

Title	Understand how to display fish/shellfish in a sales environment				
Ofqual unit ref	D/602/1712				
Level	2	Credit value	3	GLH	16
Learning Outcomes			Assessment Criteria		
The learner will:			The learner can:		
1 Know what the requirements are for displaying fish/shellfish in sales			1.1 Outline the company procedures for display including use of ice and separation of products 1.2 Describe the practices for maximising product quality and shelf life 1.3 State where to source information and knowledge about products available for display 1.4 Outline the regulatory and operational requirements for labels 1.5 State where to source information and knowledge about allergens and other health issues related to the display.		
2 Know how to prepare to display fish/shellfish in sales			2.1 Outline how to review the display area before assembling materials and why this is important 2.2 State how to estimate the quantities and sizes of products for display and why this is important 2.3 Outline how to apply business guidance or procedures in the preparation of displays 2.4 Describe any specific objectives which impact on display including;• Promotions• Appeals• Seasonal products 2.5 Outline any specific accessories which can be used to enhance the display 2.6 State how to source information for product labelling and other display information.		
3 Know how to display fish/shellfish in sales			3.1 State how to check the accuracy of product and information labels 3.2 Describe how to position labels with the correct information and why this is important		

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<p>3 Know how to display fish/shellfish in sales</p> <p>4 Know how to dismantle and clean displays in sales</p>	<p>3.3 Outline how to recognise and reject/isolate products which do not meet specification for sale</p> <p>3.4 Describe how to update or change displays to maintain effectiveness of the display</p> <p>3.5 State the procedures for stock rotation and the importance of following them</p> <p>3.6 Outline what actions are required in case of display equipment or accessory failure</p> <p>3.7 State how to collect and record display monitoring data.</p> <p>4.1 Outline the procedures for dismantling the display, storage and disposal of products</p> <p>4.2 State why it is important to dispose of waste according to specified procedures</p> <p>4.3 Outline the importance of safe handling and application of cleaning materials and why a cleaning schedule should be followed</p> <p>4.4 State your role in maintain food safety and compliance with the food safety management or HACCP plan.</p>	
<p>Unit purpose and aim(s)</p>	<p>This unit is designed to assess the knowledge and understanding of learners in the workplace context, when displaying fish or shellfish for sale in a wholesale or sales environment. 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. It is recommended that this unit is taken with the relevant Occupational Skills Unit. The Improve Assessment Strategy for Proficiency Qualifications in Food and Drink sets out the overarching assessment requirements.</p>	