled or sealed.
- The nearest centres (direction, distance), distance from nearest transport business, schools, markets, trade suppliers, advisory assistance and population centres (labour supply).

#### 1.7 Climate

Describe the significant climatic features and their impact on land use and productivity, including:

- Rainfall (mm) – the average for the area and range, distribution, seasonal pattern and effect, reliability, droughts and floods
- Wind – prevailing wind, threats and issues
- Average evapotranspiration rates in different seasons, particularly in drier seasons.
- Temperature - average monthly temperatures, limitations to plant growth, frosts (detail frost protection), length of dormant period.
- Hail, snow - incidence, damage.



Note: Use tables or graphs to present data if appropriate.

#### 1.8 Topography

Describe:

- Information about altitude – metres above sea level, or the range and general altitude distribution
- Information about the contour/slope, detailing areas of flats, undulating, easy/medium/steep hills etc
- Comments on any limitations relating to cultivation and access
- Aspect – slope/s and directions faced (sunny/shady), exposed or sheltered
- An overall comment on the effects of topography on land use and productivity.

#### 1.9 Shelter

What form (if any) of shelter is available? Relate to land use and need for shelter (i.e. climate conditions), orientation of shelter belts, plant species or artificial shelter, treatment of shelter belts, natural shelter, e.g. contour, bush.

### 1.10 Soils

Include:

- A table that shows the area of each soil type on the property and describe their main features, including structure, drainage properties, evapotranspiration rates and water holding capacity; where appropriate, you may indicate current productivity levels of each (e.g. SU/ha) and comment on overall suitability to current or any future potential land use
- Any problems associated with the soil types on this property - use photographs or drawings of soil profiles.
- A brief description on the natural drainage systems.

## Section 2: Property Management

### 2.1 Organisation

A diagram showing the positions, not necessarily the individuals, in the business.

### 2.2 Specialisation of Tasks

Briefly describe the extent of specialisation of tasks, which may occur in the work force

e.g. specialist propagator, specialist office worker.

### 2.3 Labour Force

Detail:

- The total number of persons employed, categorised into permanent, contract, casual (seasonal) or part-time (regular, but work only mornings or perhaps two days a week) etc.
- How the manager recruits new employees.
- Any training programmes for employees.

### 2.4 Facilities

Draw up a list of the business assets - land, plant (pumps, tools, etc.), machinery, buildings, vehicles, dwellings.

### 2.5 SWOT Analysis

Provide a SWOT analysis.

### 2.6 Conclusion

Choose one aspect of the commercial operation's activities and discuss how this relates to the theory you have learned in your academic studies.

Please ensure that your report does not include judgments and opinions on the efficiency of the business.

## Section 3: Production System

Part 3 should be completed based on the specific production system of the property.

### Example 1: Grape Production System

#### Vineyard Overview

Briefly describe the characteristics of each grape variety and clone grown. Describe the area devoted to each variety and the rootstock, spacing, trellising, age and health of vines in each block. Note why the blocks were established the way they were.

#### Vineyard Management

Is the vineyard managed under Sustainable Winegrowing? Organically? Bio-dynamically? List the canopy management, target yields, fertilisation regime, and irrigation plans.

Discuss the weed, pest and disease control programmes in relation to the climate and vineyard management.

Detail how the harvesting criteria are determined and harvesting methods. State how the grapes are sold (on contract or on the spot market).

#### Activities

Describe activities other than on-property grape production, e.g. grapevine propagation, composting, contract labour supply, machinery hire.



### **Example 2:** **Horticultural Production System**

#### **Orchard/Cropping Overview**

For each crop, briefly describe the varieties or cultivars, age and condition, propagation, sowing rates, sowing or planting dates, rotations and crop scheduling, fertiliser application criteria and rates, weeds, major pest and disease control programmes, irrigation, harvesting criteria, grading and packaging, marketing - direct, gate or market supplied (local, domestically in New Zealand, and/or export).

#### **Activities**

Describe activities other than on-property horticultural production, e.g. propagation, composting, contract labour supply, machinery hire.

### **Example 3:** **Animal Production Farm System**

This section details the actual farm system and its components.

#### **Introduction**

Briefly describe the farm system currently operated.

#### **Stock**

Tabulate stock numbers by type and class wintered, with historical data if available. Show stock unit conversion rates and totals, and SU/ha.

Include proposed numbers if changing, and comment on trends. Comment on seasonal fluctuations of numbers and stock units.

Detail the breed(s) and comment on suitability, stock condition and live weights.

Describe the breeding and replacement policy, stock quality, and include any specific genetic information, e.g. PW's and BW's in dairy cattle.

Schedule stock production and performance data, including reproductive performance, death rates, fibre, milk solids, and velvet production etc. as applicable. Comment on trends.

Comment on performance and marketing issues including reproduction rates, growth rates, sale weights, milk solids per cow, per ha etc., markets supplied and sale prices.

Outline the main activities that occur throughout the year for each livestock class. Highlight the timing of critical events and comment on any limitations.

Activities may be shown in tabular form as a calendar of events.

#### **Pastures**

Tabulate areas of different pastures, based on species and quality as appropriate.

Discuss the general pattern of seasonal pasture growth and quantify pasture production in comparison to regional data.

#### **Feed Supply and Demand**

Discuss the balance of feed supply and demand throughout the year, and explain how critical periods are managed.

#### **Production and Performance**

Comment on the overall level of production from this system, how it compares with the district averages and whether it is sustainable.

#### **Marketing and Revenue**

What is the marketing policy for the animal products (meat, dairy etc.) and what are the options? Where and when is the product sold, and to what market. What are the product specifications in terms of quality?

### **Appendices**

Include any supporting information for your report as a section of appendices.

# Farm-Support Rural Contractors Report Format

**After completing rural contractor Practical Work, you must write a three-part report. Include titled diagrams, graphs and illustrations as appropriate.**

**The report must have a title page, showing the business's (or owner's) name, the student's name and the date.**

## **Section 1: General Description**

The General Description section should include:

- The name and location of the business you worked in.
- A description of the type of business and nature of the work conducted.
- An outline of the ownership structure of the business (diagram where appropriate).
- The objectives of the business (mission statement, goals and objectives).
- A description and illustration of the chain of command of the business (i.e. the management structure).
- Describe the type of farms you typically worked on and the climatic conditions influencing them (such as rainfall, altitude, aspect, soils etc.). Discuss if these factors had any impact on the contracting business e.g. timing of work, speed of work etc.

### **Production and Marketing Activities**

Describe:

- The role the business plays in the agricultural industry.
- The activities, products and services provided by the business, and their contribution to the business portfolio.
- How the business meets the market's needs.
- The assets of the business (if machinery based), list and describe and comment on condition, adequacy, maintenance and replacement policies.
- The seasonality of the business (if seasonal) how does this affect the business and how is it managed.

### **Labour**

Include:

- A description of the personnel policy of the business.
- A diagram showing the number of employees and positions, categorised into permanent, casual (seasonal) or part-time (regular but work only mornings or two days a week, etc).
- A discussion on recruitment of new employees.
- An outline of any training programmes provided for new employees.

## **Section 2: Management Analysis**

In this section, you should summarise the business objectives and goals and describe how well they are being met. Undertake a SWOT analysis focused on the management and performance of the business to identify any issues or opportunities that could lead to an option or options for improvement in the current system.

You do not need to cover all areas described in the previous sections, but use these to guide your thinking.

For example, with reference to Section 1 and business ownership, comment on how this influences management of the business. Comment on the appropriateness of this ownership structure, and any change that could improve this factor.

Other areas you could consider include the following:

- Activities & offerings, advertising, networking and purchasing: the appropriateness of the business's range of services, the success of any advertising strategy, processes for determining prices, supply contracts situation, purchasing policy for inputs, how they network and collaborate with other industry players such as transport companies or consultants, ways of completing work that could be considered novel.

- A financial commentary covering the sources of income and their relative contributions, and the value of the businesses assets – if this information is available.
- Staffing: the influence of employee training programmes on managerial efficiency, innovative techniques to incentivise staff to perform to a higher level.
- Potential major risks to the business operation, identifying how these could be managed.
- Areas you believe could be improved on, such as systems or staffing practices.



Note: Any criticisms should be kept professional and not denigrating to individuals or the business.

### Section 3: Evidence Portfolio and Reflective Log

In the first part of this section you should illustrate the nature of the work you have undertaken through the following:

- A brief description of the major activities or tasks that you have performed during your time at work.
- Choose two significant activities or tasks that you have carried out, describe each activity or task and your contribution, provide relevant dates, e.g. daily, every other week, or a one off activity or task.
- Provide evidence of the personal attributes and employability skills acquired/developed during your employment referring to your two chosen activities or tasks previously described.
- The personal attributes and employability skills fit within six core competencies defined below:

- Communication – written, verbal, group discussion, oral presentation, ability to read, synthesise and, if necessary, disseminate information.
- Working with others – team working, planning a complex task with others, reviewing work with others, establishing and maintaining effective working relationships.
- Using and applying numbers – ability to collect and interpret data, perform calculations, interpret results and justify methods.
- Problem solving – explore a complex problem and produce options for solving it, plan and implement at least one option for solving the problem, review progress and revise approach, solve the problem.
- Using IT – plan and use different resources, explore, develop and exchange information, present the task using IT methods.
- Improving own learning and performance and professionalism – demonstrate time management, agree task targets and plan meeting targets, meet targets by planning and seeking feedback and support, review progress; work independently, demonstrate motivation, demonstrate reliability, demonstrate accuracy, demonstrate flexibility, show integrity, demonstrate self-development.

In the second part of this section, you should reflect upon your workplace experience by answering the following questions:

- What did you learn from your employment and how useful was the employment to your future career plans?
- What was your personal contribution to the business?
- How have the different activities and tasks undertaken contributed to your knowledge, skills, attitudes, and personal attributes? In relation to these what attributes and skills have you gained or developed and of these which do you perform well? What do you need to do to develop these further and develop new skills?
- What advice or suggestions would you give to this business? This may be something to change in terms of day to day operations, or a longer term strategic change.

### APPENDICES

Include any supporting information for your report as a section of the appendices

# Allied Industry Report Format

**After completing allied industry Practical Work, you must write a three-part report. Include titled diagrams, graphs and illustrations as appropriate.**

**The report must have a title page, showing the property's (or owner's) name, the student's name and the date.**

## Section 1: General Description

### 1.1 Introduction

The introduction for the General Description section should include:

- The name and location of the business you worked in.
- A description of the type of business and nature of the work conducted.
- An outline of the ownership structure of the business.
- The objectives of the business (mission statement, goals and objectives).
- A description and illustration of the chain of command of the business (i.e. the management structure).

### 1.2 Production and Marketing Activities

Describe:

- The role the business plays in the agricultural industry.
- The products and services provided by the business, and their contribution to the business portfolio.
- How the business meets the market's needs.

### 1.3 Labour

Include:

- A description of the personnel policy of the business.
- A diagram showing the number of employees and positions, categorised into permanent, casual (seasonal) or part-time (regular but work only mornings or two days a week, etc).
- A discussion on recruitment of new employees.
- An outline of any training programmes provided for new employees.

## Section 2: Management Analysis

In this section, you should summarise the business objectives and goals and describe how well they are being met. Undertake a SWOT analysis focused on the management and performance of the business to identify any issues or opportunities that could lead to an option or options for improvement in the current system.

You do not need to cover all areas described in the previous sections, but use these to guide your thinking.

For example, with reference to Section 1 and business ownership, comment on how this influences management of the business. Comment on the appropriateness of this ownership structure, and any change that could improve this factor.

Other areas you could consider include the following:

- Products, marketing and purchasing: the appropriateness of the businesses product range, the success of any marketing strategy, processes for determining prices, supply contracts situation, purchasing policy for inputs, ways of producing goods and services that could be considered novel.
- A financial commentary covering the sources of income and their relative contributions, and the value of the businesses assets.
- Staffing: the influence of employee training programmes on managerial efficiency, innovative techniques to incentivise staff to perform to a higher level.
- Potential major risks to the business operation, identifying how these could be managed.
- Areas you believe could be improved on, such as systems or staffing practices.



**Note:** Any criticisms should be kept professional and not denigrating to individuals or the business.



### Section 3: Evidence Portfolio and Reflective Log

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### Appendices

Include any supporting information for your report as a section of the appendices.



# Lincoln University

## Practical Work Record Sheet



**LINCOLN**  
UNIVERSITY  
TE WHARE WĀNAKA O AORAKI



**Complete a separate sheet for each period of work**

### Student Details

Student ID	
Student Name	
Email	
Telephone	
Home Address	

### Employer Details

Name of Business/ Enterprise	
Owners' Full Name	
Telephone	
Employer Address	

### Practical Work Details

Stage of Supply Chain	Type of Business											
Production		Dairy		Sheep and Beef		Horticulture		Vineyard		Other		
Processing		Dairy		Meat		Winery		Fruit and Vegetable		Food and other beverage		
Distribution		Food distribution		Exporter		Cool Store		Logistics		Shipping		
Marketing		Food Marketing		Marketing Agency		Food service retail		Supermarket		Butcher		Cafe/ restaurant
Other (describe)												

### Employment Details

Dates	From        /        /	To        /        /
Number of weeks worked		
Employer name		
Employer signature		Date
Student signature		Date





# Lincoln University

## Practical Work Record Sheet



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TE WHARE WĀNAKA O AORAKI



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<b>Processing</b>	Dairy		Meat		Winery		Fruit and Vegetable		Food and other beverage	
<b>Distribution</b>	Food distribution		Exporter		Cool Store		Logistics		Shipping	
<b>Marketing</b>	Food Marketing		Marketing Agency		Food service retail		Supermarket		Butcher	Cafe/restaurant
<b>Other (describe)</b>										

### Employment Details

Dates	From       /       /	To       /       /
Number of weeks worked		
Employer name		
Employer signature		Date
Student signature		Date







**LINCOLN**  
**UNIVERSITY**

TE WHARE WĀNAKA O AORAKI

Find out more at [www.lincoln.ac.nz](http://www.lincoln.ac.nz)