

Meat Merchandising Audit - 2008

The purpose of the audit is to survey: 1) Grocery store or meat market; and 2) a restaurant

Complete your audits at a local grocery store or meat market, and a restaurant in your community. Before you visit ask the managers for permission to complete the audit. Explain to them the purpose and objective of your visit. Also, make an appointment to visit with the manager to help you fill out your audit. Always make an appointment in advance; do not just show up.

While at the store or restaurant, be mindful to stay out of the way of customers by yielding to them. **Remember they are spending money and you are not.** If you plan on taking pictures, inform the manager when you make your appointment.

RETAIL GROCERY OR MEAT MARKET

Meat Case Audit. (Do not ask the manager these questions.)

- 1) What percent of the fresh meat case is beef, pork, poultry and lamb?
(This does not include hams, bacon or smoked sausages)
Cases are in 2 ft increments and are either 8,10,12 or 16 ft long. Estimate the % of the case by specie. Example: If a 16 foot case has 4 feet taken up by pork then pork will be 25% of the case. In a multi-shelf case system the upper shelves have 1/4 the product display area as the lower shelf.
- 2) Of the fresh pork that is in the case determine what percentage is:
 - a) Boneless and bone-in cuts?
 - b) How much fat is left on the outside of the cut?
 - c) Enhanced (the addition of flavorings or other ingredients to improve eating quality)? Look at the label for the ingredients.
- 3) Further processed pork?
 - a) How many different ways can hams be purchased?
 - b) What kind of ready to eat products (RTE) can be purchased?
Ready to eat needs no preparation except heating.
 - c) Select a package of cold cuts that contain pork.
List the ingredients. The ingredients are listed in the order of predominance.
 - d) Find a brand of hot dog where pork is the predominant ingredient and one where pork is a minor ingredient (2nd or 3rd ingredient)
What are the brands?
What is the price difference between the two?
 - e) What are the different styles of bacon that can be purchased? Not brands.
 - f) What varieties of smoked and cooked sausage can be purchased?
Do they all contain pork?
Why are other meats used?
 - g) Is pork sold in areas of the store other than the meat department? Where?

Interview the meat market manager.

1) Ask the following questions:

- a) What are the demographics of the shoppers are they providing for in their meat case? (Economic level, culture, ethnic etc.)
- b) Are there certain times of the year when some pork cuts sell better than others? Explain.
- c) In recent years is the pork you purchase higher or lower in quality?
- d) Are you selling more boneless cuts than 5 years ago?
- e) Are you selling more Ready to Eat pork products now than 5 years ago?
- f) What measures do you take to insure that your customers are getting wholesome pork?

FOOD SERVICE AUDIT (RESTAURANT).

1) From the Menu

- a) What percent of menu is devoted to pork items?
 - a. Count the meat entrees and divided the total into the pork entrees.
- b) What types of pork items on menu?
- c) What is the most expensive pork entrée?
- d) What is the most expensive meat entrée?

2) Ask the manager:

- a) What percentage of sales is pork?
- b) Is the pork purchased by the restaurant enhanced, precooked or fresh?
- c) What degree of doneness is pork ordered by the majority of customers?
- d) What does the industry need to do so you will add more pork items to the restaurants menu?
- e) What measures do you take to insure that your customers are getting wholesome pork?

Name:

County:

Retail Grocery or Meat Market Report Sheet

% of Case	Beef	Pork				Poultry	Lamb
	%	Bone-In	Boneless	"0"Fat Trim	Enhanced	%	%
		%	%	inches	%		

Furthered Processed Meats

How many types of hams can be purchased? Give 3 examples.	
How many kinds of ready to eat meals containing pork can be purchase?	
List ingredients in a cold cut item.	
A brand of hot dog where pork is first ingredient? Cost?	\$
A brand of hot dog where pork in minor ingredient? Cost?	\$
List the different styles of Bacon?	
Varieties of smoked and/or cooked sausage?	
Do they all contain pork?	
Why are other meats used?	
Is pork sold in other areas of the store? Where?	

Interview with the manager

What is the demographic of the shoppers?	
How does the season of the year affect pork item sales?	
Have you noticed changes in the quality of pork you purchase?	
Are you selling more boneless pork cuts than 5 years ago?	
Do you sell more ready to eat meals containing pork than you did 5 years ago?	
List all the food safety measures used in this store?	

Please use additional sheets of paper if needed to keep this audit neat and readable.

Name:

County:

Retail Food Service Report Sheet

Pork's % of Menu										
Type of Pork Cuts on Menu?										

Most expensive pork entrée?	\$		Most expensive meat entrée?	\$
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Questions for Food Service Manager

Pork % of sales?										
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Do you purchase enhanced pork products to be used in menu items?										
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Do you purchase precooked pork products to be used in menu items?										
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Do you purchase fresh pork products to be used in menu items?										
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Do you purchase cured and smoked pork products to be used in menu items?										
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Doneness?	Rare		Med Rare		Medium		Med Well		Well Done	
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Needed to add more pork to menu?										

Food safety measures?										

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