

<b>Title</b>	<b>Demonstrate and apply knowledge of merchandising and display of meat product in a retail meat operation</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	People credited with this unit standard are able to demonstrate knowledge of meat display equipment suitable for a retail meat operation, demonstrate knowledge of effective methods of merchandising for meat retailing space, demonstrate knowledge of meat product display and appearance, and manage the refrigeration and display of meat and meat products in a meat retailing space.
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<b>Classification</b>	Meat Processing > Meat Retail Butchery
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Legislation and reference  
 Legislation, regulations and/or industry standards relevant to this unit standard include but are not limited to the:  
 Australia New Zealand Food Standards Code, available at <http://www.foodstandards.govt.nz/>;  
 Animal Products Act 1999;  
 Animal Products (Ancillary and Transitional Provisions) Act 1999;  
 Biosecurity Act 1993;  
 Biosecurity Amendment Act 2015;  
 Consumer Guarantees Act 1993;  
 Fair Trading Act 1986;  
 Fair Trading Amendment Act 2013;  
 Food Act 2014;  
 Food (Safety) Regulations 2002;  
 Health and Safety at Work Act 2015;  
 Resource Management Act 1991;  
 Sale of Goods Act 1908;  
 Weights and Measures Act 1987.  
 and any subsequent amendments.

Any new, amended or replacement Acts, regulations, standards, codes of practice, guidelines, or authority requirements or conditions affecting this unit standard will take precedence for assessment purposes, pending review of this unit standard.

## 2 Definition

*Workplace procedures* refer to organisation policies and procedures that are documented in memo, electronic, or manual format and available in the workplace, and are consistent with manufacturer's requirements. They may include but are not limited to – standard operating procedures, site specific procedures, site safety procedures, equipment operating procedures, quality assurance procedures, product quality specifications, references, approved codes of practice, housekeeping standards, environmental considerations, on-site briefings, supervisor's instructions, and procedures to comply with legislative and local body requirements relevant to the industry sector.

## 3 Assessment information

Evidence presented for assessment against this unit standard must be consistent with safe working practices and be in accordance with applicable industry information, workplace procedures and legislative requirements. This includes the knowledge and use of suitable tools and equipment.

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## Outcomes and performance criteria

### Outcome 1

Demonstrate knowledge of meat display equipment suitable for a retail meat operation.

Range may include but is not limited to – display cabinets, fridges, freezers, age drying cabinets.

### Performance criteria

1.1 Types of equipment suitable for the display of meat and meat products are identified, and their use, advantages, and disadvantages are explained.

### Outcome 2

Demonstrate knowledge of effective methods of merchandising for meat retailing space.

### Performance criteria

2.1 The factors that influence the effectiveness of retail space are explained.

Range may include but is not limited to – size, shape, layout, flow, positioning of displays, positioning of product, lighting, temperature and humidity, colour, overall appearance and atmosphere, complementary products, current trends.

2.2 Factors that enhance the effectiveness of retail meat displays are explained.

Range product placement, off-setting specials, waterfall effect, height of display stacks, specials and promotions, positioning of high selling products, use of colour, cleanliness.

2.3 Measures to mitigate theft that are suitable for meat product and a retail space are described.

Range may include but is not limited to; position of product and cabinets, position of check out facility, security and monitoring cameras.

2.4 Effective signage and labelling for retail meat space and product are described in accordance with industry standards.

Range positioning, colour, size, wording, quantity of signs, packaging, point of sale material, pricing, labelling.

2.5 Facilities and methods to offer promotions and tastings are described.

### **Outcome 3**

Demonstrate knowledge of meat product display and appearance.

#### **Performance criteria**

3.1 Wrapped and serve over products are explained in terms the advantages and disadvantages for the retailer, and the customer.

Range convenience, hygiene, cost, visual appearance, maintaining moisture and appearance, customer engagement, personal selection, opportunity for upselling.

3.2 The presentation of wrapped and serve over meat product on display trays is described in terms of customer appeal.

Range size and number of cuts, display of fat, neatness, use of garnishes, labelling, use of colour.

3.3 Techniques to maintain the appearance of unwrapped meat product are explained in accordance with workplace procedures.

3.4 Methods to manage deteriorating product, and product nearing its expiry date, are described in accordance with workplace procedures.

### **Outcome 4**

Manage the refrigeration and display of meat and meat products in a retail meat operation.

#### **Performance criteria**

4.1 Meat products are arranged, displayed, and rotated in accordance with workplace procedures.

4.2 Refrigeration equipment is checked for operation and effectiveness and inconsistencies are reported and/or rectified in accordance with workplace procedures.

Range equipment noise, temperature within limits, product within load line limits.

4.3 Product and retail space are checked and any inconsistencies are rectified in accordance with workplace procedures.

Range may include but not limited to – temperature, signage, cleanliness, spills, lighting, product condition, product appearance.

<b>Replacement information</b>	This unit standard was replaced by unit standard 33401 and unit standard 33402.
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**This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.**

**Status information and last date for assessment for superseded versions**

Process	Version	Date	Last Date for Assessment
Registration	1	16 March 2017	31 December 2027
Review	2	27 February 2025	31 December 2027

<b>Consent and Moderation Requirements (CMR) reference</b>	0013
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.