



Retail Revolutionary

A Seafood Career for Me:
ALife Fact Sheet No. 2

What About Seafood Retailing?

Retailers in the seafood industry sell fresh, frozen and live seafood. Employees could be involved in preparing and cooking seafood for sale in a specialist seafood shop or working in the seafood section of a larger store or supermarket.

Retail seafood sales people need to know about the seafood they are selling - correct marketing names of species, seasonality of the seafood, potential food safety hazards, shelf life of raw materials, presentation of seafood products, handling, wrapping and packaging, and cooking methods.

Additionally, they require both knowledge and skills associated with hygienic handling of precooked, cooked and raw seafood together with an understanding of the suitability of different cooking methods for species sold.

What Sort of Work Do Seafood Retailers Do?

Retail Seafood Salesperson

Most people working in retail seafood sales will be employed at this level and are likely to be:

- * Serving customers and helping them to choose suitable seafood and giving advice on appropriate cooking methods.
- * Setting up and maintaining seafood displays using hygienic and temperature controlled processes to make sure seafood is kept fresh and to prevent cross-contamination between raw and cooked products.
- * Processing seafood for example by filleting, cutting portions, marinating, making kebabs etc.
- * Cleaning the workplace and using cleaning chemicals safely.

* Weighing, handling, wrapping and packaging the seafood.

* Assessing seafood freshness and suitability as a 'cook to order' item and cooking fish.

Retail Seafood Sales Supervisor

Larger shops and stores may also employ sales supervisors who, as well as doing similar work to sales staff, will supervise and coach other staff, and assist the sales manager with merchandising and buying seafood product for sale in the shop or store.

Retail Seafood Sales Manager

This person takes overall responsibility for the seafood sales operation and staff and would negotiate the purchase of seafood product for sale in the store. They would also manage occupational health and safety and food hygiene and safety responsibilities.

Qualifications

Vocational qualifications in retail seafood sales are available from Certificate II to Certificate IV. Some states and territories may have traineeships in retail seafood sales.

For more details, jump on to the Seafood CRC's website at www.seafoodcrc.com and hit the link called "Seafood Training and Qualifications" in the ALife tab or contact a Seafood CRC Participant or your local Industry Training Advisory Body.



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