



Australian Government

SFISAD404 Develop and provide information about seafood product

Release: 1

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Modification History

Release	Comments
Release 1	This version released with SFI Seafood Industry Training Package Version 1.0.

Application

This unit of competency describes the skills and knowledge to develop and deliver information about seafood product using the appropriate communication tools. It requires the ability to analyse existing product information, develop communication tools, deliver specific information and review for improvements.

The unit applies to individuals who develop and communicate information content about seafood products for seafood cooperative, wholesale or retail outlets.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Unit Sector

Seafood Industry Sales and Distribution (SAD)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Analyse existing product information	1.1 Source product information from a range of resources 1.2 Collate and summarise information relevant to the seafood product 1.3 Analyse and select appropriate communication tools for delivering product information
2. Develop a strategy for	2.1 Develop and present the seafood information and communication

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
communicating seafood information	concept to senior personnel for feedback 2.2 Develop seafood information communication tools based on approved concept
3. Deliver a range of seafood product information	3.1 Convey sustainability credentials, including certification of the species, fishery or farming procedures 3.2 Communicate provenance of the product and fishing and/or farming methods 3.3 Describe handling, storage, preparation and recommended cooking techniques for the product 3.4 Explain health benefits and nutritional information of the product 3.5 Explain product comparisons against other products 3.6 Ensure seafood product information is effectively presented and complies with food legislative requirements, and forward to senior personnel
4. Seek feedback and implement improvements	4.1 Seek feedback on the quality of information through a range of evaluation methods 4.2 Collate, summarise and present feedback data and recommendations to senior personnel in the required format 4.3 Implement improvements based on approval from senior personnel

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Numeracy	Analyses seafood numerical data and statistics
Reading	Interprets, critically analyses and selects detailed product information
Writing	Prepares and presents recommendations and feedback
Navigate the world of	- Applies knowledge of food legislation relevant to seafood products - Works independently and collectively within broad parameters

Skill	Description
work	
Interact with others	Adapts communication style to suit purpose
Get the work done	Uses computer and digital display technology to prepare and convey information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
SFISAD404 Develop and provide information about seafood product	Not applicable	New unit	No equivalent unit

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273>

Assessment Requirements for SFISAD404 Develop and provide information about seafood product

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Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has developed and presented information for at least one seafood product on at least one occasion, including:

- researching, analysing and developing seafood product information material and communication tool
- relaying information about seafood product that complies with food legislative requirements, including:
 - sustainability
 - fishing and farming methods
 - provenance
 - handling, storage and preparation techniques
 - health and nutritional benefits
 - nutritional information
 - cooking methods
 - product comparison
- presenting concept and final product to senior personnel
- developing a feedback system and making adjustments to product information based on feedback.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- research techniques and sources used for developing product information
- product communication tools and techniques
- components of a communication strategy for products
- content used for developing seafood product information, including:

- product name
- sustainability credentials
- fishing and farming methods
- product provenance
- handling, storage and preparation techniques
- product health benefits and nutritional information
- cooking methods
- product comparisons
- food legislation and regulations relevant to food labelling and marketing
- evaluation methods for improving seafood product information.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - skills must be demonstrated in a seafood industry workplace or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - sources of seafood product information
 - communication media, methods and tools
- specifications:
 - evidence of interactions with senior personnel.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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