

Overview

This standard is about the skills and knowledge needed for you to display meat or poultry for sale in food manufacture and/or supply operations. Displaying meat for sale is important in influencing the purchasing decisions made by retail or wholesale customers. Effective displays make the products more attractive to customers, enhance sales and help to minimise the loss of quality during display.

You will need to be able to prepare display areas and meat or poultry products for display. You must also be able to label and display the meat or poultry products effectively and maintain the display.

This standard is for you if you work in food manufacture and/or supply and are involved in the displaying of meat or poultry products for sale.

Performance criteria

You must be able to:

Preparing to display meat or poultry

1. prepare to display meat or poultry in accordance with organisational standards
2. wear and use personal protective equipment in accordance with regulatory standards and organisational requirements
3. check the display area, equipment and accessories are clean and operating in accordance with organisational requirements
4. review the meat 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
5. assemble meat or poultry products and additional materials and prepare them for use

Display and label meat or poultry

6. display the meat and meat products to ensure maximum appeal and to comply with both food quality and food safety
7. prepare labels according to regulatory and organisational requirements
8. position product labels in accordance with organisational standards
9. check that labels are legible and visible to customers and are securely positioned in accordance with organisational requirements
10. check food safety requirements for displayed meat or poultry products are met

Maintain display of meat or poultry

11. monitor display and promptly replace meat or poultry products adhering to organisational stock rotation, food safety and display requirements
12. reposition and reorganise the remaining products to maintain display where replacement product is not available
13. carry out emergency cleaning procedures promptly when required
14. monitor and record temperature of display equipment and take prompt action when needed

Empty and clean display equipment

15. withdraw products from the display according to instructions and store in accordance with organisational standards
16. remove and dispose of used ice in accordance with organisational requirements
17. identify and select the appropriate cleaning materials for display equipment and accessories
18. clean display surfaces, equipment and accessories

Display meat or poultry for sale

Knowledge and understanding

You need to know and understand:

1. the regulatory and organisational requirements relating to the displaying of meat or poultry for sale
2. food safety and hygiene regulations that affect how meat or poultry products may be displayed and what might happen if they are not adhered to
3. why raw and ready to eat products should be displayed separately
4. how to rotate stock effectively to minimise waste
5. how to best utilise stock to maximise sales and minimise waste
6. factors affecting which products are displayed (seasonal, promotional, short shelf life)
7. how to estimate the amount of individual products needed to fill the display effectively
8. the accessories available to enhance the display
9. the regulatory requirements relating to the labelling of meat and meat products
10. information about potential allergens and other health issues of specific products
11. how to position labels, use correct information and why this is important
12. how to change displays as part of the ongoing monitoring and maintenance process
13. what the appropriate actions are for display equipment or accessory failure
14. how to collect and record any required monitoring data such as temperature of product
15. the procedures for breaking down the display and moving products into storage or to waste to maintain quality and safety

Display meat or poultry for sale

Developed by	NSAFD
Version Number	3
Date Approved	January 2019
Indicative Review Date	January 2024
Validity	Current
Status	Original
Originating Organisation	Improve
Original URN	IMPMP174
Relevant Occupations	Process Operatives; Process, Plant and Machine Operatives; Plant and Machine Operatives; Manufacturing technologies
Suite	Meat and Poultry Processing
Keywords	Meat; poultry; sale; retail; display; food; drink