



## Marketing

### MEAT RETAILER

#### ALSO CALLED

- Butcher



#### WHAT'S THE JOB ABOUT?

- **Preparing meat for sale or supply**

Processing carcasses into primary and secondary cuts, cutting, trimming and shaping standard cuts of meat, packing and storing products for display and sale, preparing marinated meats, value-added and ready-to-cook dishes

- **Working with a variety of equipment**

Knives, hand tools, power equipment and computer-operated machinery, assembling and operating mincers, grinders, mixers and sausage machines

- **Complying with HACCP (Hazard Analysis Critical Control Point) procedures**

Preventing contamination of premises that can lead to food poisoning, maintaining meat at correct temperatures, cleaning equipment and premises to required standard, using correct detergents and sanitisers

- **Assisting clients and customers**

Advising customers about alternative cuts, cooking methods, storage requirements and nutritional aspects of meat, assisting clients such as hotels and restaurants in menu planning, estimating food portions and production costs

- **Ordering and selling**

Predicting demand for meat cuts, ordering supplies from wholesalers using AUS-MEAT language, weighing and checking stock on receipt, selling meat according to customer orders, collecting payment for sales



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### WORK CONDITIONS

- Meat retailers work in small and large meat retail outlets, supermarkets, wholesale and export businesses and the boning/slicing rooms in a meat processing works.
- Hours are usually set, often with early morning starts.
- Work takes place in a temperature-controlled environment and there is regular exposure to animal blood.
- The work may be stressful especially at peak hours of the day.
- Meat retailers who open their own businesses may work long and irregular hours.
- Depending on the size and structure of the business, involvement of the meat retailer or supervisor in the actual work will vary. There will be a certain amount of time spent in the office and liaising with clients and suppliers.
- Sufficient funds or financial backing are essential to purchase/ lease premises, establish and fit out the shop and employ staff.
- Small business management skills are essential for the successful operation of a meat retail outlet.

### EXPERIENCE AND RELATED TRAINING

- Meat retailers should be physically fit and have good hand-eye coordination.
- As the job involves a lot of contact with customers, good interpersonal skills are essential.
- To be employed as a meat retailer you must have a relevant qualification and experience.
- If you are already working at this level you can have your skills recognised by applying for a qualification with a training provider.





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Career path	Training Requirements
<ul style="list-style-type: none"> <li>• Trainee Meat Retailer</li> </ul> <p>You carry out some of the above tasks under supervision.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> <li>• Certificate 2 in Meat Processing (Meat Retailing)</li> </ul>
<ul style="list-style-type: none"> <li>• Apprentice Meat Retailer</li> </ul> <p>You carry out all of the above tasks under supervision.</p>	<p>VOCATIONAL TRAINING</p> <p>Working towards</p> <ul style="list-style-type: none"> <li>• Certificate 3 in Meat Processing (Meat Retailing)</li> </ul>
<ul style="list-style-type: none"> <li>• Meat Retailer</li> </ul> <p>You carry out the above tasks as a qualified tradesperson.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> <li>• Certificate 3 in Meat Processing (Meat Retailing)</li> </ul>
<ul style="list-style-type: none"> <li>• Meat Retailing Manager</li> </ul> <p>You own a traditional meat retail outlet or manage several shops or the meat department in a supermarket.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> <li>• Certificate 4 in Meat Processing (Leadership)</li> </ul>

## Related Jobs

- Chef
- Food technologist
- Meat processing manager
- Meat processing worker
- Rural business owner/manager
- Smallgoods maker



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