Modification history

Release	Comments
Release 1	This version released with SFI Seafood Industry Training Package Version 1.0.

SFISAD404	Develop and provide information about seafood product
Application	This unit of competency describes the skills and knowledge to develop and deliver information about seafood product using the appropriate communication tools. It requires the ability to analyse existing product information, develop communication tools, deliver specific information and review for improvements. The unit applies to individuals who develop and communicate information content about seafood products for seafood cooperative, wholesale or retail outlets. No occupational licensing, legislative or certification requirements apply to this unit at the time of publication.**Error! Use the Home tab to apply AFSA AR Code to the text that you want to appear here.**
Prerequisite Unit	Nil
Unit Sector	Seafood Industry Sales and Distribution (SAD)

Elements	Performance Criteria
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Analyse existing product information	1.1 Source product information from a range of resources 1.2 Collate and summarise information relevant to the seafood product 1.3 Analyse and select appropriate communication tools for delivering product information
2. Develop a strategy for communicating seafood information	2.1 Develop and present the seafood information and communication concept to senior personnel for feedback 2.2 Develop seafood information communication tools based on approved concept 2.3 Undertake appropriate professional development for effectively presenting the seafood information as required
3. Deliver a range of seafood product information	3.1 Convey sustainability credentials including certification of the species, fishery or farming procedures 3.2 Communicate provenance of the product and fishing and/or farming methods 3.3 Describe handling, storage,preparation and recommended cooking techniques for the product 3.4 Explain health benefits and nitration information of the product 3.6 Explain product comparisons against other products 3.7 Ensure seafood product information is effectively presented and complies with food legislative requirements and forward to senior personnel
4. Seek feedback and implement improvements	4.1 Seek feedback on the quality of information through a range of evaluation methods 4.2 Collate, summarise and present feedback data and recommendations to senior personnel 4.3 Implement improvements based on approval from senior personnel

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Numeracy	• Analyse seafood numerical data and statistics
Reading	• Interpret, critically analyse and select detailed product information
Writing	• Prepare and present recommendations and feedback
Navigate the world of work	• Apply knowledge of food legislation relevant to seafood products • Work independently and collectively within broad parameters
Interact with others	• Adapt communication style to suit purpose
Get the work done	• Use computer and digital display technology to prepare and convey information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
SFISAD404 Develop and provide information about seafood product		New unit	No equivalent unit

Links	Companion Volumes, including Implementation Guides, are available at VETNet: https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273

TITLE	Assessment requirements for SFISAD404 Develop and provide information about seafood product

Performance Evidence

An individual demonstrating competency must satisfy all the elements and performance criteria of this unit. There must be evidence that the individual has developed and presented information on at least one seafood product including:
- researching, analysing and developing seafood product information material and communication tool
- relaying information about seafood product including:
  - sustainability
  - fishing and farming methods
  - provenance
  - handling, storage and preparation techniques
  - health and nutritional benefits
  - nutritional information
  - cooking methods
  - product comparison
- complying with food legislative requirements
- presenting concept and final product to senior personnel
- developing a feedback system and making adjustments to product information based on feedback

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:
- research techniques and sources used for developing product information
- product communication tools and techniques
- components of a communication strategy for products
- content used for developing seafood product information including:
  - product name
  - sustainability credentials
  - fishing and farming methods
  - product provenance
  - handling, storage and preparation techniques
  - product health benefits and nutritional information
  - cooking methods
  - product comparisons
- food legislation and regulations relevant to food labelling and marketing
- evaluation methods for improving seafood product information.

Assessment Conditions

Assessment of this unit of competency must take place under the following conditions:
- physical conditions:
  - skills must be demonstrated in a seafood industry workplace or an environment that accurately represents workplace conditions
- resources, equipment and materials:
  - sources of seafood product information
  - communication media, methods and tools
- specifications:
  - interactions with senior personnel.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links	Companion Volumes, including Implementation Guides, are available at VETNet: https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273