

Title	Principles of fishmonger practice				
Ofqual unit ref	A/503/2920				
Level	3	Credit value	3	GLH	23
Learning Outcomes			Assessment Criteria		
The learner will:			The learner can:		
<p>1 Understand how to identify fish and shellfish species and assess their quality</p> <p>2 Understand how to maximise quality and food safety</p>			<p>1.1 List key identifiers for the main species of fish and shellfish traded in the UK</p> <p>1.2 Explain how to distinguish between similar or commonly confused species of fish and shellfish</p> <p>1.3 List the main methods of assessing the quality of fish and shellfish and explain the key differences between these methods</p> <p>1.4 Outline the most commonly used indicators of freshness for whole fish and fish fillets</p> <p>1.5 Outline the most commonly used indicators of freshness for types of crustacean and molluscs.</p> <p>2.1 Explain the main factors that influence quality and shelf life and how these may be maximised</p> <p>2.2 Outline how to handle live, chilled and frozen fish or shellfish to maintain quality</p> <p>2.3 List any specific food safety risks related to specific types of fish or shellfish</p> <p>2.4 Outline how HACCP is used to manage food safety risks in fish and shellfish retail operations</p> <p>2.5 List the main potential food safety risks and controls associated with the retail sale of fish and shellfish</p> <p>2.6 Describe the main elements of cleaning schedules for display areas</p> <p>2.7 State the purpose and importance of stock rotation</p> <p>2.8 State the importance and limitations of use-by and best-before dates in the retail sale of fish and shellfish.</p>		

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<p>3 Understand how display and merchandising affects sales of fish and shellfish</p> <p>4 Understand how customer service affects sales</p>	<p>3.1 Explain the role of the shop or counter environment in promoting the sales of fish and shellfish and the reputation of the business</p> <p>3.2 Compare and contrast methods used by retailers to display fish and shellfish</p> <p>3.3 Describe the importance of the design, maintenance and labelling of displays to the sale of fish and shellfish and the reputation of a business</p> <p>3.4 Describe a range of merchandising good practices that may be used to increase sales in fish mongering.</p> <p>4.1 Outline the principles of customer service and how to establish a positive relationship with customers</p> <p>4.2 Describe how to deal with typical customer issues</p> <p>4.3 State the type and potential sources of product knowledge information required to sell fish and shellfish to customers.</p>	
Unit purpose and aim(s)	<p>This unit is designed to assess the underpinning knowledge and understanding of learners in the workplace context, for understanding the principles of fishmonger practice. It can be assessed on or off the job. The learner must demonstrate their current knowledge and understanding, to meet all assessment criteria. Assessment methods appropriate to the needs of the learner must be used to generate satisfactory evidence of knowledge and understanding. The Improve Assessment Strategy sets out the overarching assessment requirements.</p>	