

Title	Demonstrate knowledge of, and provide, seafood product information to customers at point-of-sale		
Level	3	Credits	5

Purpose	<p>This unit standard is for people working in a seafood operation in a point-of-sale context.</p> <p>People credited with this unit standard are able to: demonstrate knowledge of seafood product; and provide seafood product information to customers, at point-of-sale.</p>
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Classification	Seafood > Seafood Retailing
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Available grade	Achieved
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Guidance Information

- 1 All evidence presented in this unit standard must be in accordance with:
 - Workplace procedures;
 - Animal Products Act 1999;
 - Food Act 2014;
 - Health and Safety at Work Act 2015; and any subsequent amendments.
- 2 Definitions

Seafood product includes any species of – fish, echinoderm, crustacean, or shellfish

Workplace procedures refer to the policies and procedures set out in a verbal or written form by the employer or organisation. Procedures must reflect current legislative requirements.
- 3 Evidence is required for seafood product in own work area.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of seafood product at point-of-sale.

Performance criteria

1.1 Describe the sources of information available for seafood product.

Range sources may include but are not limited to – company documentation and company specifications, company supervisory or management personnel, the New Zealand Seafood Industry Commercial Fish Species Poster, Seafood New Zealand’s website;
evidence of two is required;
information – usage, quality characteristics, handling.

1.2 Describe seafood product quality characteristics.

Range may include but is not limited to – origin, sensory information, nutritional benefits, shelf-life;
evidence of two is required.

1.3 Describe the potential for add-on sales for seafood product.

Outcome 2

Provide seafood product information to customers at point-of-sale.

Performance criteria

2.1 Provide information about seafood product usage, quality characteristics, and handling to meet customer needs.

Range quality characteristics may include but are not limited to – origin, sensory information, nutritional benefits, shelf-life;
evidence of two is required.

2.2 Communicate information in a manner that meets customer needs.

Range may include but is not limited to – match with customer’s specific enquiry, level of interest, product knowledge;
evidence of two is required.

2.3 Provide alternative seafood product options, if requested.

2.4 Provide or refer to alternative sources of information if the customer enquiry is unable to be answered.

Planned review date	31 December 2023
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	18 December 2006	31 December 2019
Rollover and Revision	2	15 September 2011	31 December 2019
Review	3	1 November 2018	N/A

Consent and Moderation Requirements (CMR) reference

0123

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact the Primary Industry Training Organisation standards@primaryito.ac.nz if you wish to suggest changes to the content of this unit standard.