

Accreditation : This Module is a Nationally Accredited Course

Title : **WRRFM6B – PREPARE & DISPLAY FRESH, FROZEN & LIVE SEAFOOD PRODUCTS**

Field Of Study : **MERCHANDISING**

What is this course all about?

This unit is based on unit SFIDIST202A Retail Fresh, Frozen and Live Seafood, from the National Seafood Training Package. It involves the preparation, arrangement and presentation of seafood products within the store. It includes assessing freshness of stock, the setting up and maintenance of displays and labeling or pricing stock. It also includes the maintenance and safe handling and storage of seafood products.

When you have finished this course you should be able to demonstrate your ability to:

Prepare seafood products – WRRFM6B/01

- ❑ Preparation and handling requirements for individual seafood products identified according to legislative requirements and store procedures.
- ❑ Personal protective clothing worn as required by legislative requirements and store procedures.
- ❑ Volume of product requiring preparation identified according to store procedures.
- ❑ Seafood products taken from chiller assessed for freshness and suitability and unpacked and prepared for retail display according to legislative requirements and store procedures.
- ❑ Product identified as unsuitable, set aside and dealt with according to legislative requirements and store procedures.
- ❑ Preparation equipment, including knives, used safely, according to legislative requirements and store procedures.
- ❑ Preparation equipment cleaned and stored according to legislative and store requirements.
- ❑ Temperature of product in retail display checked, to ensure conformity to store procedures and legislative regulations.
- ❑ Packaging requirements for seafood products identified and products packaged and labelled, where required, according to legislative requirements and store procedures.
- ❑ Live product placed in tanks according to food safety regulations and store procedures.

Set up and maintain seafood product display – WRRFM6B/02

- ❑ Seafood products checked for quality and freshness prior to placement on display.
- ❑ Seafood products selected for display and placed in display units in determined locations, according to store procedures.
- ❑ Display checked to ensure that no cross contamination occurs between raw and cooked product, according to legislative requirements and store procedures.
- ❑ Seafood products displayed to achieve a balanced, fully stocked appearance and to promote sales.
- ❑ Damaged, deteriorated, spoiled or out of date stock identified and corrective action taken as required according to store procedures and legislative requirements.
- ❑ Seafood product range placed to conform to fixtures, ticketing, prices or bar codes as required.
- ❑ Seafood products rotated according to shelf life, use-by dates, store procedures and legislative requirements.
- ❑ Presentation of seafood products conforms to product handling requirements, techniques and legislative requirements;
- ❑ Fresh product kept moist according to store procedures;
- ❑ Ice and water used on fresh product is potable, according to food safety requirements.
- ❑ Frozen products checked to ensure all products are within use-by-date, and placed below freezer unit's load line according to manufacturer's instructions.
- ❑ Live product display tanks checked to ensure all dead and dying fish are removed and that all equipment is in full working order according to store procedures.

Prepare, place and arrange price tickets/labels – WRRFM6B/03

- ❑ Labels/tickets for window, wall or floor displays, display units, or for products, prepared and maintained to show the correct product name and price, according to store procedures and legislative requirements.
- ❑ Stock date coded as required.
- ❑ Soiled, unclean, damaged, illegible or incorrect labels/tickets identified and immediate corrective action taken.
- ❑ Late mark-downs/reductions identified and ticketed according to store policy.
- ❑ Electronic ticketing equipment used and maintained according to design specifications.
- ❑ Ticketing equipment maintained and stored in secure location.
- ❑ Tickets/labels visible and correctly placed on products to conform to legislative and store requirements.
- ❑ Labels/tickets replaced according to store policy.

Maintain seafood product displays – WRRFM6B/04

- ❑ Special promotion areas reset and dismantled according to store procedures.
- ❑ Products arranged/faced up as directed and/or according to layout specifications, load bearing and load limit capacity of fixtures, display or storage units.
- ❑ Optimum stock levels identified and stock replenished according to store policy.
- ❑ Display areas maintained in a clean and tidy manner.
- ❑ Excess packaging removed from display areas and disposed of according to legislative requirements and store procedures.

Protect seafood products – WRRFM6B/05

- ❑ Correct handling, storage and display techniques identified and used according to seafood product characteristics and legislative requirements.
- ❑ Personal protective clothing/equipment identified and used according to legislative requirements and store procedures.
- ❑ Implements for handling products identified and used according to legislative requirements and store policy.
- ❑ Fragile or expensive products identified and handled with extra care to prevent damage or deterioration.
- ❑ Correct temperatures for product range identified and maintained according to legislative requirements and store procedures.
- ❑ Storage/display units maintained and cleaned according to legislative requirements and store procedures.
- ❑ Storage/display units regularly checked to ensure products kept at recommended temperatures.
- ❑ Temperature irregularities recorded and reported to appropriate people without delay.
- ❑ Equipment faults recorded and reported to appropriate people without delay.

Pack up and clean display area – WRRFM6B/06

- ❑ Product removed from retail display and assessed for freshness and suitability for sale, according to legislative requirements and store procedures.
- ❑ Product identified as unsuitable for sale disposed of according to legislative requirements and store procedures.
- ❑ Use-by-dates on packaged fresh and frozen product checked, and out of date product disposed of according to legislative requirements and store procedures.
- ❑ Stock take of fresh, live and frozen product undertaken according to store procedures.
- ❑ Price tickets removed and cleaned in accordance with store procedure and legislative requirements.
- ❑ Identification of fresh and live product maintained according to food safety regulations and store procedures.

- ❑ Preparation areas, refrigerators and empty display areas cleaned according to legislative requirements and store procedures.
- ❑ Product placed in chiller and/or freezer storage areas and re-iced as required according to food safety regulations and store procedures

Some examples of individuals that will benefit from these courses are: -

- ❑ Managers /Supervisors / Team leaders
- ❑ Sales / Customer Services Staff / Operations Staff

You will have better skills & knowledge and familiarise yourself more in the following areas –

Competency in this unit requires evidence that, you the candidate: -

- ❑ Consistently applies store policy and procedures in regard to food safety practices.
- ❑ Consistently and accurately identifies and interprets the store food safety plan;
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- ❑ Consistently follows, applies and implements the food safety plan according to health and hygiene requirements and store procedures;
- ❑ Consistently applies store policy and procedures in regard to the preparation, arrangement, presentation, handling and storage of seafood products
- ❑ Consistently applies store policies and procedures in regard to displaying, merchandising, ticketing, pricing and storage of stock;
- ❑ Consistently displays merchandise on fixtures/shelves/display areas in determined locations, in accordance with special manual handling techniques and other safety requirements;
- ❑ Consistently prepares display labels and price tickets for merchandise with regard to legislative requirements and store policies and procedures;
- ❑ Consistently arranges correct pricing and information on merchandise according to store procedures, industry codes and legislative requirements;
- ❑ Consistently identifies spoiled, damaged, contaminated or out of date stock and takes corrective action as required by food safety requirements and store procedures;
- ❑ Consistently maintains display areas and replenishes stock as required in accordance with store procedures;

Operates, maintains and stores a range of electronic ticketing equipment according to:

- ❑ store policy and procedures
- ❑ industry codes of practice;
- ❑ manufacturers' instructions and design specifications

Store policies and procedures, in regard to:

- ❑ the sale of seafood products;
- ❑ merchandising, ticketing, labelling and pricing;
- ❑ correct storage of stock;
- ❑ store promotional themes, advertising, catalogues and special offers;
- ❑ location of display areas;
- ❑ availability and use of display materials.
- ❑ stock rotation.
- ❑ stock replenishment.
- ❑ scheduling for building and rotating displays.
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- ❑ correct manual handling techniques for protection of self and merchandise;
- ❑ correct storage procedures for labelling/ticketing equipment and materials;
- ❑ Current retail seafood product and service range available to customers;
- ❑ Preparation of seafood products for display;
- ❑ Placing and arranging seafood products and maintaining displays;
- ❑ Elements and principles of design and trends in retail.

Skills in:

- ❑ Assessing seafood freshness and suitability for retail display;
- ❑ Cleaning the workplace and safe use of cleaning chemicals;
- ❑ Handling of seafood
- ❑ Using and maintaining electronic labelling/ticketing equipment.
- ❑ Completing tasks in set time frame
- ❑ reading and interpreting store procedures and guidelines;
- ❑ weighing and measuring of goods;
- ❑ completing stock take forms;
- ❑ identifying and tracing product;
- ❑ accurately reading a thermometer;
- ❑ reading and interpreting electronic and mechanical scales;
- ❑ calculating extensions of weight and price to obtain correct price of product;
- ❑ stock taking procedures.

You will have better knowledge and familiarise yourself more in relevant legislation, codes, regulations and standards which include:

- ❑ Relevant occupational health and safety legislation/regulations/codes of practice
- ❑ Trade Practices and Fair Trading Acts;
- ❑ Relevant industry codes of practice
- ❑ pricing procedures including Goods and Services Tax (GST) requirements;
- ❑ manual handling;
- ❑ waste disposal;
- ❑ environmental protection;

- ❑ industry codes of practice;
- ❑ food safety regulations;
- ❑ health and hygiene
- ❑ transport, storage and handling of goods

What Recognition will you achieve?

Where demonstrated competencies have been achieved in accordance with the endorsed Australian Quality Training Framework (AQTF) standards, a Statement of Results can be issued for those competencies successfully completed in this course. These can be combined with additional competencies achieved later, and together may build towards the issuing of qualification, at Certificate II plus. A certificate will be issued upon successful completion of this module.

How will you be assessed?

Demonstration of competencies for this qualification is achieved via formal assessment. Participants complete a work related project/activities, which incorporates the range of competencies covered for each unit.

Will you be eligible for subject exceptions?

The units can be completed through attendance at MTG training courses. You may have already attained some competencies covered in the units through previous training, work, or life experience. If you feel you can already demonstrate a competency, then you should apply for **Recognition of Current Competencies (RCC)**. An RCC application form can be found in the MTG trainee welcome kit where you can fill out and fax back to us on (03) 9854-6124 or simply visit our website on www.matrixtraininggroup.com/downloads.php In order to download this application.

What training materials and training aids will you have?

1. **Learner Guides:** - Matrix Training Group will supply each trainee with a module for each unit which contains must know information, learning activities and projects, which will keep you enthusiastically involved in the course. Upon completion of each module these activities will be handed in to the trainer, assessed then returned to trainees with relevant comments to keep you informed with your progress.
2. **Online Support:** - Your Trainer is always available through E-mail & Website support. Our website address is www.matrixtraininggroup.com
3. **Telephone Support:** - You may call your trainer during business hours for over the telephone support.

