

X214/12/01

NATIONAL TUESDAY, 22 MAY
QUALIFICATIONS 9.00 AM – 10.20 AM
2012

ADMINISTRATION
HIGHER
Paper 1

SECTION 1

This section should take you approximately 30 minutes.
Read the passage then answer the questions that follow.
ALL questions should be attempted.

SECTION 2

This section should take you approximately 50 minutes.
Answer any **two** questions.



SECTION 1

ALL questions should be attempted.

HELPING STAFF TO FIND A WORK-LIFE BALANCE

A new recruitment agency has been launched in Scotland with a firm emphasis on providing staff with flexible employment opportunities. Its aim is not just to help small and medium sized enterprises find the right employees but to make sure it offers employees the flexibility to fit their working life around their family.

There are tens of thousands of potential employees in Scotland who increasingly want to work flexibly. And with employees feeling the pinch in the current recession, flexible working has never been more popular. The UK Government is in no doubt that flexible working is here to stay.

Flexible working opportunities can benefit everyone – employers, employees and their families. Most employers now recognise that it makes good business sense to provide flexible working opportunities for their employees.

Under the law, employers must consider any application for flexible working and can only reject it if there are good business reasons for doing so. Flexible working is high on the agenda for many professional people – not just women, but men too, who want a better work-life balance.

QUESTIONS

Marks

Answer ALL the questions, 1–5.

- | | |
|--|-------------|
| 1. Outline flexible working practices that an organisation could offer. | 4 |
| 2. Describe the impact of flexible working on an organisation. | 4 |
| 3. Discuss advantages and disadvantages of using an agency in the recruitment and selection process. | 6 |
| 4. Justify the use of database software to store employee records. | 3 |
| 5. Compare in-house and external training. | 3 |
| | (20) |

SECTION 2

Answer any TWO questions.

- | | | | |
|----|-----|--|-------------|
| 1. | (a) | Outline ways in which an employee's targets can be monitored. | 4 |
| | (b) | Describe how developments in ICT have had an impact on workflow. | 6 |
| | (c) | One potential disadvantage of a network is that viruses can spread very quickly.
Discuss the consequences and implications of an organisation failing to protect its network. | 8 |
| | (d) | Justify the need for the Senior Administrative Assistant to have excellent IT skills. | 2 |
| | | | (20) |
| 2. | (a) | Outline the following meeting terms:
<ul style="list-style-type: none"> • Point of order • Amendment • Adjournment • Verbatim. | 4 |
| | (b) | Discuss the role of both the secretary and the chair in planning and organising a meeting. | 8 |
| | (c) | Justify the expense of training Administrative Assistants in customer care. | 2 |
| | (d) | Describe ergonomic features that would ensure a good working environment. | 6 |
| | | | (20) |
| 3. | (a) | Outline 4 rights of the individual as outlined in the Data Protection Act. | 4 |
| | (b) | Describe 3 methods of researching customer satisfaction levels. | 6 |
| | (c) | Discuss ways in which an organisation can deal with an employee who breaches the conditions of their employment. | 8 |
| | (d) | Justify the need for both qualitative and quantitative information. | 2 |
| | | | (20) |

[Turn over for Questions 4 and 5 on Page four

	<i>Marks</i>
<p>4. (a) Integrity of data is about keeping data secure from human error or malicious intent. Outline 3 ways of ensuring data integrity.</p>	<p>3</p>
<p>(b) Justify the decision to introduce an e-commerce facility.</p>	<p>3</p>
<p>(c) Describe the 3 types of decisions taken by different levels of management.</p>	<p>6</p>
<p>(d) Discuss the support systems which may be provided by Human Resources to enhance staff welfare.</p>	<p>8</p>
	(20)
<p>5. (a) Outline the qualities required of an Administrative Assistant when dealing with external customers.</p>	<p>4</p>
<p>(b) Describe the areas that might be covered by Customer Service Strategy.</p>	<p>6</p>
<p>(c) Discuss the advantages and disadvantages to an individual of working as part of a team.</p>	<p>8</p>
<p>(d) Justify the use of remote meetings.</p>	<p>2</p>
	(20)

[END OF QUESTION PAPER]

X214/12/02

NATIONAL
QUALIFICATIONS
2012

TUESDAY, 22 MAY
10.40 AM – 12.00 NOON

ADMINISTRATION
HIGHER
Paper 2

You have 1 hour 20 minutes to complete this paper. No alterations can be made to tasks after this time. However, if you do not have the opportunity to print out all/any of the material during this time you will be given time at the end to do so.

- 1 60 marks are allocated to this paper.
- 2 Your name should be displayed on all work submitted. **Key in** your name on each printout.
- 3 At the end of the examination, place your printouts inside the envelope provided. Hand the envelope to the Invigilator.



INFORMATION FOR CANDIDATES

SSA



You work as an administrative assistant for the Scottish Stallholders Association which acts as a link between Local Councils and market stallholders. The Association organises farmers' markets all over Scotland. The majority of stallholders are farmers selling meat, vegetables, etc. There are an increasing number of stalls selling crafts.

The SSA holds information on the markets and stallholders, takes care of marketing, offers training and collects financial information to aid decision making. Recently they have established links with similar associations in Europe.

You report directly to the Director, Sam McClements, who has assigned a number of tasks to you. These tasks are detailed in the following memo and should be completed today. The e-files required for the tasks can be found in the folder MARKETS.

Familiarise yourself with these files before starting the tasks.

Please ensure your name appears on every printout.

MEMORANDUM

TO Administrative Assistant
FROM Sam McClements
DATE 22 May 2012
SUBJECT Today's Tasks

1. (a) A group of dairy farmers from Denmark are on a fact-finding visit to Scotland and would like to visit some farmers' markets.

The Danish farmers would like to visit markets on Sunday 3rd June to see what dairy produce is on sale. Only include markets in Strathclyde and Edinburgh and Borders as they tend to be the largest. The Danish farmers also want to buy gifts so there must be craft stalls as well.

Print a copy of suitable markets the Danish farmers could visit showing market, location, number of stalls, food stalls and the time.

- (b) The Danish farmers have asked for information regarding the number of markets taking place in Scotland. For each area show the number of markets and the average takings.

Print this information.

- (c) John Menzies, an ostrich farmer, has phoned the office wanting to know which markets don't have a stall selling ostrich meat. He also wants to know the cost of renting a stall. John's stall is 3 metres in length. Using this information and the weekly fee calculate the cost of taking a stall. John only needs to know the area, market, day and the cost.

Show this information in a report grouped by area, then grouped by cost, put the markets in alphabetical order. The logo should be inserted in the report as should a suitable heading. Insert a report footer—INFORMATION CORRECT AS AT MAY 2012. Ensure the report fits on one page when printed.

[Turn over

2. (a) All Strathclyde Producers contribute to the marketing costs for that area. On the Food Producers Sheet add a new column called Marketing Fee. Show the marketing fee that each Producer will pay based on the number of markets they attend each month.

Print in formulae view on one page.

- (b) Add 2 new columns in the Summary Sheet—

- Marketing fees per category
- Percentage of total

Complete the Summary Sheet using the information from the Food Producers Sheet.

The Beef Producers should contribute 10% of the total marketing costs. Insert a Comment to show if they have met this amount or not.

Print the sheet in value view with the Comment showing on the sheet. Print the sheet in formulae view.

- (c) The Association is running a course on Food Hygiene. Calculate the cost of the course for each of the members who have applied taking into account the discount offered.

Print only the Course Booking Sheet in both value and formulae view.

3. Complete and print the Information Leaflet that will be issued to the Danish farmers when they visit Scotland next month.

The leaflet must fit on 4 pages. All text on pages 2 and 3 should be fully justified.

Page 1 – Title page with the logo and the text below.

FARMERS' MARKETS

MAKE SURE IT'S THE REAL THING

} SIZE 24

NP The definition of a Scottish Farmers' Market is a market in which farmers, growers and producers from throughout Scotland sell their produce direct to the public. [All foods/products sold should have been grown, reared, caught, brewed, pickled, baked, smoked or made/prepared by the producer.

} SIZE 18

Page 2 – Convert table to text. Insert a footnote at *VisitScotland* showing their website address – www.VisitScotland.com

Page 3 – Action comment and then delete.

Page 4 – Insert the results of your search which show the suitable markets for the Danish farmers to visit. Change the page orientation to landscape and add a suitable heading.

The page number should be positioned to be different on odd and even pages but should not appear on the first and last page.

[END OF QUESTION PAPER]

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X214/12/12

NATIONAL
QUALIFICATIONS
2012

TUESDAY, 22 MAY
10.40 AM - 12.00 NOON

ADMINISTRATION
HIGHER
Paper 2
Instructions to Teachers/
Lecturers



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Instructions to Teachers/Lecturers

PRIOR TO THE EXAMINATION

The following files are to be created and saved using the file names indicated. This will enable the candidate to access the required information necessary to complete the tasks. All files may be adapted to suit your centre's housestyle provided no additional information is given to candidates. Margins should be in accordance with your centre's housestyle.

Note: Filenames need not be shown on master printouts.

Teachers/Lecturers should ensure that candidates CANNOT access files prior to the examination.

These files should be stored in a folder named MARKETS.

MARKETS — this is a relational database file with 3 tables: AREAS, MARKET DAYS and MARKET INFORMATION.

AREAS – 6 records

MARKET DAYS – 8 records

MARKET INFORMATION – 36 records

Primary Keys and relationships should be set as indicated.

*Filemaker may require an additional ID field.

LOGO — this is a word processing file and should be presented as shown.

This file can be created using a similar font and an appropriate graphic.

MARKETING — this is a spreadsheet file with 4 separate sheets.

Format cells as shown and as indicated below. Key in data as given.

FOOD PRODUCERS – cell F2 should be formatted to be the same as other headings in the row.

SUMMARY SHEET – cells B3 and C3 should be formatted to be the same as A3.

MARKETING FEES

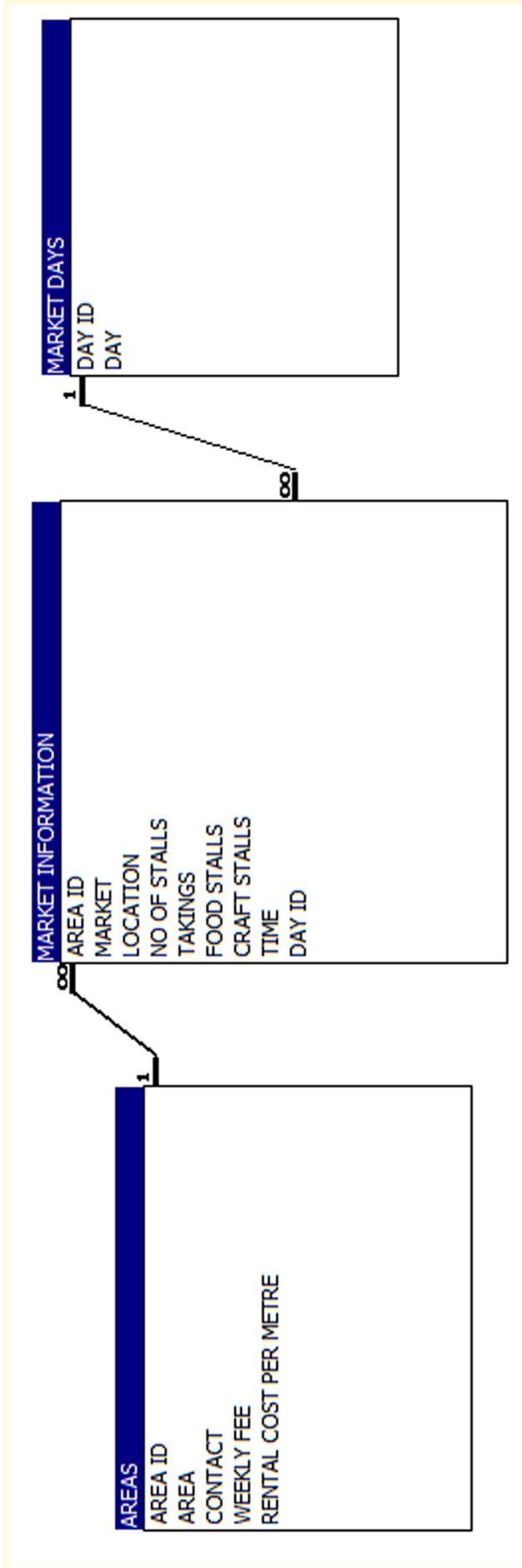
COURSE – rows 5–16 should be deeper than shown, the form should fill an A4 page portrait.

INFORMATION LEAFLET — this is a word processing file and should be presented as shown using the font Times New Roman 14 point. There should be a blank first page and blank fourth page (text only appears on pages 2 and 3). Comment inserted as shown.

Note: You are required to send printouts of the prepared files (including downloaded files) to the Scottish Qualifications Authority. These should be submitted, by the Invigilator, along with the candidate's printouts in **each** return envelope.

MICROSOFT ACCESS – RELATIONSHIPS

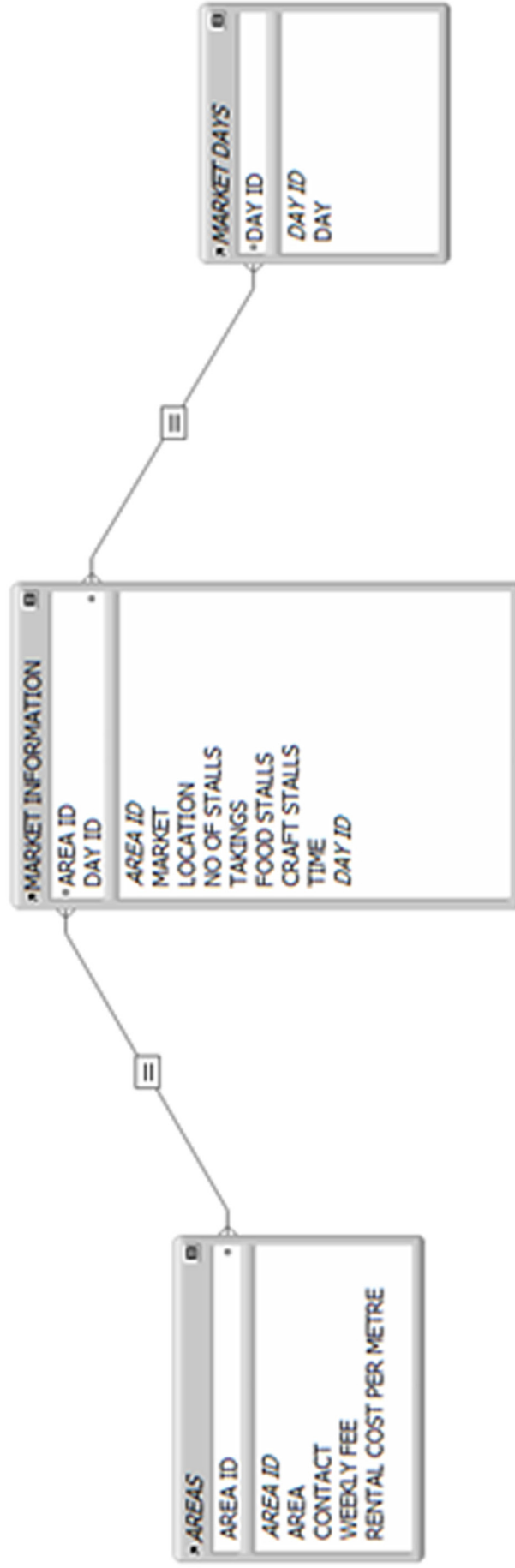
Filename: **Markets**



FILEMAKER – RELATIONSHIPS

Filenames: **Areas, Market Information, Market Days**

*Teachers/Lecturers must ensure that relationships are set up as shown. This must be checked as the integrity of relationships cannot be guaranteed in downloaded files.



Database Table: **AREAS**

AREAS		MARKET DAYS		MARKET INFORMATION		
AREA ID	AREA	CONTACT	WEEKLY FEE	RENTAL COST PER METRE		
A	Argyll	Alex Berry	£20.00	£6.50		
EB	Edinburgh and Borders	William Davidson	£25.00	£5.00		
F	Fife	Janis Campbell	£30.00	£4.50		
S	Strathclyde	Arthur Anderson	£28.00	£4.50		
SW	South West	Henry Duncan	£20.00	£3.80		
T	Tayside	Mhairi McBride	£26.00	£5.00		

Database Table: MARKET DAYS

AREAS		MARKET DAYS		MARKET INFORMATION	
DAY ID	DAY				
+ 1	1st Saturday				
+ 2	2nd Saturday				
+ 3	3rd Saturday				
+ 4	4th Saturday				
+ 5	1st Sunday				
+ 6	2nd Sunday				
+ 7	3rd Sunday				
+ 8	4th Sunday				

Database Table: **MARKET INFORMATION**

MARKET INFORMATION		MARKET DAYS		AREAS		MARKET STALLS		CRAFT STALLS		TIME		DAY ID	
AREA ID	MARKET	LOCATION	NO OF STALLS	TAKINGS	FOOD STALLS	CRAFT STALLS	TIME	DAY ID					
A	ArdriSHAIG	Cochrane Street	16	£2,300.00	lamb, pork, confectionery, beef, ostrich, preserves, dairy, baking, wine	<input type="checkbox"/>	9 am - 1 pm	2					
SW	Ayr	The Square	22	£18,000.00	beef, pork, dairy, vegetables, lamb, fish	<input checked="" type="checkbox"/>	9 am - 5 pm	5					
S	Bishopbriggs	The Inch	18	£1,870.00	preserves, vegetables, pork, confectionery, beef, dairy, lamb, baking, wine	<input checked="" type="checkbox"/>	9 am - 1 pm	1					
T	Blairstown	Market Way	28	£1,690.00	lamb, pork, confectionery, beef, ostrich, preserves, dairy, baking, wine	<input type="checkbox"/>	9 am - 1 pm	2					
A	Campbeltown	Harbour Street	22	£2,200.00	dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, prepared meals, poultry	<input checked="" type="checkbox"/>	9 am - 1 pm	4					
SW	Castle Douglas	Royal Court	25	£565.00	preserves, pork, confectionery, beef, dairy, lamb, baking, wine	<input type="checkbox"/>	10 am - 2 pm	3					
S	Clarkston	Kyle Square	30	£2,360.00	dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals	<input checked="" type="checkbox"/>	9 am - 1 pm	3					
S	Crossford	Argyle Square	18	£12,565.00	lamb, pork, confectionery, beef, ostrich, preserves, baking, dairy	<input checked="" type="checkbox"/>	9 am - 1 pm	5					
F	Cupar	Bridgegate	22	£2,900.00	ostrich, preserves, vegetables, pork, confectionery, beef, dairy, lamb, baking, wine	<input type="checkbox"/>	9 am - 1 pm	4					
SW	Drumlanrig Castle Farmers' Market	The Farm Courtyard	24	£11,840.00	preserves, beef, ostrich, dairy, lamb, vegetables, baking, oils, poultry	<input type="checkbox"/>	9 am - 1 pm	8					
SW	Dumfries	Market Place	24	£3,680.00	fish, beef, ostrich, venison, oils, preserves, dairy, lamb, baking, eggs, honey, confectionery, prepared meals, vegetables	<input type="checkbox"/>	10 am - 2 pm	6					
T	Dundee	Royal Square	24	£13,600.00	fish, beef, ostrich, preserves, dairy, lamb, baking, eggs, honey, confectionery, prepared meals, vegetables, venison	<input checked="" type="checkbox"/>	10 am - 2 pm	2					

Database Table: **MARKET INFORMATION (continued)**

MARKET INFORMATION		MARKET DAYS		AREAS		MARKET STALLS		FOOD STALLS		CRAFT STALLS		TIME	DAY ID
AREA ID	MARKET	LOCATION	NO OF STALLS	TAKINGS	FOOD STALLS	CRAFT STALLS	TIME	DAY ID					
F	Dunfermline	The High Street	17	£2,560.00	lamb, pork, confectionery, beef, ostrich, preserves, dairy, baking	<input type="checkbox"/>	10 am - 2 pm	2					
EB	Edinburgh	Princes Street Gardens	28	£3,456.00	dairy, beef, ostrich, preserves, lamb, baking, eggs, honey, fish, confectionery, prepared meals	<input type="checkbox"/>	10 am - 2 pm	5					
S	Fencebay	Village Square	16	£1,950.00	beef, preserves, dairy, lamb, vegetables, fish, baking, wine, poultry	<input checked="" type="checkbox"/>	9 am - 1 pm	1					
S	Glasgow North	Mansefield Street	25	£2,200.00	beef, preserves, dairy, lamb, fish, wine, vegetables, venison	<input type="checkbox"/>	9 am - 5 pm	1					
S	Glasgow South	Queen's Park	28	£2,500.00	ostrich, beef, poultry, fish, preserves, dairy, lamb, baking, pork, eggs, honey, confectionery, prepared meals, venison, oils	<input checked="" type="checkbox"/>	9 am - 5 pm	5					
S	Greenock	The Waterfront	29	£1,123.00	pork, confectionery, beef, ostrich, preserves, dairy, lamb, baking, wine	<input checked="" type="checkbox"/>	10 am - 2 pm	3					
EB	Haddington	Market Place	26	£1,756.00	preserves, dairy, lamb, baking, pork, confectionery, wine, poultry	<input checked="" type="checkbox"/>	9 am - 1 pm	5					
S	Hamilton	County Square	23	£2,220.00	dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals, vegetables	<input type="checkbox"/>	9 am - 1 pm	5					
EB	Hawick	The Square	22	£5,545.00	preserves, dairy, lamb, baking, honey, fish, confectionery, prepared meals	<input checked="" type="checkbox"/>	9 am - 1 pm	7					
EB	Kelso	Drovers Way	20	£4,423.00	lamb, pork, confectionery, beef, ostrich, preserves, baking	<input checked="" type="checkbox"/>	9 am - 1 pm	5					
SW	Kilmarnock	Gilmour Square	18	£1,200.00	lamb, pork, confectionery, beef, ostrich, preserves, dairy, baking, fish	<input type="checkbox"/>	9 am - 5 pm	5					
F	Kirkcaldy	Forth Avenue	24	£1,965.00	lamb, pork, confectionery, beef, ostrich, preserves, dairy, baking	<input checked="" type="checkbox"/>	10 am - 2 pm	7					

Database Table: **MARKET INFORMATION (continued)**

MARKET INFORMATION	MARKET DAYS	AREAS	MARKET	LOCATION	NO OF STALLS	TAKINGS	FOOD STALLS	CRAFT STALLS	TIME	DAY ID
EB	Langholm		Market Gate	18	£3,366.00	honey, fish, confectionery, prepared meals, preserves, dairy, lamb, baking	<input type="checkbox"/>	10 am - 2 pm	7	
EB	Linlithgow		Palace Terrace	28	£3,311.00	dairy, beef, ostrich, preserves, honey, fish, confectionery, prepared meals	<input checked="" type="checkbox"/>	10 am - 2 pm	2	
EB	Livingston		High Street	22	£3,622.00	preserves, dairy, lamb, baking, honey, fish, confectionery, prepared meals	<input type="checkbox"/>	10 am - 2 pm	2	
S	Loch Lomond Shores		Esplanade	32	£4,251.00	ostrich, preserves, dairy, lamb, baking, beef, fish, vegetables, eggs, honey, confectionery, prepared meals, venison, oils	<input type="checkbox"/>	9 am - 5 pm	5	
S	Lochwinnoch		Visitors' Centre	32	£1,200.00	dairy, fish, beef, preserves, lamb, vegetables, baking, pork, eggs, honey, confectionery, prepared meals	<input checked="" type="checkbox"/>	9 am - 5 pm	7	
S	Milngavie		Douglas Court	30	£1,800.00	dairy, fish, beef, preserves, vegetables, lamb, baking, pork, eggs, honey, confectionery, prepared meals, venison, oils	<input type="checkbox"/>	9 am - 5 pm	3	
A	Oban		Harbour Close	25	£4,400.00	dairy, beef, preserves, lamb, fish, wine, venison, oils	<input type="checkbox"/>	9 am - 5 pm	5	
S	Paisley		New Street	18	£1,800.00	fish, confectionery, prepared meals, ostrich, beef, preserves, dairy, lamb, poultry	<input type="checkbox"/>	9 am - 1 pm	1	
EB	Peebles		High Street	24	£3,345.00	dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals	<input checked="" type="checkbox"/>	9 am - 5 pm	5	
T	Perth		South Inch	25	£3,840.00	preserves, pork, beef, ostrich, dairy, lamb, baking, eggs, honey, fish, confectionery, vegetables, prepared meals	<input checked="" type="checkbox"/>	10 am - 2 pm	6	
F	St Andrews		West Gate	28	£4,215.00	wine, ostrich, beef, preserves, dairy, lamb, baking, eggs, honey, fish, confectionery, prepared meals, venison	<input type="checkbox"/>	9 am - 1 pm	3	
A	Tarbert		Main Street	20	£3,300.00	dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals, vegetables	<input type="checkbox"/>	9 am - 1 pm	3	



Spreadsheet: **MARKETING – FOOD PRODUCERS**

	A	B	C	D	E	F
1	STRATHCLYDE FOOD PRODUCERS					
	MEMBERSHIP				NO OF	
2	NO	NAME	SURNAME	CATEGORY	MARKETS	PER
					MONTH	
3	P44	Neil	Anderson	Eggs	13	
4	P51	Jim	Baxter	Eggs	5	
5	P64	Zita	Black	Preserves/honey	17	
6	P50	Jack	Brand	Poultry	14	
7	P17	Janis	Brown	Home Baking	7	
8	P74	Sean	Brown	Vegetables	3	
9	P66	Melanie	Fan	Wine	2	
10	P81	Adam	Ferguson	Dairy	10	
11	P69	Paula	Fisher	Poultry	14	
12	P12	Aisla	Forrester	Fish	12	
13	P76	Ursula	Galt	Ostrich	17	
14	P47	Kate	Gilbert	Poultry	20	
15	P40	Richard	Givan	Vegetables	8	
16	P61	Anne	Granger	Preserves/honey	16	
17	P21	Sanjeev	Gupta	Confectionery	11	
18	P57	Angus	Hamilton	Fish	16	
19	P45	Margaret	Harley	Vegetables	8	
20	P54	Paul	Hastings	Venison	10	
21	P28	Daniel	Hunt	Eggs	11	
22	P36	Isabel	Hutchinson	Home Baking	12	
23	P68	Colin	Jackson	Vegetables	6	
24	P67	Zain	Khan	Ready Made Meals	8	
25	P62	Lorna	King	Vegetables	13	
26	P37	Mark	Kingsmill	Ostrich	14	
27	P2	Janis	Long	Beef	1	
28	P18	Terry	Mackie	Home Baking	4	
29	P58	Pat	Madden	Ready Made Meals	9	
30	P41	Rhona	McAdam	Venison	10	
31	P10	Charlotte	McCluskey	Dairy	3	
32	P71	Ashley	McCrorie	Ostrich	16	
33	P33	Martin	McDonald	Lamb	6	
34	P25	Caitlin	Muir	Dairy	17	
35	P56	Molly	Murdoch	Beef	7	

Spreadsheet: **MARKETING – FOOD PRODUCERS (continued)**


	A	B	C	D	E	F
36	P39	Shauna	Murray	Home Baking	12	
37	P42	Paul	Ogilvie	Beef	19	
38	P43	Pam	Pearson	Confectionery	12	
39	P80	Kenny	Peterson	Pork	12	
40	P30	Callum	Porter	Oils	16	
41	P75	Liam	Reid	Ostrich	14	
42	P46	Linda	Ritchie	Confectionery	14	
43	P3	Donald	Robertson	Poultry	7	
44	P20	John	Rose	Wine	16	
45	P82	Oliver	Shand	Dairy	9	
46	P6	Peter	Sinclair	Beef	8	
47	P26	Laura	Smith	Dairy	9	
48	P55	Katie	Smith	Fish	16	
49	P11	Eve	Stewart	Fish	4	
50	P70	Martin	Stuart	Home Baking	12	
51	P72	Steven	Tolland	Vegetables	5	
52	P35	Jill	Tweedie	Lamb	12	
53	P15	Chris	Wakefield	Lamb	8	
54	P77	Hugh	Walters	Lamb	18	
55	P23	Clare	Ward	Poultry	13	
56	P78	Sophie	Waters	Ready Made Meals	18	
57	P38	Mary	Watson	Beef	12	
58	P7	Katy	Whitman	Dairy	2	
59	P14	Euan	Woodman	Home Baking	10	

Spreadsheet: **MARKETING – SUMMARY SHEET**

	A	B	C
1	MARKETING CONTRIBUTION		
2	CATEGORY		
3	Oils		
4	Preserves/honey		
5	Wine		
6	Confectionery		
7	Eggs		
8	Pork		
9	Fish		
10	Venison		
11	Ready Made Meals		
12	Lamb		
13	Ostrich		
14	Poultry		
15	Dairy		
16	Vegetables		
17	Home Baking		
18	Beef		
19	TOTAL		

	A	B
1	MARKETING FEES	
2	MAXIMUM NUMBER OF MARKETS ATTENDED	FEE
3	1	£20.00
4	4	£60.00
5	8	£110.00
6	12	£160.00
7	16	£200.00
8	20	£240.00

Spreadsheet: **MARKETING – COURSE**

	A	B	C	D	E	F	G	H
1	 Scottish Stallholders Association							
2	COURSE BOOKING SHEET							
3	COURSE	Food Hygiene - June		FEE	£220.00			
4	MEMBERSHIP NO	NAME	NO OF YEARS MEMBER	DISCOUNT AMOUNT	COST	DISCOUNT	RATE	
5	P52	Ollie Davis	15			more than 15 years membership	20%	
6	P56	Molly Murdoch	19			more than 10 years membership	15%	
7	P60	Jason Dougan	2			all others receive	10%	
8	P65	Tariq Butt	5					
9	P68	Colin Jackson	13					
10	P72	Steven Tolland	10					
11	P1	Willie McDougal	7					
12	P14	Euan Woodman	12					
13	P15	Chris Wakefield	6					
14	P19	Robin McLeod	11					
15	P21	Sanjeev Gupta	16					
16	P26	Laura Smith	3					

<p>Producers from all over Scotland have worked hard over the last 20 years to make Farmers' Markets a household name. Working closely with rural crafts and other food producers, farmers have brought fresh, local produce into our urban areas, offering an alternative shopping experience. Farmers' Markets are now a major attraction in the majority of our towns.</p>	
	<p>The Scottish Stallholders Association represents more than 50 Farmers' Markets in Scotland and has specific criteria for membership. Local growers and producers take personal pride in the food they bring to their Farmers' Market and want you to enjoy it. The emphasis is on freshness, quality and value for money. Buying locally means you can ask how the food is produced and grown and at the same time customer feedback is appreciated by the producer. Buying locally reduces food miles and the distance from field to fork. This puts money back into the local economy, sustaining and creating jobs.</p>
<p>Most Farmers' Markets are held monthly and at weekends and are run by farmers and producers themselves or by town centre management companies and local councils. All have their main focus on top quality foods and products, grown and produced locally.</p>	
	<p>Many markets widen their appeal by including garden plants and handcrafts and by inviting producers from all parts of Scotland to attend their markets, giving the public real choice and a unique opportunity to see the variety of food produced on a small scale in Scotland. All Farmers' Markets and individual stallholders are expected to meet the same standards of health, safety and labelling as any other retail outlet.</p>
<p>The Scottish Stallholders Association works closely with VisitScotland who have accredited 15 of our markets. There is no doubt that a visit to our markets is a tourist attraction and is always much enjoyed by the holiday maker. Scottish Caterers, chefs and Hoteliers are taking the opportunity to source local produce to put on their menus.</p>	

We have selected a number of markets to visit (see over). The range of produce available at each of the markets can vary enormously with each area having its own specialities. For example, Crossford in the Clyde Valley will have an abundance of tomatoes. There are also a growing number of orchard initiatives and related enterprises within the UK, particularly in the south of England but also within Scotland. As many of the groups are facing similar challenges they are often happy to help out with advice or information. Also they can be a great source of ideas for new initiatives within the Clyde Valley orchards.

The demand for traceable produce led to the opening of a number of farm shops in town centres. These are operated on a collective basis by groups of local farmers to meet customers' needs every day of the week. Edinburgh, Dumfries, Blairgowrie and Ayr all have Farm Shops which may also stock products from England, Ireland and Wales.

Dairy products available are wide and varied. There is an increasing demand for cheese and specifically goat's cheese. Some dairy farmers have diversified into ice-cream and a number of these small producers have taken awards at major food events. Small dairy farmers tend to receive a lower price for sales to the large dairies or supermarkets as they tend to pay a volume premium. Many dairy farmers have had a look at other uses for their milk but unfortunately a minority cease production completely each year. The SSA works with small dairy farmers to help them develop alternative products, put them in touch with farmers who have successfully diversified and assist them in finding outlets for their produce.

Another area of growth has been that of confectionery – Scots have a very sweet tooth and traditional products such as tablet, macaroon and toffee are proving to be highly successful.

We cover many geographical areas, the table below shows these areas and the number of markets in each **area**.

Comment [A1]: Insert relevant information from Task 1 and total the number of markets.

[END OF INSTRUCTIONS TO TEACHERS/LECTURERS]