

Retail Audit

Purpose and Objective:

The goal of the audit is to gain knowledge of the types and quantities of meat products found in a retail store, grocery or meat market, and the types of meat items found on a restaurant's menu.

Complete the audits at a local grocery store or meat market and a restaurant in your community. Before you visit the establishments ask the manager for permission to conduct the audit. Explain to them the purpose and objectives of the audit as well as make an appointment to interview the manager. You will note there are questions to ask management. You are required to have them answer them in detail. **Always make an appointment in advance; do not just show up.**

While in the store conducting the audit be mindful of customers, always yielding to them. If you plan on taking pictures inform management to obtain permission at the time you make the appointment.

Retail Grocery or Meat Market Audit

Fresh Meat Case Audit:

(Do not obtain information from store employees for this portion). The following information will help you determine the percentage of meat in a retail case. All retail cases are in 2 feet increments and are 8, 10, 12, or 16 feet long. If the store uses multi-shelf meat cases the upper shelves have $\frac{1}{4}$ the product display as the lower portion. As an example the store has a 1 shelf case and the case is 16 feet long. 4 feet of the case is used to display lamb. This indicated that 25% of the meat displayed is lamb.

To determine the percentage of pork that is boneless verses bone-in you will need to count the number of cuts that have bone present and the number of cuts that have the bone removed.

In determining the amount of fat that is present on the outside of the cut you can either estimate or measure the fat on several packages and calculate a rough average.

Enhanced pork has either a mixture of salt, phosphate and water added to the meat. This mixture can also have a flavoring incorporated into it. You must read the label to determine if enhancement has been utilized.

Retail Grocery or Meat Market Report

What percent of the fresh meat retail case is:

Beef _____%

Lamb _____%

Poultry _____%

Pork _____%

These 4 should add to 100 %

Store visited: _____

Town: _____

Bone-in Pork _____%

Boneless Pork _____%

These 2 should add to 100 %

Enhanced pork _____%

Fat trimmed to _____ inches

Give 3 examples of types of hams that can be purchased at this store.

1. _____
2. _____
3. _____

How many kinds of ready to eat meals containing pork can be purchased? Give one example.

1. _____
2. _____

List the ingredients in a type of bologna. This information is found on the label.

What is a brand of hot dog where Beef is the first ingredient and what is the cost?

Brand _____

Cost \$ _____

What is a brand of hot dog where pork is the first or second ingredient and what is the cost?

Brand _____

Cost \$ _____

List the different Styles (not brands) of bacon.

1. _____
2. _____
3. _____
4. _____
5. _____

How many varieties of smoked and or cooked sausage can you find? Do they all contain pork? List another meat that is in the ingredient and why do you think it is used.

Smoked/Cooked Variety number _____

Another meat ingredient _____

Why used _____

Is pork sold in areas of the store other than fresh meat case? Where?

YES _____ NO _____

List all locations

--

Questions for Manager during Interview:

What is the demographic of the customers? Has it changed in recent years? Does it Change during the year?

Demographic:

--

Change

--

How does the season of the year impact pork sales? What items are affected?

--

Have you noticed changes in the quality of pork you purchase as compared to five years ago?

YES _____ NO _____

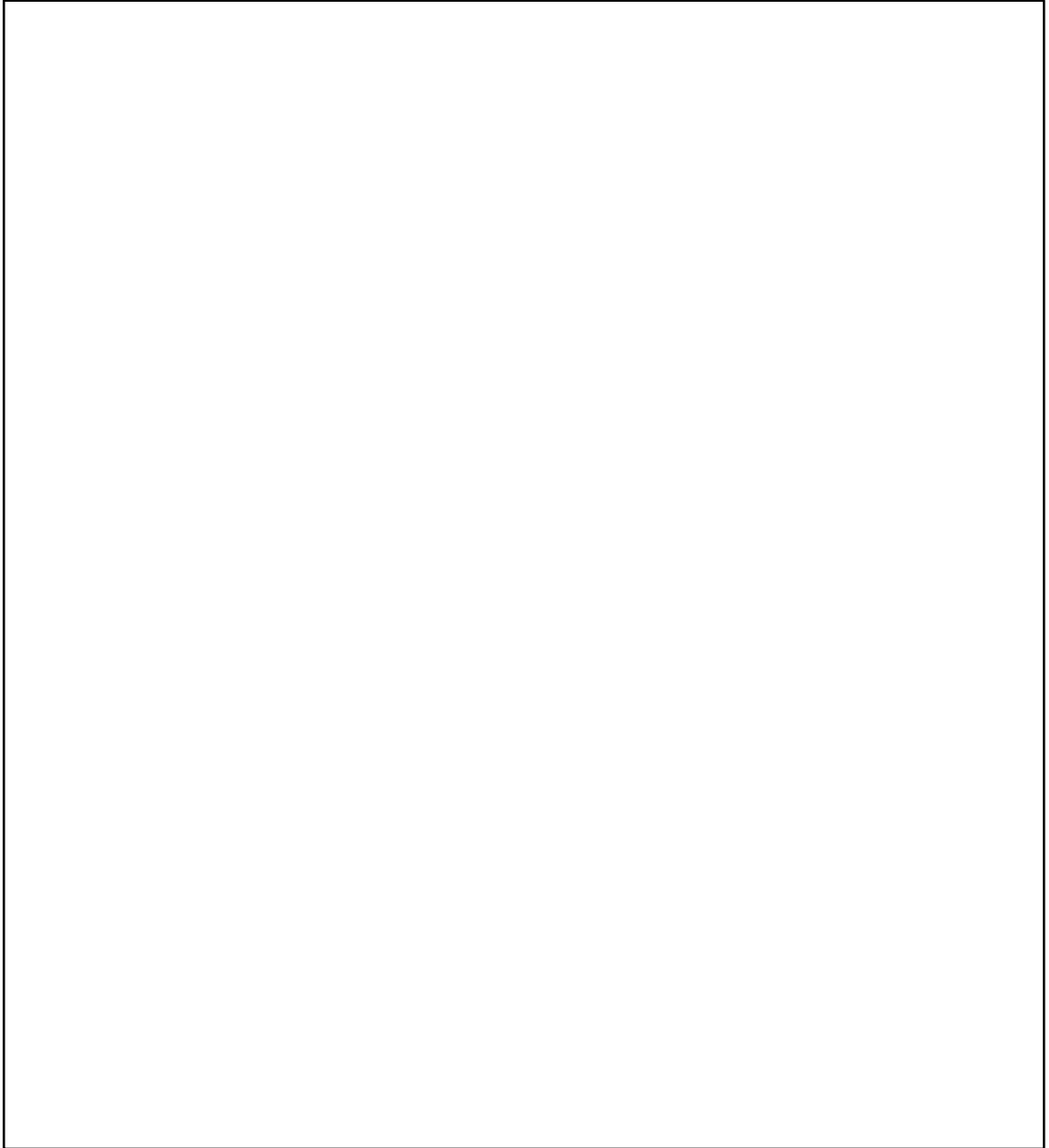
Are you selling more boneless pork cuts than 5 years ago?

YES _____ NO _____

Do you sell more ready to eat meat items than you did 5 years ago?

YES _____ NO _____

Describe all food safety measure used in this store. Include cleaning procedure employed.

A large, empty rectangular box with a black border, intended for the respondent to describe all food safety measures used in their store, including cleaning procedures.

Retail Food Service Repot Sheet (Restaurant)

Audit Questions:

What percent of the menu meat items is pork?

% _____

Restaurant visited: _____

Town: _____

What types of pork cuts can be found on the menu?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

On the menu what is the most expensive pork entrée and cost?

Entrée _____ Cost \$ _____

On the menu what is the most expensive non pork meat entrée and cost?

Entrée _____ Cost \$ _____

On the menu what is the least expensive meat entrée and cost?

Entrée _____ Cost \$ _____

Questions for Manager:

What percent of sales is Pork?

% _____

In the last year have you added new pork menu items?

YES _____ NO _____

Do you purchase enhanced pork product to be used on the menu?

YES _____ NO _____

Do you purchase pre-cooked or “heat and serve” pork items?

YES _____ NO _____

What fresh pork cuts to you purchase? Do you have specification the supplier must meet for pork?

Cuts

1. _____
2. _____
3. _____
4. _____

Specifications

--

What cured and smoked pork items do you purchase?

1. _____
2. _____
3. _____
4. _____
5. _____

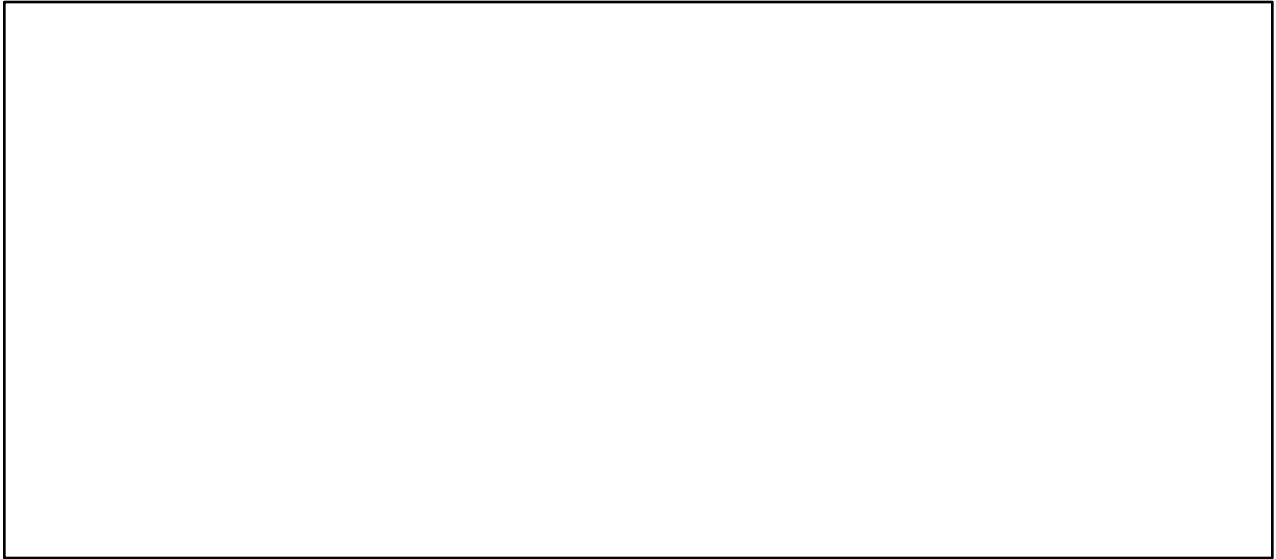
Do you offer your customers a choice of degree of doneness for pork or beef? Why or Why not?

YES _____ NO _____

Reason:

--

What must the pork industry do to encourage you to add more pork items to your menu?



What food safety and sanitation do you implement in this establishment?

