

2304 Display fish/shellfish for retail sale		
SQA Unit Code		H3FB 04
Level 2	SCQF Level 5	Credit value 5

Unit Summary

This unit is about displaying fish or shellfish for retail sale. The way fish or shellfish products are displayed directly affects how customers see the products and the buying decisions they make. Effective displays make the products more attractive to customers, enhance sales and help to minimise the loss of quality during display.

Fish or shellfish products for display must be at their best and displayed in a way to maximise sales and quality. This unit is about preparing, arranging and maintaining a product display effectively to make it attractive and to conform to the requirements of quality maintenance, food safety and other legislation.

You will need to be able to prepare to display fish or shellfish products. You also need to show you can label displays of fish & shellfish products. You must also show you can arrange and maintain fish & shellfish products for display.

This unit is for you if you work in fish or shellfish processing and are involved in the displaying of fish or shellfish in a retail environment.

In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.

You must be able to:	You need to show:
<p>1. Prepare to display fish/shellfish products</p> <p>This means you:</p> <p>Comply with health, safety and hygiene requirements and wear the correct personal protective clothing and equipment throughout the process</p> <p>Check the display area, equipment and accessories are clean and take prompt action on finding any problems</p>	<p>Evidence must be work-based, simulation alone is only allowed where shown in <i>bold italics</i></p> <p>Evidence of preparing to display fish/shellfish products as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

<p>Ensure sufficient clean ice is available for preparing and maintaining the display.</p> <p>Review the fish/shellfish products available for display, estimate the quantities required and select those products which are most suitable with regard to shelf life, demand, appeal and promotional requirements</p> <p>Assemble and check products and additional materials and prepare them for use</p> <p>Prepare the display to ensure maximum appeal and to comply with both food quality and food safety requirements</p>	
<p>2. Label displays of fish/shellfish products</p> <p>This means you:</p> <p>Confirm requirements for labelling of products as required</p> <p>Confirm label information is correct and conforms to legal and standard operational requirements as required</p> <p>Position labels for products correctly</p> <p>Ensure that labels are legible, visible to customers, and securely positioned in the correct place</p>	<p>Evidence of labelling displays of fish/shellfish products as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>
<p>3 Arrange and maintain fish/shellfish products for display</p> <p>This means you:</p> <p>Check and take steps to ensure that the display area always meets the requirements for food quality and food safety</p> <p>Transfer products safely to the display area according to instructions and specifications arrange and promptly replace fish/shellfish products</p>	<p>Evidence of arranging and maintaining fish/shellfish products for display process as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

<p>Clean, ice and additional materials in a way that is attractive to customers and meets the requirements for food quality and food safety</p> <p>Where replacement product is not available, reposition and reorganise the remaining products, clean ice and accessories to maintain the presentation and to meet trading conditions</p> <p>Monitor displays according to instructions and specifications</p> <p>Carry out emergency cleaning procedures promptly when required</p> <p>Take prompt action to address any product or display related problem</p> <p>Monitor and record temperature and other parameters as appropriate</p>	
<p>4. Empty and clean fish/shellfish product display</p> <p>This means you:</p> <p>Withdraw products from the display according to instructions and store correctly.</p> <p>Remove and dispose of used ice appropriately.</p> <p>Identify and select the appropriate cleaning materials for display equipment and accessories</p> <p>Correctly clean display surfaces, equipment and accessories</p> <p>Safely store cleaning materials for further use</p> <p>Take prompt action to address any display, cleaning or product related problems</p>	<p>Evidence of Empty and clean fish/shellfish product display as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

You need to know and understand:

Evidence of knowledge and understanding should be collected during observation of performance in the workplace. Where it cannot be collected by observing performance, other assessment methods should be used.

1. Food safety and hygiene regulations that affect how fish or shellfish products may be displayed and what might happen if they are not adhered to
2. controls and procedures involved in the display of fish or shellfish products, including use of ice and separation between ready to eat products, non-RTE

- products and live bivalve molluscs
3. Procedures and practices to follow to maximise product quality and shelf life
 4. Procedures for reviewing the display area before assembling materials for the display and why that is important
 5. Process of estimating the quantities and size of products to be used for display and why this is important
 6. Any specific objectives that may impact on the selection of fish or shellfish products for display (e.g. promotional, appeal, seasonal)
 7. What accessories are available and can be used for a safe, hygienic and effective display
 8. How to access any specific required knowledge of the products available for display and sale
 9. How to source information for labelling such as product specifications, source of supplies, approved names and other displayed information
 10. Information about potential allergens and other health issues of specific products
 11. How to assess the content of raw materials labels and ensure display label contents are accurate and appropriate
 12. Key features of legal and operational requirements for labelling
 13. How to position of labels, use correct information and why this is important
 14. How to check labelling information against product specification and sales details
 15. How to apply any business-specific guidance on setting up the display.
 16. How to recognise, assess and report products that do not meet the specification
 17. the procedure for rejecting and isolating failed products
 18. How to change displays as part of the ongoing monitoring and maintenance process
 19. Procedures for stock rotation and the importance of following them
 20. What the appropriate actions are for display equipment or accessory failure
 21. How to collect and record any required monitoring data such as temperature of product
 22. The procedures for breaking down the display and moving products into storage or to waste to maintain quality and safety
 23. How to access and interpret the cleaning schedule for display equipment and accessories
 24. the safe handling and application of those cleaning materials and equipment specified to clean display equipment and accessories
 25. Your role in maintaining food safety and compliance with the HACCP plan

Evidence of performance may employ examples of the following assessment:

- observation
- written and oral questioning;
- evidence from company systems (e.g. Food Safety Management System)
- reviewing the outcomes of work
- checking any records of documents completed
- checking accounts of work that the candidate or others have written