

Assessment Schedule – 2025**Scholarship Agricultural and Horticultural Science (93105)****Evidence****QUESTION ONE: The impact of the internet and social media**

Score	Performance descriptor from Scholarship standard	Evidence statement	Mark
Outstanding level of performance	In addition to the requirements for Scholarship level, the candidate will also demonstrate, in a sustained manner, aspects of: • perception and insight • sophisticated integration and abstraction • independent reflection and extrapolation • convincing communication.	The candidate: • discusses the groups / organisations who have an online presence relevant to the primary production system • gives a perceptive / insightful discussion on the benefits the internet / social media has on the primary production system • provides insightful discussion on the threats the internet / social media poses to the primary production system • provides a well-structured, clearly discussed answer.	7 or 8
Scholarship level of performance	The candidate will demonstrate aspects of high-level: • analysis and critical thinking • integration, synthesis, and application of highly developed knowledge, skills, and understanding to complex situations • logical development, precision, and clarity of ideas.	The candidate: • identifies the groups / organisations who have an online presence relevant to the primary production system • discusses in detail the benefits the internet / social media has on the primary production system • discuss the threats the internet / social media poses to the primary production system • produces a well-structured answer.	5 or 6
Below Scholarship level of performance		The candidate: • identifies the groups / organisations who have an online presence relevant to the primary production system • identifies the benefits the internet / social media has on the primary production system • identifies the threats the internet / social media poses to the primary production system • produces a response that lacks structure.	1–4

Sample evidence

Organisation that may have an online presence could be grower-good organisations, marketers, lobbyists, producers, and individuals.

Groups or individuals that may be discussed who have shaped the industry:

- Irrigation New Zealand
- DairyNZ
- Beef and Lamb New Zealand
- New Zealand Apple & Pears
- Turners and Growers
- Firstlight meats
- Zespri
- Federated Farmers
- Groundswell NZ
- SAFE
- Mike Joy, freshwater ecologist
- *Farmers Weekly*
- National political party
- Greens political party
- KPMG
- Halter

Benefits could include:

- primary producers having access to up-to-date technological / production information from around the world
- the production and use of their own performance data
- producers / marketers (even small) being allowed to talk / market directly to their customers / markets.

Threats could include:

- the highlighting of negative / poor stories from the industry, such as environmental, animal welfare, and social issues, which then get regulated.
- the establishment of lobby groups, whose sole purpose is to seek out negative stories and sensationalise the headlines. Social media enables them to share these stories quickly
- a greater emotional response to negative stories in society compared to the positive stories. Negative stories tend to travel faster than positive ones.

QUESTION TWO: Diversification within primary production systems

Score	Performance descriptor from Scholarship standard	Evidence statement	Mark
Outstanding level of performance	In addition to the requirements for Scholarship level, the candidate will also demonstrate, in a sustained manner, aspects of: • perception and insight • sophisticated integration and abstraction • independent reflection and extrapolation • convincing communication.	The candidate: • provides a perceptive / insightful discussion of how the primary producers have diversified their production • provides a perceptive / insightful discussion on the drivers for diversification • compares the ability for the TWO production systems to diversify from their current production demonstrating perception / insight • provides a well-structured, clearly discussed answer.	7 or 8
Scholarship level of performance	The candidate will demonstrate aspects of high-level: • analysis and critical thinking • integration, synthesis, and application of highly developed knowledge, skills, and understanding to complex situations • logical development, precision, and clarity of ideas.	The candidate: • discusses in detail how the primary producers have diversified their production • discusses in detail the drivers for diversification • compares the ability for the TWO production systems to diversify from their current production • provides a well-structured answer.	5 or 6
Below Scholarship level of performance		The candidate: • identifies how the primary producers have diversified their production • partially discusses what the drivers were for diversification • provides a partial comparison of the ability for the TWO primary production systems to be diversified from current production • produces a response that lacks structure.	1–4

Sample evidence

Diversification could include:

- adding a new production system to the current / historical production
- becoming organic, spray-free, bobby calf-free, grass-fed, where the production is shifted away from the mainstream / commodity / undifferentiated
- a greater range or varieties within a production system, such as many varieties of apples, rather than a single variety or apple
- producing a unique / niche product, distinctly different from the mainstream, such as Rockit apples; different in size, presentation, and marketing.

Drivers for diversification could include:

- reduction in the reliance on a single production system, which is likely to have cyclical prices / returns
- having a range of varieties, such as apples, would allow you to supply a wide range of export markets, thus reducing the risk on a single market
- allowing producers to change / evolve their production to keep up with customer tastes / trends
- allowing the producer to better utilise staff and machinery by having complementary production systems that needs staff at different times of the year.

Comparison between the TWO production systems will likely include how easy it is for your primary production system to diversify production, covering such things as:

- the ease of regrafting new varieties
- the suitability of the land and climate for another type of production requiring similar conditions
- the suitability of current production knowledge to be transferred to another type of production
- the ease of gradual change in production techniques, or when the change is abrupt.

Difficulties of diversifying production may be the result of:

- problems accessing capital
- the ability of the producer to produce differentiated / niche products and be able to market them with the required specific entrepreneurial skills
- the lack of understanding what a fad is, and what a long-term trend actually is, and whether it will be sustainable in the long term
- some products having few options to diversify
- accessibility issues to variety rights for owned products, such as gold or red kiwifruit, Sassy or Rockit apples
- central or local government compliance costs when adding some production systems.

QUESTION THREE: Economic sustainability

Score	Performance descriptor from Scholarship standard	Evidence statement	Mark
Outstanding level of performance	In addition to the requirements for Scholarship level, the candidate will also demonstrate, in a sustained manner, aspects of: • perception and insight • sophisticated integration and abstraction • independent reflection and extrapolation • convincing communication.	The candidate: • provides a perceptive / insightful discussion on the social factors / expectations influencing the producer • provides a perceptive / insightful discussion on the environmental factors / expectations influencing the producer • provides a perceptive / insightful discussion on the positive / negative impact the environmental and social expectations have on the profitability of the primary production system • provides a well-structured, clearly discussed answer.	7 or 8
Scholarship level of performance	The candidate will demonstrate aspects of high-level: • analysis and critical thinking • integration, synthesis, and application of highly developed knowledge, skills, and understanding to complex situations • logical development, precision, and clarity of ideas.	The candidate: • discusses the social factors / expectations influencing the producer • discusses the environmental factors / expectations influencing the producer • discusses the positive / negative impact the environmental and social expectations have on the profitability of the primary production system • provides a well-structured answer.	5 or 6
Below Scholarship level of performance		The candidate: • partially discusses the social factors / expectations influencing the producer • partially discusses the environmental factors / expectations influencing the producer • partially discusses the positive / negative impact the environmental and social expectations have on the profitability of the primary production system • provides a response that lacks structure.	1–4

Sample evidence

Societal factors / expectations may include:

- groups / individuals seeking protection from poor weather for grazing animals
- less tolerance for bobby calves being killed
- glyphosate, hydrogen cyanamide, and other critical chemicals being more difficult to access or use
- markets seeking out producers that produce organic, grass-fed, chemical free, GE free products
- producers finding it harder to spray, as urban sprawl sees more domestic dwellings in rural areas
- greenhouse gas emission targets and policies that are set by central government, local government, exporters, international supermarket chains
- live export of livestock facing pressure
- less tolerance for pigs and chickens being in crates and cages
- fair pay and treatment of Recognised Seasonal Employer scheme (RSE) workers, pay, accommodation, and conditions of work in the spotlight
- Māori rights / expectations / permissions when producers look to access water or other consented activity.

Environmental factors / expectations may include:

- protection of freshwater from non-point source discharge, such as nutrient leaching into waterways
- breaches of consent, such as discharge from effluent pond into waterway prosecuted by local government
- reduction in greenhouse gases from production system
- protection of wetlands and other sensitive and endangered areas
- balanced use of freshwater for primary production and the safeguard of organisms living in the waterways.

Positive and negative impacts of social and environmental factors that may affect profitability may include:

- producers seeing the factors / expectations as minimum requirements and look to meet them to keep their ability to produce (social licence to farm)
- producers seeing these as additional costs, and time requirements on them, which they may disagree with, so make changes only when being compelled to do so, or face fines
- producers seeing factors / expectations as market signals which, if met, will increase their produce value in the market
- farmers requiring profitability, in the long term, to sell their product for higher value, as production costs keep increasing. Higher value is often gained by the extra characteristics a grower's produce has, due to meeting the social and environmental expectations of the market, while also having to meet the environmental and social expectations of the domestic population.

Cut Scores

Scholarship	Outstanding Scholarship
14–20	21–24