



Australian Government

Department of Education, Employment and Workplace Relations

SIRRRPK002A Advise on meat products

Revision Number: 2

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop product knowledge to advise on and sell meat products and services.

Application of the Unit

This unit applies to frontline service personnel. It requires developing product knowledge regarding meat products according to store policy and product range and providing advice to customers on products and services.

Licensing/Regulatory Information

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

Pre-Requisites

SIRRFSA001A Apply retail food safety practices

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element

Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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|-------------------------------|--|
| 1. Develop product knowledge. | 1.1. Develop store <i>product knowledge</i> by accessing <i>relevant sources of information</i> .
1.2. Research and apply <i>comparisons between products</i> .
1.3. Convey <i>product information to other staff members</i> as required. |
| 2. Identify product range. | 2.1. Identify <i>store meat product and service range</i> .
2.2. Identify seasonal availability, according to store information. |
| 3. Recommend meat products. | 3.1. Evaluate meat products and services, according to <i>customer requirements</i> .
3.2. Demonstrate features and benefits of meat products to <i>customer</i> to create a buying environment.
3.3. Recommend complementary products, specials, new lines and seasonal promotions to customers, according to <i>store policy and procedures</i> .
3.4. Provide advice to customers from available information regarding meat products, on request.
3.5. Offer customer alternative product or service or advice when requested item is not available. |
| 4. Advise on meat services. | 4.1. Promote, quote on and arrange store retail meat services for customers on request. |

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills

- interpersonal communication skills to:
 - apply product knowledge by providing information and advice to customers and staff
 - make recommendations and advise on services through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- literacy skills in regard to:
 - interpreting store and industry manuals and documentation (paper-based or computerised)
 - interpret product information
 - interpret store policy and procedures
 - record information
 - numeracy skills in regard to pricing, and estimation and weighing of quantities

Required knowledge

- store policy and procedures in regard to:
 - the sale of meat products
 - quality policy to customers and suppliers
 - allocated duties and responsibilities
 - stock and merchandise
 - taking customer orders
 - buying and ordering procedures
 - pricing, including GST requirements
- specialist product knowledge, including:
 - current retail meat services available to customers
 - specialised products
 - corresponding benefits of various products
 - shelf life and use-by dates
 - handling and storage requirements
 - ingredients or materials contained in products
 - features and use of products
 - corresponding or complementary products and services
 - stock availability
- store and industry manuals and documentation (paper-based or computerised)
- relevant legislation and statutory requirements relating to the retail industry

- relevant Work Health and Safety (WHS) requirements
- relevant industry codes of practice

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- consistently applies store policy and procedures, which comply with consumer law and legislative requirements regarding the sale of meat products
- consistently applies product knowledge to advise on and sell meat products and services
- consistently applies store policy and procedures and industry codes of practice in regard to customer service and selling products and services
- develops, maintains and conveys product knowledge to other staff as required
- applies detailed and specialised product knowledge to provide accurate advice according to customer requirements.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- sources of product information
- suitable merchandise
- relevant documentation, such as:
 - store policy and procedures manuals
 - customer order forms.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- third-party reports from a supervisor
- customer feedback
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SIRRFSA001A Apply retail food safety practices.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

- Product knowledge*** may include:
- meat product identification
 - use
 - preparation
 - cooking methods, recipes and ingredients
 - sauces and accompaniments
 - composition of meat
 - shrinkage after cooking
 - quantities required
 - nutritional aspects
 - country of origin
 - seasonal availability
 - handling and storage.
- Relevant sources of information*** may include:
- store suppliers or meat industry manuals
 - video, DVD and multimedia product demonstrations
 - labels.
- Comparisons between products*** may include:
- meat species
 - gradings
 - primals
 - cuts
 - cooking and preparation requirements
 - features
 - price.
- Product information*** may include:
- product types
 - varieties
 - features
 - price
 - ingredients
 - simple nutritional information
 - handling and storage
 - cooking tips.
- Other staff members*** may include:
- new or existing staff
 - people with varying levels of language and literacy
 - people from a range of cultural, social and ethnic backgrounds.
- Store meat product and service range*** may include:
- beef
 - lamb
 - mutton

- veal
 - pork
 - chicken
 - venison, kangaroo, emu and other game
 - special cuts
 - smallgoods
 - manufactured goods
 - value-added goods, e.g. ready to cook and marinated
 - individual serves
 - barbecue spits.
- Customer requirements** may vary according to:
- preferences
 - health factors
 - cultural group
 - dietary issues
 - price.
- Customers** may include:
- new or repeat contacts
 - external and internal contacts
 - business customers or individuals
 - customers with routine or special requests
 - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.
- Store policy and procedures** in regard to:
- selling meat products
 - interaction with customers
 - quality assurance
 - food safety
 - ordering meat products
 - processing customer orders.

Unit Sector(s)

Retail

Competency field

Product Knowledge