



MINTRAC

NATIONAL MEAT INDUSTRY TRAINING ADVISORY COUNCIL LIMITED

Using YouTube films to demonstrate skills – advantages and pitfalls

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What's on YouTube?

- Quick search revealed over 100 possible short films
- **But**, how many of these can you realistically use?

Let's choose one randomly



[Fig B: Leg Roast \(Bone-in\) - YouTube](#)

- Would you use something like this? Yes/No
- Now, list the criteria you used to assess
 - PPE
 - Australian terminology
 - Quality of voice over
 - Cleanliness
 - Technique
 - Length
 - Background noise
 - Accuracy
 - Distractions
 - Background visuals

Using your list of criteria, now assess this one

- [Butcher level 99 - YouTube](#)
- Give it a score out of 10, and post your result

.... and these....

- [Whole Cow Processed in under 12 minutes! - YouTube](#)



[How to Debone a Chicken in 18seconds? - YouTube](#)

Let's look at Australian films from the Australian Butcher's Guild



Goat Fore Quarter



Lamb Loin

How can you use these?

- [01 The art of sausage making – YouTube](#)
- [andertons ribble valley butchers meat display - youtube](#)

How do you find and use suitable films?

- Develop a list of keywords – species, cuts, purpose etc
- Add 'Australia' if you only want Australian films
- ***Always*** preview and evaluate
- Always use links – never copy a film
- Any other suggestions?

There are short films for just about everything....

- [ProForm: Value added extruded meat products | Innovation – YouTube](#)
- [How to dry age meat in a traditional way - YouTube](#)
- [Hindquarter beef butchery - Meat Retail](#)
- [Value Added Beef and Lamb Meal Solutions](#)



So, how do you use YouTube films effectively?

- Some suggestions....
 - Preview and pre-set; check connectivity
 - Remove advertising and related videos
 - Pick five errors or examples of poor technique
 - List five ways to improve this film
 - Flow chart the sequence
 - Keep it short
 - Use at the start or end of a lesson?
 - Ask students to make their own film on the same subject

