



Australian Government

Department of Education, Employment and Workplace Relations

SIRRRPK005A Advise on seafood 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 and apply product knowledge to assist customers in the purchase of seafood products and services according to store requirements.

Application of the Unit

This unit applies to frontline service personnel. It involves the development of product knowledge and its application to provide advice to customers with regard to fresh, frozen and live seafood products, according to store policy and product range.

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.

1. Develop product knowledge.

- 1.1. Develop ***product knowledge*** by accessing ***relevant sources of information***.
- 1.2. Research and apply ***comparisons between products***.
- 1.3. Convey ***product information to other staff members*** as required.

2. Identify seafood products.

- 2.1. Identify store seafood ***product range*** according to product information.
- 2.2. Identify seasonal availability according to store information.

3. Recommend seafood products.

- 3.1. Evaluate seafood products and ***services*** according to ***customer requirements***.
- 3.2. Discuss features and benefits of seafood products with ***customer*** to create a buying environment.
- 3.3. Recommend complementary products, specials, new lines and seasonal promotions to customers, according to ***store policy and procedures***.
- 3.4. Provide advice on seafood products for customers on request.
- 3.5. Offer customer alternative product or service or advice when requested item is not available.

Required Skills and Knowledge

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

Required skill

- interpersonal 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:
 - interpret 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, estimating and weighing quantities

Required knowledge

- store policy and procedures in regard to:
 - the store food safety program
 - the sale of seafood products
 - quality policy to customers and suppliers
 - allocated duties and responsibilities
 - store and industry manuals and documentation (paper-based or computerised)
 - taking customer orders
 - buying and ordering
 - pricing, including GST requirements
- specialist product knowledge, including:
 - current retail seafood products and services available to customers
 - specialised products and services
 - corresponding benefits, features and use of various species and products
 - shelf life, use-by dates and storage requirements
 - ingredients contained in products, including basic dietary and nutritional aspects and food additives
 - flavour of various species and types of seafood
 - uses, preparation methods, cooking tips for various species and types of seafood
 - basic production or harvesting methods
 - corresponding or complementary products and services
 - stock availability

- seasonal availability
- other relevant policy and procedures
- relevant legislation and statutory requirements relating to the retail industry
- relevant Work Health and Safety (WHS) legislation and codes of practice
- 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 seafood products
- consistently applies product knowledge to advise on and sell seafood 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
- consistently 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
 - WHS requirements.

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:

- seafood product identification
- use
- preparation
- cooking methods, recipes and ingredients
- sauces and accompaniments
- composition of seafood
- shrinkage after cooking
- quantities required
- nutritional aspects
- country of origin
- seasonal availability
- handling and storage.

Relevant sources of information may include:

- store or supplier product manuals
- videos
- demonstrations
- labels
- internet
- other staff.

Comparisons between products may include:

- product varieties
- nutritional and dietary aspects
- flavour
- texture
- ingredients
- shelf life
- cooking requirements
- price.

Product information may include:

- seafood product identification
- correct marketing name
- harvest, fishing area, country of origin
- legal length
- prohibited species
- use and preparation
- cooking methods and recipes
- nutritional aspects
- seasonal availability
- variety
- quality

- quantities
- price range
- taste preferences
- storage conditions, shelf life and potential food safety hazards.

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.

Product range may include:

- various fish species
- crustacean species
- molluscan species
- fresh, frozen or live products
- seasonal varieties
- exotic and unusual lines.

Services may include:

- value-added goods, e.g. pre-cooked or marinated
- individual serves
- special occasion catering
- food delivery services.

Customer requirements may vary according to:

- dietary requirements
- allergies
- preferences
- health factors
- cultural group.

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 seafood products
- interaction with customers
- quality assurance
- food safety
- ordering seafood products
- processing customer orders.

Unit Sector(s)

Retail

Competency field

Product Knowledge