



Strategies for Delivery

AMPR320

Assess and Address Customer Preferences

Australian College of Training

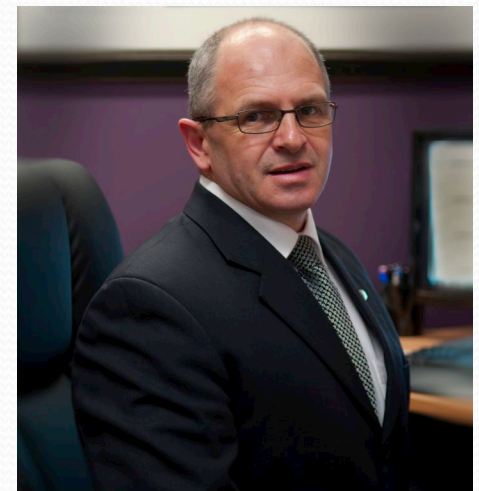
Awards:



ASQA Delegated RTO

Introductions

- **Background about your Trainer and Facilitator, Mr Terry Richards**
 - **CEO of College**
 - **Consultant Meat Exports & Value Chains**
 - **Food Technologist**
 - **Quality Manager Smallgoods**
 - **Food Safety Auditor**
 - **Butcher**



Key points of program

Strategies for Delivery and Assessment:

- **Knowledge development:**
 - Develop knowledge in basic marketing terminology, research concepts and meat technical aspects
- **Application of knowledge and concepts**
 - Using research projects to apply the above knowledge and concepts to own work situation
- **Assessment Processes**
 - Knowledge in form of quizzes
 - Application assessment in work project
 - Demonstration of application via co-assessment
 - Third party validation



Knowledge Development

- Understanding marketing terminology and concepts

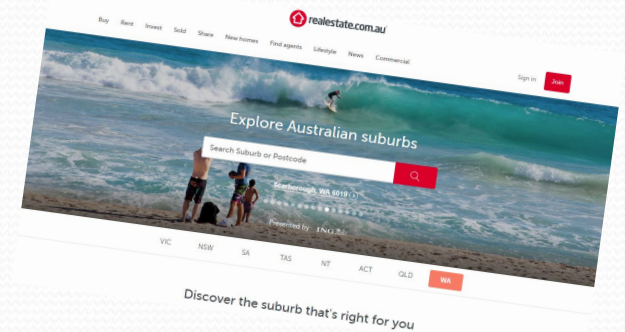
- Local and market demographics
- Target market

- Research techniques

- Demographics
- Competitor analysis
- Meat technology

- Unique meat categories

- Product features and benefits of categories
- Branding and brand support



Meat technology update

2/10 – April 2010

Dry ageing of beef

- Dry ageing can fill a niche market.
- Well controlled conditions are required.
- Only premium products should be selected for dry ageing to justify the higher price required.

Ageing is a long established method for improving the tenderness, flavour and overall acceptance of beef. The way to achieve this is by hanging the carcasses in a controlled environment where the temperature and humidity are controlled. The meat is aged for a period of time, usually 14 to 21 days, before being cut into steaks or roasts. The process of dry ageing is a controlled process where the meat is aged in a controlled environment where the temperature and humidity are controlled. The meat is aged for a period of time, usually 14 to 21 days, before being cut into steaks or roasts.

There appears to be increased interest in Australia in dry ageing, especially for the high quality restaurant market where premium cuts from game butcheries of the Angus and Wagyu breeds are often used. Most of the research on dry ageing has been conducted in the United States, and while Meat Technology Update focuses on the results of more of this research and provides recommendations on ageing conditions that should be employed to achieve successful outcomes.

Ageing conditions

The rate of tenderness improvement during ageing is related to temperature, the higher the temperature, the more rapid the change. However, higher temperatures also promote more rapid bacterial growth, so ageing usually done at a temperature as low as possible without freezing the meat. Most commercial facilities are at -1°C, keeping the dry temperature for long-term ageing at -1°C. If the temperature is too high, the meat will become rancid, and the quality will be poor. The meat should be aged in a controlled environment where the temperature and humidity are controlled. The meat is aged for a period of time, usually 14 to 21 days, before being cut into steaks or roasts.

As an alternative to hanging the carcasses in the meat is to use a dry ageing cabinet. These cabinets are designed to provide a controlled environment where the temperature and humidity are controlled. The meat is aged for a period of time, usually 14 to 21 days, before being cut into steaks or roasts.

| Dry Ageing | |
|-------------------------------|-------------------------------|
| Facility | |
| • Hygienic standards | |
| • Well controlled environment | |
| • Controlled lighting | |
| • Good air flow | |
| Conditions | |
| • Temperature | stable at around 1°C to 1.5°C |
| • Relative humidity | 70% to 80% |
| • Air velocity | low and even (0.1 to 0.2 m/s) |
| Product | |
| • High quality cuts | |
| • pH of 5.4 to 5.7 | |
| • Not aged in a vacuum | |

premium products may require weight loss and colour changes which increases tenderness. As the meat is aged, the pH of the meat decreases, and the meat becomes more tender. The meat is aged for a period of time, usually 14 to 21 days, before being cut into steaks or roasts. The process of dry ageing is a controlled process where the temperature and humidity are controlled. The meat is aged for a period of time, usually 14 to 21 days, before being cut into steaks or roasts.

Application Knowledge and Concepts

- Guided research and determination of demographics and local customer base
- Identifying trends and established customer preferences
- Competitor analysis
- Reflection



Assessment Processes

- Co-assess with AMPR307 Merchandise products, services
- **Knowledge** - Question and answer
- **Application assessment** - research project on local demographics
 - Plan and implement cultural/festival display
- **Demonstration of application** - via co-assessment
 - Includes an explanation of the current product range in store
- **Third party validation** – Referee Report

