NationalUnit specification: general information

Unit title: Food Manufacture: Commercial and Social Drivers (SCQF level 6)

Unit code: H1NG 12

Superclass: WM

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Summary

The purpose of this Unit is to give candidates an overview of the influence of the economic climate and social attitudes on the food and drink production and processing industry. Candidates will develop knowledge and understanding of how consumers and retailers affect the economic and social trends in the food manufacturing industry. This is a mandatory Unit within the National Progression Award in Food Manufacture at SCQF level 6. It can also be taken as a free standing Unit. This Unit is suitable for candidates who are hoping to gain employment in the food and drink manufacturing industry. It is also suitable for those who are employed but wish to broaden their knowledge and skills in food and drink industry. The Unit aims to facilitate progression to further study including Higher National and degree programmes in Food Science and Technology.

Outcomes

1 Investigate the influence consumers have on the food and drink manufacturing industry.
2 Investigate the influence retailers have on food and drink manufacture.
3 Research how market trends affect the food and drink manufacturing industry.

Recommended entry

While entry is at the discretion of the centre, candidates would normally be expected to have attained one of the following, or demonstrate equivalent qualifications or experience:

- Numeracy and Communication at SCQF level 5
- Science or Health and Food Technology or equivalent at SCQF level 5

General information (cont)

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Credit points and level

1 National Unit credit at SCQF level 6: (6 SCQF credit points at SCQF level 6*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

Complete Core Skill	None
Core Skill component	Critical Thinking at SCQF level 6

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit specification.

National Unit specification: statement of standards

Unit title: Food Manufacture: Commercial and Social Drivers (SCQF level 6)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Investigate the influence consumers have on the food and drink manufacturing industry.

Performance Criteria

(a) Investigate how the current economic climate influences the range of food and drinks being purchased by consumers.
(b) Evaluate the effect specific events have on the type and quantity of foods and drinks purchased by consumers.
(c) Research and explain how the impact of seasonality (growing season) of specific foods affects items purchased by consumers.

Outcome 2

Investigate the influence retailers have on food and drink manufacture.

Performance Criteria

(a) Investigate how retailers influence consumer purchasing behaviour.
(b) Explain the response of food and drink producers to retailers' demands.

Outcome 3

Research how market trends affect the food and drink manufacturing industry

Performance Criteria

(a) Determine the current market trends within the food and drink production/processing industry.
(b) Evaluate how these trends affect the type and quantity of products being produced by the food and drink manufacturing industry.
(c) Research external influences that may affect food trends in the next year.

National Unit specification: statement of standards (cont)

Unit title: Food Manufacture: Commercial and Social Drivers (SCQF level 6)

Evidence Requirements for this Unit

Written and/or oral recorded evidence is required to demonstrate that the candidate has achieved all of the Outcomes and Performance Criteria. Evidence can be generated holistically or Outcome by Outcome

Outcomes 1–3

Candidates must provide written or oral evidence, with a maximum of 5,000 words required, which demonstrates that they have achieved Outcomes 1–3 to the standards specified in the Outcomes and Performance Criteria. Evidence will be obtained under open-book conditions. Candidates must provide comprehensive evidence showing a depth of understanding and knowledge in the area of food production. This must include:

- Investigation including two or more of the following: economic climate, specific events and seasonality of products that affect the type and quantity of the food and drink products purchased by consumers.
- Research how retailer promotions and specification influence the food and drink manufacturing industry.
- Evaluation of how current market trends affect the type and quantity of products being produced by the food and drink manufacturing industry.
- Justification for the prediction of food trends for the future must be given.

National Unit specification: support notes

Unit title: Food Manufacture: Commercial and Social Drivers (SCQF level 6)

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This is a mandatory Unit within the National Progression Award in Food Manufacture at SCQF level 6. It can also be taken as a free-standing Unit.

The purpose of this Unit is to give candidates the opportunity to understand how consumers and retailers influence food and drink manufacturing industry. Candidates will develop a knowledge and understanding of underlying factors that dictate the food and drink producers. An investigation into how current trends will help candidates understand that the food and drink industry is not a stagnant industry but is constantly evolving to cope with need and demand. This Unit will demonstrate the amount of market research that goes into producing a new or revitalising an established product. The portfolio aspect of this Unit can be tailored to suit individuals already working within a specific food or drink industry or individuals wishing to specialise in particular areas.

This Unit is aligned to the following National Occupational Standards (NOS) from Improve:

- Understand market research for food product development — IMPPD102Kv1
- Check the customer's preferences and buying decisions when making retail sales — SSR.C223
- Help customers choose products in a retail store — SSR.C205
- Help customers choose products in a retail environment — LANC.3

In this Unit candidates are required to produce a comprehensive portfolio incorporating Outcomes 1–3. Candidates would benefit from having Knowledge and/or Skills from a specific food production area but this is not essential. A basic knowledge of a science based subject would also be beneficial but not essential. This Unit could be integrated with employers progression schemes to allow employees the opportunity to proceed into supervisory posts or quality control posts. This Unit could also be used to prepare candidates for progression into further education or university degree programmes in various food related subjects including BSc in Food Science and Technology.

National Unit specification: support notes (cont)

Unit title: Food Manufacture: Commercial and Social Drivers (SCQF level 6)

Guidance on learning and teaching approaches for this Unit

For Outcomes 1-3 candidates would benefit from:

- Working as a class to establish the current trends associated with the food and drink industry. This could include internet research and sharing of resources between classmates.
- Working in small groups to investigate the influence consumers have on the food and drink industry. This information could then be distilled to the class during a presentation.
- Having visits from market researchers and food technologist that would give candidates an insight into how new foods and drinks are established.
- Visiting experimental kitchens and marketing with in the food and drink manufacturing industry to see first-hand how products are developed.
- Working individually to produce a comprehensive portfolio that demonstrates an in depth knowledge and understanding of the commercial and social drivers that affect the food industry.

Guidance on approaches to assessment for this Unit

Evidence for this Unit may be produced holistically. Candidates could produce one piece of evidence for assessment in a folio which would include:

- A written report or oral presentation prepared to an agreed brief.
- Product evidence of the practical outputs of the Unit developed and collated during the course of the Unit.

If candidates have varied food manufacturing interests, opportunities may exist for the assessment brief to be tailored to meet individual areas of interest. Alternatively, candidates could work on a single theme determined by the centre.

Information could be gathered by a range of methods and may involve a mix of individual, small group or class work. Centres must be satisfied however that the final evidence submitted is the work of the individual candidate and that the candidate has participated actively in all group activities.

Time should be allowed for reassessment. Where the Unit is assessed holistically candidates need only be reassessed on those elements that have not met the Performance Criteria.

National Unit specification: support notes (cont)

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Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003), SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

Opportunities for developing Core Skills

In this Unit candidates will develop knowledge and understanding of how retailers and consumers greatly influence to quality and range of products produced by the food and drink industry. Investigating market trends and product development will also form an aspect of this Unit.

Candidates will:

- identify the economic factors that influence food production
- carry out research investigations
- present findings
- assess how retailers and consumers influence food manufacturing process
- identify workplace practices relating to the food and drink industry

This means that as candidates are doing this Unit they will be developing aspects of the Core Skills of *Communication, Numeracy* and *Problem Solving*.

This Unit has the Critical Thinking component of Problem Solving embedded in it. This means that when candidates achieve the Unit, their Core Skills profile will also be updated to show they have achieved Critical Thinking at SCQF level 6.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website **www.sqa.org.uk/assessmentarrangements**

History of changes to Unit

Version	Description of change	Date

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