

“YOU DON’T HAVE TO BE A BUTCHER”

An Owner’s Guide to Managing a Successful Meat Department

Created by Al Marinelli and the Porky Field Support Team

We call these steps your guidelines to excellence; let’s examine each step.

1. Are all sale items available with signs? Pick up your weekly flyer and walk your meat case. Your ad starts from Sunday to Saturday and your customers must be satisfied during this time. All advertised products should be available with a sign. However, a sign on the case with no product can lead to a dissatisfied customer; and product with no sign can result in lost sales. Remember, signs sell product.
2. Is there discolored meat in the case? Eye appeal, the best determination, is very simple. If you would not buy that item due to discoloration, chances are it does not belong in your case. It is the meat manager’s responsibility as well as the person loading the case to pull out any package of meats that are discolored. This is an ongoing process.
3. Are there two or more types of ground beef in your case? Ground meat is the heart of your department, accounting for 15% of your red meat sales. Ground meat must be fresh, and be in small, medium, and family packages. There should be ground chuck, ground round, and ground sirloin as well. Ground meat should be made three to four times daily; and every effort should be made to sell out at the end of the day.
4. Is only good, saleable beef in ground beef lugs? Are trimmings separated into chuck, and ground/sirloin. Examine the lugs and make sure only fresh lean meat is being used.
5. Are sale items being merchandised to maximize gross profit? The merchandiser who wrote the ad has done this for you; so examine all your secondary items, such as sliced spareribs, lean beef cubes, thin sliced chicken cutlets, etc. All these cuts are by-products of the main feature items and with proper signage, can increase gross profit.

6. Are there any additives being used in ground beef? It is against the law to add pork, veal, lamb or any additives to your ground beef, including blood and food color. By using these additives, you are opening the door for fines, lawsuits, and negative media coverage.
7. Is the meat case ready to accommodate your customers? You know your store, and what days and hours support your peak business. It is far more important to have a full case at 4 p.m. than at 8 a.m. Also, do not neglect your cold cut and freezer case. These two categories account for 15 to 18% of your sales at a 45 to 50% gross profit margin. Since it does not require a specialist to maintain, do not let it become the department's stepchild.
8. Is sanitation being practiced and is the proper temperature being used in all areas of your department including retail cases, coolers, and cutting room? Sanitation and temperature are the ingredients that cause shrink, which can amount to up to a 10% loss of gross profit. Look at your cutting room. It should be organized and clean. Look in your cooler. Is it organized, rotated, and the product dated? Do you have a cleaning and sanitizing schedule for your retail cases? Are your cases and coolers set at the proper temperatures? Your deliveries should be checked and placed in the cooler quickly; your meat should be processed and placed back in the cooler or retail case quickly: "Cold and Fast" should be the rule. Do not allow for breaks unless all cut meat is properly packaged, stored, and all processing areas cleaned.
9. Are Porky Ordering Books being used? Ordering books must be used. You cannot order off the top of your head. This is the only way to know existing inventory has been checked. It will also point out movement of items so a better determination can be made on how to best utilize your space. Remember, space costs money!
10. Is the retail price book being followed? This should be your bible; you follow all other retail suggestions. Spot check often and make sure the retails are updated. It's your money; do not let your meat manager take it away.
11. Are trimming standards set? Under trim as well as over trim can cost you money. The best loss is your first loss, so over trimming and giving your customers the better deal is more desirable and it will pay in the long run.

12. Is meat being cut with the cutting list? Your meat manager should walk the case with list in hand. Production should start with the advertised items, fast moving items, and then the backup. It is important that you have backup because the department should not close until the store manager walks the case and gives his approval.
13. Are dates on packages being followed according to the law? All packages that have an expiration date stamped on them should be adhered to when weighed in and placed in the case. The dates should not be removed or covered over.
14. Are time schedules designed to meet customer demands? Schedule your help to satisfy your customers. The customer that comes to the store early as well as late should both be satisfied. Make sure some help is scheduled during evening hours.
15. Your associates are a reflection of your store, and high standards of personal hygiene should be set. Install pride in their appearance, and they will work with pride. It is the law that you must have hat, hairnets, and gloves as well as a clean appearance. Remember ... we are working with food.

In conclusion, we at Porky care and have the resources to help you be successful through seminars, store visitations, and teaching your meat personnel. Any distributor can deliver to your back door. We at Porky believe it is far more important to help you sell meat out the front door.



The Most Important Thing Your Customers Expect,

**Is Not In Your Meat Case or
A Plate On Your Menu**

It is ... Food Safety

**“ Safe food handling needs to be a priority
along every step of the food cycle”**

FDA Food Code

- Grown
- Harvested
- Processed
- Transported
- Stored
- Marketed-further processed
- Consumers

PERSONAL HYGIENE TIPS

DRESS CODE

- Clean personal clothing worn to work each and every day
- Change into clean work uniform
 - Wear hair restraint when working with non packaged food
 - Should not carry objects on person or in pockets that could accidentally fall into foods.

Meat Department Checklist

Check Temperatures – Thermometers in Cases

Sanitation – Clean Sinks, Cutting Boards and Knives with Hot Water and Sanitizers after each item

Sales Program – What Product's are on feature? Do you have the correct pricing and are the sale items fresh?

Offer Variety – Selection of items at various price levels for different customer profiles

Chopped Meat – Follow strict quality standards

Appearance - Product, Signage, Staff, Equipment

Product - Rotation, Age, Condition and Pricing

You Don't Have To Be A Meat Man!

Temperature Control

*Here are your recommended temperature ranges
These need to be checked periodically throughout the day.*

Coolers/Refrigeration: 28 to 30 degrees

Storage Freezer: -5 to -10 degrees

Showcase: 30 to 34 degrees

Cutting Room: 50 to 55 degrees

Display Freezer: 5 to 10 degrees

Sanitation

CLEAN YOUR DEPARTMENT DAILY!

Cutting Tables Knives and Utensils
Grinding Machines Trimming Lugs
Trays & Tray Dollies Uniforms
Machines, Saws, Cubers & Slicers

Bacteria Doubles

Every Half Hour at 90 degrees

Every Hour at 70 degrees

Every 2 Hours at 60 degrees

Every 3 Hours at 50 degrees

Every 6 Hours at 40 degrees

Every 20 Hours at 32 degrees

Every 60 Hours at 28 degrees !

Keep your meat department clean and regulate temperatures!

As Bacteria Increases,

Meat Loses Bloom, Shelf Life shortens, Flavor Spoils
and Merchandise Can Be Dangerous To Your Customers Health!

Profit Losers to Avoid

Over-cutting
Over-trimming
Poor Temperature Control
Poor Sanitation
Excess Sale Item Movement
Not Enough Variety
Poor Chopped Meat Standards
Meat in the Case too Long
Poor Scraping

What Does It Cost You?

Estimate of 4% to 7%
If the Meat Sales are \$18,000
That represents \$37,440 to \$65,520 a year!

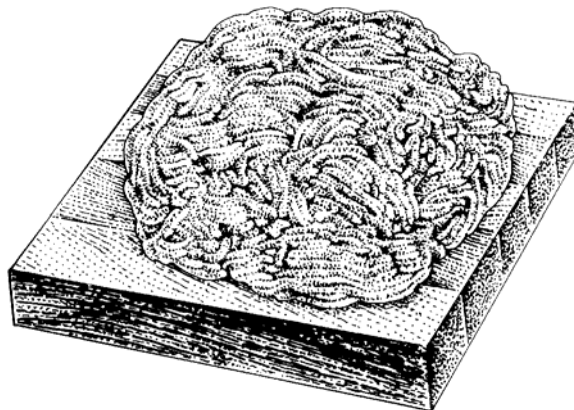
Chopped Meat Standards

Lean, Fresh Trimmings
3 to 5 Batches Daily
No Added Fat
Only Beef If So Labeled
No Presses or Blenders
Clean Lugs
Clean, Cold, Grinder Head
No Blood or Chemical Additives

Or Use Tube Pre-Ground Beef

Reap the benefits of using tubes of ground beef!

Consistent Fat Content
Sanitary Preparation
Exact Cost
Fast and Convenient



Proper Handling Of Ice Pack Poultry

Time and Temperature applies from processing through retail

- A. Keep your product cold and fresh
- B. Monitor coolers and cases (30 to 34 degrees)
- C. Do not stack product “too” high in cases
- D. Keep your defrost cycle under control
- E. Keep air flow vents clear
- F. Rotate stored and merchandised product constantly
- G. Keep knives and saws clean – do not cross contaminate with other products
- H. Keep tables and cutting boards sanitized
- I. Make sure “all” employees wash their hands when changing from product to product.

Porky Products

Field Support Team

Let our professional staff visit your store and evaluate your Meat and Seafood Departments.

Give us the opportunity to make recommendations that can enhance your department and make you more money!

Call 732-541-0200
and request our services!