

UNIT TITLE: DESIGN MEALS TO MEET SPECIFIC MARKET REQUIREMENTS		NOMINAL HOURS: 35
UNIT NUMBER: D1.HCA.CL3.04		
UNIT DESCRIPTOR: This unit deals with skills and knowledge required by cooks and chefs to design meals to meet specific market requirements in commercial food production environments		
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1: Identify markets</p> <p>1.1 Identify <i>characteristics of different markets</i></p> <p>1.2 Identify <i>community markets</i></p> <p>1.3 Identify different <i>market trends</i></p> <p>Element 2: Create meals for specific markets</p> <p>2.1 Create meals to meet <i>market needs</i></p> <p>2.2 Create meals to meet <i>customers' satisfaction</i></p> <p>2.3 Create meals within a <i>budget</i></p> <p>2.4 Organise <i>requirements/preferences</i></p> <p>2.5 Identify <i>resources</i> required for meals</p>	<p>Unit Variables</p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment</p> <p>This unit applies to all industry sectors that design meal to meet specific market requirements within the labour divisions of the hotel and travel industries and may include:</p> <p>1. Food Production</p> <p>Characteristics of different markets may be related to:</p> <ul style="list-style-type: none"> • Cultural • Health, dietary • Religious • Fads • Festivals. <p><i>Community markets</i> may be related to:</p> <ul style="list-style-type: none"> • Infants/children • Young people • Older people 	

- Cultural or religious groups
- Socio-economic groups.

Market trends may include:

- Media influence
- Dietary
- Contemporary
- Seasonal
- Cultural and ethnic
- Social influences.

Market needs may include:

- St valentine's day
- Mothers day
- Father's day
- Festivals
- Cultural events
- Religious events.

Customers' satisfaction may be related to:

- Cost
- Consultation
- Feed back
- Value for money
- Nutritional status
- Appetite.

Budget should relate to:

- Dish costing
- Portion weights
- Utilities
- Special equipment
- Labour costs
- Sales percentages
- Profit margins.

Requirements may relate to:

- Function rooms
- Outdoor catering
- Marquee hire
- Off site catering
- Transportation.

Resources may relate to:

- Skill level of staff
- Equipment
- Storage
- Location
- Seasonality of products.

Assessment Guide

The following skills and knowledge must be assessed as part of this unit:

- Knowledge of correct design method is demonstrated for meals of specific market requirements
- Ability to interpret and adhere to enterprise recipes
- Ability to identify market requirements
- Ability to communicate and negotiate with identified markets
- Knowledge of market trends
- Ability to design budgets.

Linkages To Other Units

- Comply with workplace hygiene procedures
- Implement occupational health and safety procedures
- Prepare and store food
- Work effectively with colleagues and customers
- Maintain strategies for safe food
- Present and display food products
- Apply basic techniques of commercial cookery
- Design meals to meet specific dietary or cultural needs.

Critical Aspects of Assessment

Evidence of the following is essential:

- Knowledge of the classifications and characteristics of meals to meet specific requirements and the terminology used

- Prepare and produce a range of menus using the data from three markets to inform requirements
- Prepare two alternative menus with costing for an identified community market.

Context of Assessment

This unit may be assessed on or off the job:

- Assessment should include practical demonstration either in the workplace or through a simulation activity, supported by a range of methods to assess underpinning knowledge
- Assessment must relate to the individual's work area or area of responsibility
- Demonstration of skills on more than one occasion
- Preparation and design of meals within typical workplace conditions and timeframes.

Resource Implications

Training and assessment must include access and use to a fully equipped commercial kitchen, use of real ingredients and service equipment; and access to workplace customer service standards, procedures, policies, guidelines, tools and equipment.

Assessment Methods

The following methods may be used to assess competency for this unit:

- Observation of practical candidate performance
- Oral and written questions
- Third party reports completed by a supervisor
- Project and assignment work
- Sampling of dishes prepared by the student.

Key Competencies in this Unit

Level 1 = competence to undertake tasks effectively

Level 2 = competence to manage tasks

Level 3 = competence to use concepts for evaluating.

Key Competencies	Level	Examples
Collecting, organising and analysing information	2	Determine requirements of standard recipes and/or menu requirements; collect equipment, commodities and ingredients; read menus, recipes and task sheets; select and obtain commodities; organise ingredients and task sheets
Communicating ideas and information	2	Share information with other kitchen, floor service staff; read recipes, menus, instructions and orders
Planning and organising activities	2	Work within time constraints in a logical sequence; plan logical and efficient sequencing and timing of tasks
Working with others and in teams	1	Work cooperatively with other team members
Using mathematical ideas and techniques	2	Calculate portions; weigh and measure quantities against standard recipes and/or menu requirements
Solving problems	1	Identify and correct problems in the preparing and producing of products, such as ingredient quality and equipment failure
Using technology	1	Use mechanical kitchen equipment, including weighing equipment