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| Title | **Manage livestock marketing** | | |
| Level | **4** | **Credits** | **12** |

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| Purpose | This competency standard identifies the competencies required to manage livestock marketing. You will be expected to Perform sale, purchase and culling of animals according to the farm requirement, Sale of Farm Produce, Purchase of semen doses. |

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| Classification ISCED | 0811 Crop and livestock production |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
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| F1. **Perform sale, purchase and culling of animals according to the farm requirement** | **Trainee will be able to:**   1. **Identify the livestock suitable for sale, purchase or culling according to set criteria**  * **Health** * **Age** * **Gender** * **Price**  1. **Make livestock transport arrangements according the size, type and distance to travel for the livestock** 2. **Apply health and safety procedures according to the set industry standards of animal welfare** | **Trainee will know and Understand**   1. **Types of livestock and its characteristics**  * **Health** * **Age** * **Gender** * **Price**  1. **Health and safety procedures for livestock transportation** 2. **Livestock Behaviour** 3. **Market Trends** 4. **Different means of transportation** 5. **Rules and regulations of animal welfare** |
| **F2. Sale of Farm Produce** | *Trainee will be able to*  *P1.* Identify the potential buyers to fetch better price of produce  P2. Select cost effective transportation according to the volume of the farm produce.  P3. Ensure the quality of farm produce as per industry standards | *Trainee must know and understand:*  K1 Negotiate the price with buyers  K2. Modalities of agreement  K3. Modes of transportation  K4. Industry standards for farm produce |
| **F3. Purchase of semen doses** | *Trainee will be able to*  *P1. Determine the quantity of semen doses according to the farm requirement*  *P2. Identify the appropriate markets/dealers/suppliers for purchases*  *P3. Arrange suitable transportation means for the purchased goods* | *Trainee must know and understand:*  *K1.* ***To calculate Quantity of semen doses required for inseminations***  *K2. Types of vaccine ,medicines and semen*  *K3. Date of manufacture and expiry of the product purchased*  *K4. Mode of transportation and protocols to be followed* |