

-SQA- SCOTTISH QUALIFICATIONS AUTHORITY

**Hanover House
24 Douglas Street
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NATIONAL CERTIFICATE MODULE DESCRIPTOR

-Module Number- 1180250 -Session-1990-91
-Superclass- SH

-Title- LIVESTOCK HANDLING AND MARKETING (x¹/₂)

-DESCRIPTION-

Purpose This module is designed to enable the student to acquire the skills associated with the marketing of livestock in the most advantageous manner. It could be suitable for mature students with significant experience of livestock production, who wish to enhance their marketing abilities; under these circumstances the module could probably be completed in less than the prescribed time.

It is aimed at those who will have a supervisory role in an enterprise within the land based sector.

Preferred Entry Level One of the following production modules:
1180500 Dairy Production, 1180510 Sheep Production,
1180520 Beef Production,
1180530 Pig Production or 1180540 Suckled Calf Production.

Outcomes The student should:

1. select livestock for a particular market outlet;
2. describe handling and transport conditions which will minimise detrimental effects on livestock;
3. evaluate livestock selling prices.

Assessment
Procedures

Acceptable performance in the module will be satisfactory achievement of all the performance criteria specified for each Outcome.

The following abbreviations are used below:

PC Performance Criteria
IA Instrument of Assessment

Note: The Outcomes and PCs are mandatory and cannot be altered. The IA may be altered by arrangement with SQA. (Where a range of performance is indicated, this should be regarded as an extension of the PCs and is therefore mandatory.)

OUTCOME 1

SELECT LIVESTOCK FOR A PARTICULAR MARKET OUTLET

PCs

- (a) The selection of stock for sale is appropriate to the given circumstances.
- (b) The grouping of stock for sale is appropriate to the given circumstances.
- (c) The preparation of stock for sale is complete and in accordance with market requirements.

IA Practical Exercise

The student will be set a practical exercise to test the application of knowledge and skills required to select livestock for a particular market outlet.

The exercise will cover the following procedures for one group of livestock on one occasion:

- (i) selection of stock for sale;
- (ii) grouping of stock for sale;
- (iii) preparation of stock for sale.

The assessment should be carried out with the aid of an observation checklist.

Satisfactory achievement of the Outcome will be based on all the performance criteria being met.

OUTCOME 2

DESCRIBE HANDLING AND TRANSPORT CONDITIONS WHICH WILL MINIMISE DETRIMENTAL EFFECTS ON LIVESTOCK

PCs

- (a) The identification of the main legal and welfare restrictions on the handling and transport of livestock is comprehensive for a group of livestock.

- (b) The description of the detrimental effects of faulty handling and transport of livestock is comprehensive in terms of physical injury, stress and market value.

IA Restricted Response

The student will be set restricted response questions to test the application of knowledge required to describe the handling and transport conditions which minimise.

The exercise will consist of 2 restricted response questions, 1 on each performance criterion.

Satisfactory achievement of the Outcome will be based on 2 correct responses.

OUTCOME 3

EVALUATE LIVESTOCK SELLING PRICES

PCs

- (a) The identification of timing and method of marketing for a group of livestock is correct in optimising return.
(b) The comparison of selling prices with national averages is accurate for a given group of livestock.
(c) The conclusion drawn and recommendations made are comprehensive and clear.

IA Assignment

The student will be set an assignment to test the application of knowledge and skills required to evaluate livestock selling prices.

The student will be given prepared data for a given farm and market situation for one group of livestock and will be expected to cover the following:

- (i) identification of timing and method of marketing
(ii) comparison of selling prices with national averages
(iii) drawing conclusions and making recommendations

Satisfactory achievement of the Outcome will be based on all the performance criteria being met.

**The following sections of the descriptor are offered as guidance.
They are not mandatory.**

CONTENT/CONTEXT

Safety regulations and safe working practices and procedures should be adhered to at all times.

The module should be limited to one class of stock, which should reflect the student's background or the general tone of the programme being followed.

Corresponding to the Outcomes 1-3:

1. Selection procedures carried out will depend on livestock species and class. Procedures should ideally be carried out on livestock to be sold but if this is impossible then the selection procedures can be simulated by the use of other livestock. Characteristics to be considered in selection will depend on whether the livestock are to be sold for further rearing, finished animals or breeding stock. Such characteristics may include age, size, weight, colour, fitness, degree of finish, conformation, representative of breed type or cross, etc.

Grouping and batching of livestock will depend on market requirements but may be carried out on basis of breed type, size, weight or sex, etc.

Preparation of livestock for sale will depend on market requirements but may include washing, grooming, clipping, tagging, marking, etc where appropriate.

2. Humane aspects of handling and transporting livestock. Legal and welfare restrictions. Age, space allowance, temperature and ventilation, distance and time in transit, etc. Correct handling procedure. Likely effects of faulty handling - stress on animal, physical injury. Potential drop in value.

The value of well planned handling pens should be covered.

3. Range of outlets for one or more classes and species of livestock. Selling live at auction markets or deadweight at abattoir, processing plants, etc. Prices of local live and deadweight market prices.

Seasonal and weekly variations, influence on price of 'subsidies' e.g. variable premium. Price differential for 'quality' stock. Selection of best method for marketing livestock.

SUGGESTED LEARNING AND TEACHING APPROACHES

Relating to the Outcomes.

1. Individual or small group work could be appropriate here. An element of team competition could be introduced, i.e. in judging each other's finished result, and possibly in comparing opinions with a professional livestock buyer. Visits should be made to centres offering efficient handling facilities to illustrate the benefits to be derived from such layouts.
2. Demonstration of the correct methods should precede any work with livestock especially where careless handling could result in economic loss or possible injury or suffering to livestock. The results of poor handling and/or transport may be seen by visiting a slaughterhouse or processing plant for example.
3. Charts and graphs should be used for this outcome. Judgements should be based on observation of local and other data from sources to which the student should be directed, accompanied by discussion with teachers and fellow students.

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