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 ⅔ 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:

<table>
<thead>
<tr>
<th>Meat Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef</td>
<td></td>
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<tr>
<td>Lamb</td>
<td></td>
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<tr>
<td>Poultry</td>
<td></td>
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<tr>
<td>Pork</td>
<td></td>
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<tr>
<td>Bone-in Pork</td>
<td></td>
</tr>
<tr>
<td>Boneless Pork</td>
<td></td>
</tr>
<tr>
<td>Enhanced Pork</td>
<td></td>
</tr>
</tbody>
</table>

These 4 should add to 100%

Fat trimmed to _______ inches

1

Store visited: ____________________________
Town: ____________________________
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.

__________________________________________________________________________________
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Retail Food Service Report Sheet (Restaurant)

Audit Questions:

What percent of the menu meat items is pork?

% ____________________

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 do 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?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Will you use some of the new pork cuts the Pork Boards has come out with this year? YES _____ NO _____
See attached sheet

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

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
Pork’s Most Popular Cuts

Shoulder Steaks; bone-in
Shoulder Roast; bone-in
Shoulder Country-Style Ribs; bone-in

New York Chop
Porterhouse Chop
Ribeye Chop
Sirloin Chop; boneless

Loin Back Ribs
Loin Country-Style Ribs; bone-in
Loin Country Style Ribs; boneless

New York Roast
Tenderloin

Spare Ribs
St. Louis-Style Ribs

For recipe ideas visit: www.PorkBeInspired.com

Be inspired