



RETAIL IS YOUR FUTURE



FRUIT AND VEGETABLE

OVERVIEW

These shops specialise in selling a broad range of fresh fruit and vegetables purchased from growers or wholesalers. Mostly they sell directly to private consumers, but some sales are to cafes and restaurants. Often these retailers are located in large markets among other stallholders, but they're also common in small shopping 'strips' and there's usually one or two in large shopping centres. There is a higher proportion of management positions than in retail generally.

There is also a slightly higher proportion than average of staff aged 40 or older. More focus on a 'healthy eating' lifestyle has increased the demand for fresh, high quality fruit and vegetables, while changes in homebased cooking has seen a surge in more 'exotic' produce such as bok choy or dragon fruit. With strong competition from supermarkets and grocery stores, some outlets are now also offering other food products such as gourmet cheeses, honey and eggs.

HOW DO I START?

Qualifications in retail services can help you when you are applying for a position as a sales assistant.

- Entry level casual/part time positions are available for busy, weekend and holiday periods.
- Some stalls and shops require before hours staff.
- School based traineeships in retail **SIR20216 Certificate II in Retail Services** may be an option.
- **SIR20216 Certificate II in Retail Services** or **SIR30216 Certificate III in Retail** shows your interest in the retail industry.
- If you are looking to further your career you can work your way up, apply for promotions or further study **SIR40316 Certificate IV in Retail Management**, **SIR50116 Diploma of Retail Management**.

AVAILABLE JOBS

- Sales assistant
- Cashier
- Storage and produce management
- Trainee buyer
- Assistant manager
- Manager
- Small business owner



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TASKS AND WORKING CONDITIONS

Fruit and vegetable retailers depend on good presentation of high quality produce and customer loyalty. Staff learn correct storage techniques – to keep produce as fresh as possible while avoiding spoilage or over-ripening – and how to arrange produce displays. Good customer service will mean learning about all the different fruits and vegetables and how they should be stored or used at home. Attention to personal hygiene and shop cleanliness is essential – fruit and vegetable stalls and shops need to comply with the Food Act and Regulations. Some staff may help with unloading produce or travelling to markets to help with purchasing.

WHAT TRAINING IS AVAILABLE?

Fruit and vegetable stores may have in-house training that is specific to their product range; however, training packages are available in a variety of areas including retail, wholesale and business. Qualifications can be achieved through a nationally accredited training course or an apprenticeship or traineeship.

RETAIL QUALIFICATIONS

- Certificate II in Retail
- Certificate III in Retail
- Certificate IV in Retail Management
- Diploma of Retail Management
- Diploma of Visual Merchandising

To find out more about accredited retail qualifications, please contact the National Retail Association call 1800 RETAIL (738 245), nra.net.au