

Display fish or shellfish for retail sale

Overview

This standard 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 standard is about preparing, arranging and maintaining a product display to make it attractive and to conform to the requirements of quality maintenance, food safety and other legislation. You must also know how to address problems and be able to apply your skills and knowledge within any relevant industry codes.

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 and shellfish products. You must also show you can arrange and maintain fish and shellfish products for display. You should also have an understanding of how the green circular economy supports repeated use of resources and products within your organisation.

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

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Performance criteria

You must be able to:

1. obtain tools and equipment required to support planned operations, including hygiene and personal protective equipment
2. check that sufficient clean ice is available for preparing and maintaining the display
3. review the fish or 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
4. assemble and check products and additional materials and prepare them for use
5. prepare the display to ensure maximum appeal and to comply with both food quality and food safety requirements
6. confirm requirements for labelling of products as required
7. confirm label information conforms to legal and standard operational requirements as required
8. position labels for products
9. check that labels are legible, visible to customers, and securely positioned in place
10. check and take steps to ensure that the display area always meets the requirements for food quality and food safety
11. transfer products to the display area according to instructions and specifications
12. maintain the display and promptly replace fish or shellfish products, clean ice and additional materials in a way that is attractive to customers and meets the requirements for food quality and food safety during trading
13. 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
14. monitor displays according to instructions and specifications
15. monitor and record temperature and other parameters as appropriate
16. withdraw products from the display according to instructions and store after trading
17. remove and dispose of used ice according to organisational procedures
18. identify and select the appropriate cleaning materials for display equipment and accessories
19. clean display surfaces, equipment and accessories according to organisational requirements
20. store cleaning materials for further use according to organisational and legal requirements
21. take prompt action to address any display, cleaning or product related problems

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Knowledge and understanding

You need to know and understand:

1. the organisational standards 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 (RTE) 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
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 appropriate
12. key features of legal and operational requirements for labelling
13. how to position labels, use 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. the importance of meeting the requirements of customers
21. what the appropriate actions are for display equipment or accessory failure
22. how to collect and record any required monitoring data such as temperature of product
23. the procedures for breaking down the display and moving products into storage or to waste to maintain quality and safety

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24. how to access and interpret the cleaning schedule for display equipment and accessories
25. the safe handling and application of those cleaning materials and equipment specified to clean display equipment and accessories
26. your role in maintaining food safety and compliance with the Hazard Analysis and Critical Control Points (HACCP) plan
27. what recording, reporting and communication is needed, how to carry this out and the reasons why it is important to do so
28. the limits of your own authority and competence and why it is important to work within those limits

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