

CATA Curricular Code Change Proposal

Contest:	Marketing (Cooperative Marketing)	
Proposed By: (Name, School, Email)	Dr. Lloyd McCabe	
Issue: (Describe the reason/rationale for the proposed change.)	There is a limited number of resources available from which to develop questions for the exam. This results in fewer questions for the state exam.	
Please check ALL the boxes that apply to your proposed change.		
This proposal will require a contest to open out of rotation.	<input checked="" type="checkbox"/>	
The change will affect General Rules.	<input checked="" type="checkbox"/>	
The change will affect the awards needed.	<input type="checkbox"/>	
The proposed change will affect tabulations.	<input type="checkbox"/>	
The proposed change will affect contest forms.	<input type="checkbox"/>	
The proposed change will affect contest hosting site. (e.g. additional facilities, new sections, additional scoring, etc.)	<input type="checkbox"/>	
If you answered yes to any of the above questions, please explain.		
<i>*It is recommended that you, or a representative, are in attendance at the pre-conference governing board to answer any questions regarding proposed curricular code changes to contests that are requested to be opened out of rotation.</i>		

<p>Description: (Describe what is changing.)</p>	<p>Increase the list of resources available which are used to develop a bank of questions in which the state exam will be developed.</p>
<p>Proposed CATA Code Change: (Only include the section that the proposed change pertains to – do not include the entire contest. Reference numbered section. If editing text show new text with old text in parenthesis. For large changes set track changes in the Word document and attach the file, with edits, to this document when submitting.)</p>	<p>Rules #1 and #2.</p> <p>Rules #1 and #2.</p> <p>I. The contest consists of a 100 point, written examination based on the booklet Exploring Farmer Cooperatives provided by the Agricultural Council of California by September 1, 2017.</p> <p>A. No other source of information is considered valid for responses to the contest test questions with the exception of problems requiring mathematical solutions. Such questions are based on principles described in the official texts and on generally accepted mathematical techniques.</p> <p>II. Contest emphasis is on the subjects of farm product marketing in general, and farmer cooperation in particular, as described in the Exploring Farmer Cooperatives booklet. A general knowledge of the following is required:</p> <p>A. The importance of the subject of marketing to farmers and students.</p> <p>B. The elements of successful marketing.</p> <p>C. The principles of cooperation as they apply to marketing, bargaining, purchasing and service associations.</p> <p>D. The farmer's choices in means of marketing his products.</p> <p>E. Practical aspects of organizing, operating and managing a farmer cooperative.</p> <p>F. Terms commonly used in marketing and cooperatives.</p> <p>G. Basic mathematical techniques for computing averages, percentages, etc. These figures should be rounded off to the nearest one- hundredths (eg. 162.67 people or \$324.16).</p> <p>H. Miscellaneous data on California agriculture, agri-careers and cooperative history.</p>

Proposed CATA Code Change:
(continued)

I. The contest consists of a 100 point, written examination based on the booklet Exploring Farmer Cooperatives provided by the Agricultural Council of California by September 1, 2017, Co-ops 101 An Introduction to Cooperatives (Cooperative Information Report 55), and Cooperatives in Agribusiness (Cooperative Information Report 5). The last two documents can be found at: www.rd.usda.gov/publicatioions/publications-cooperatives.

A. No other sources of information is considered valid for responses to the contest test questions with the exception of problems requiring mathematical solutions. Such questions are based on principles described in the official texts and on generally accepted mathematical techniques.

II. Contest emphasis is on the subjects of farm product marketing in general, and farmer cooperation in particular, as described in the following:

Exploring Farmer Cooperatives booklet
Co-ops 101 An Introduction to Cooperatives (Cooperative Information Report 55)
Cooperatives in Agribusiness (Cooperative Information Report 5)

A general knowledge of the following is required:

A. The importance of the subject of marketing to farmers and students.

B. The elements of successful marketing.

C. The principles of cooperation as they apply to marketing, bargaining, purchasing and service associations.

D. The farmer's choices in means of marketing his products.

E. Practical aspects of organizing, operating and managing a farmer cooperative.

F. Terms commonly used in marketing and cooperatives.

G. Basic mathematical techniques for computing averages, percentages, etc. These figures should be rounded off to the nearest one- hundredths (eg. 162.67 people or \$324.16).

H. Miscellaneous data on California agriculture, agri-careers and cooperative history.

****If unable to use the template,
your proposed changes need to
be submitted in the same format.***