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| <b>Title</b> | <b>Explain and provide seafood product information in a seafood wholesale and/or retail environment</b> |                |          |
| <b>Level</b> | <b>4</b>  | <b>Credits</b> | <b>5</b> |

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| <b>Purpose</b> | People credited with this unit standard are able to: explain seafood product characteristics and supply; explain customer preparation and cooking information for seafood products; and provide information to customers on seafood products; in a seafood wholesale and/or retail environment. |
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| <b>Classification</b> | Seafood > Seafood Retailing |
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| <b>Available grade</b> | Achieved |
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### Explanatory notes

- 1 Definitions  
*Company requirements* refer to instructions to staff on policy and procedures that are communicated in an oral or written form. These requirements must include legislation and safety requirements and may include but are not limited to – industry codes of practices and standards.  
*Handling* includes reference to personal hygiene, hygienic work practices and temperature control.
- 2 Legislation that applies to this unit standard may include but is not limited to – the Food Act 1981, the Animal Products Act 1999, the Consumer Guarantees Act 1993, and the Fair Trading Act 1986.
- 3 Candidates are to produce evidence for five products that include at least one fish, one shellfish, and one crustacean.
- 4 Although candidates may achieve this unit standard in terms of the wholesale environment only or the retail environment only, it is recognised that the knowledge and skills covered in this unit standard apply equally to both environments.

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### Outcomes and evidence requirements

#### Outcome 1

Explain seafood product characteristics and supply in a seafood wholesale and/or retail environment.

**Evidence requirements**

- 1.1 The sources of information on seafood products are identified and evaluated for validity and reliability.
- Range sources may include but are not limited to – company documentation and specifications, catalogues, magazines, journals, books, specified persons, competitors, New Zealand Seafood Industry Commercial Fish Species poster.
- 1.2 The characteristics of seafood products are identified and explained.
- Range characteristics include but are not limited to – seasonal variation, harvest technique, processing techniques, quality attributes, oil content, sensory characteristics, alternative product options, shelf life, nutritional characteristics.
- 1.3 The handling of seafood product and the effects of poor handling are explained.
- 1.4 The seafood products from specified suppliers are identified and explained.
- Range price, seasonality, availability of alternative products.
- 1.5 Additional seafood product sales opportunities are identified and explained in terms of add-on sales and upselling.

**Outcome 2**

Explain customer preparation and cooking information for seafood products in a seafood wholesale and/or retail environment.

**Evidence requirements**

- 2.1 The explanation includes appropriate methods of cooking the seafood product and refers the customer to relevant recipes for the seafood products.
- Range may include but is not limited to – grill, barbeque, steam, baking, fry, microwave.
- 2.2 The explanation includes the type of preparation required for the selected cooking methods, for the seafood products.
- 2.3 The explanation includes the potential forms in which the seafood products can be presented, in accordance with company requirements.
- Range may include but is not limited to – fillets, steaks, cutlet, loins, whole, gilled, gutted, ½ shell, live, further processed.

**Outcome 3**

Provide information to customers on seafood products in a seafood wholesale and/or retail environment.

Range seafood product information includes but is not limited to – characteristics, quality, supply, alternative products, methods of preparation and cooking.

**Evidence requirements**

- 3.1 The seafood product information is provided in a clear and accurate manner, is current, and matches specific enquiry.
- 3.2 The seafood product information provided matches level of interest and technical knowledge shown by customer.
- Range interest – questions asked by customer, response to information given, body language.
- 3.3 Information on seafood product characteristics is expressed as benefits to meet customer needs.
- Range may include but is not limited to – nutrition information, quality, specials and discounts.
- 3.4 Where the desired seafood product is unavailable, options to meet customer's requirements are provided in accordance with company requirements.
- Range options may include but are not limited to – alternative species or product, alternative store, alternative supplier.

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| <b>Planned review date</b> | 31 December 2014 |
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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  | N/A                      |
| Rollover and Revision | 2       | 15 September 2011 | N/A                      |

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| <b>Consent and Moderation Requirements (CMR) reference</b> | 0123 |
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

**Please note**

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

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### **Comments on this unit standard**

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