

**REPUBLIC OF KENYA**

**NATIONAL OCCUPATIONAL STANDARD**

**FOR**

**PASSION FRUIT PRODUCER AND PROCESSOR**

**KNQF LEVEL 3**

**ISCED CODE:** **0811 254 A**

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# FOREWORD

The provision of quality education and training is fundamental to the Government’s overall strategy for social economic development. Quality education and training will contribute to achievement of Kenya’s development blueprint, Vision 2030 and sustainable development goals.

Reforms in the education sector are necessary for the achievement of Kenya Vision 2030 and meeting the provisions of the Constitution of Kenya 2010. The education sector had to be aligned to the Constitution of Kenya 2010 and this resulted to the formulation of the Policy Framework for Reforming Education and Training. A key feature of this policy is the radical change in the design and delivery of the TVET training. This policy document requires that training in TVET be competency based, curriculum development be industry led, certification be based on demonstration of competence and mode of delivery allows for multiple entry and exit in TVET programs.

These reforms demand that Industry takes a leading role in curriculum development to ensure the curriculum addresses its competence needs. It is against this background that these Occupational Standards were developed for the purpose of developing a competency-based curriculum for a Passion Fruit Operator. These Occupational Standards will also be the basis for assessment of an individual for competence certification.

It is my conviction that these Occupational Standards will play a great role towards development of competent human resource for the growth and development of Agriculture sector.

# PREFACE

Kenya Vision 2030 aims to transform the country into a newly industrializing, middle-income country providing a high-quality life to all its citizens by the year 2030. Kenya intends to create a globally competitive and adaptive human resource base to meet the requirements of a rapidly industrializing economy through life-long education and training. TVET has a responsibility of facilitating the process of inculcating knowledge, skills, and attitudes necessary for catapulting the nation to a globally competitive country, hence the paradigm shift to embrace Competency-Based Education and Training (CBET).

The TVET Act CAP 2I0A and Sessional Paper No. 14 of 2012 on Reforming Education and Training in Kenya, emphasized the need to reform curriculum development, assessment and certification. This called for a shift to CBET to address the mismatch between skills acquired through training and skills needed by the industry as well as increase the global competitiveness of the Kenyan labor force.

I am grateful to the Governing Council Members, TVETA, sector regulators, the industry experts, and subject experts who participated in the development of these standards.

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# ACKNOWLEDGMENT

This Occupational Standard was developed through the combined effort of various stakeholders from private and public organizations. I am thankful to the management of these organizations for allowing their staff to participate in this course. I wish to acknowledge the invaluable contribution of industry players who provided input towards the development of these occupational standard.

I also thank all the individuals and organizations who participated in the validation of this Occupational Standard.

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# ABBREVIATIONS AND ACRONYMS

|  |  |  |
| --- | --- | --- |
| AFA | : | Agriculture and Food Authority |
| AIDS | : | Acquired Immuno-deficiency Syndrome |
| BC | : | Basic Competency |
| CBET | : | Competency Based Education and Training |
| CD | : | Compact Disk |
| CEO | : | Chief Executive Officer |
| CPU | : | Central Processing Unit |
| CR | : | Core Competency |
| CU | : | Curriculum |
| DVS | : | Directorate of Veterinary Services |
| GAAP | : | Generally Accepted Accounting Principles |
| GAP | : | Good Agricultural Practices |
| GHPs | : | Good Handling Practices |
| GIZ | : | Gesellschaft für Internationale Zusammenarbeit |
| GMP | : | Good Manufacturing Practices |
| HACCP | : | Hazard Analysis Critical Control Points |
| HIV | : | Human Immuno-deficiency Virus |
| ICT | : | Information Communication Technology |
| ISO | : | International Organization for Standardization |
| KDB | : | Kenya Dairy Board |
| KEBS | : | Kenya Bureau of Standard |
| KEPHIS | : | Kenya Plant Health Inspectorate Services |
| KPIs | : | Key Performance Indicators |
| KVB | : | Kenya Veterinary Board |
| MoALFC | : | Ministry of Agriculture, Livestock, Fisheries and Cooperatives |
| MS | : | Microsoft |
| NEMA | : | National Environment Management Authority |
| OS | : | Occupational Standard |
| OSH | : | Occupational Safety and Health |
| PAYE | : | Pay As You Earn |
| PC | : | Personal Computer |
| PPE | : | Personal Protective Equipment |
| ROM | : | Read Only Memory |
| SME | : | Small and Medium-sized Enterprises |
| SMS | : | Short Message Service |
| SOPs | : | Standard Operating Procedures |
| SSAC | : | Sector Skills Advisory Committee |
| SWOT | : | Strengths, Weaknesses, Opportunities and Weaknesses |
| TVET | : | Technical and Vocational Education and Training |
| TVET CDACC | : | TVET Curriculum Development, Assessment and Certification Council |
| VAT | : | Value Added Tax |

# KEY TO UNIT CODE

**Sector / Industry**

**Sub Sector**

**Occupational Area**

**Version Control**

**Unit of Competence Number**

**ISCED level, Programme Orientation and Level of Completion**

xx

x

xxx

x

xx

x

# OVERVIEW

Passion Fruit Production and Processing Level 3 qualification consists of that an individual must have to produce passion fruit seedlings, operate a passion fruit orchard, process passion fruits and to market passion fruit products.

The units of competency comprising Passion Fruit Production and Processing Level 3 qualification include the following core units:

UNITS OF COMPETENCY

|  |  |
| --- | --- |
| **UNIT CODE** | **UNIT TITLE** |
| 0811 251 01A | Produce Passion Fruit Seedlings |
| 0811 251 02A | Operate Passion Fruit Orchard |
| 0811 251 03A | Process Passion Fruits |
| 0811 251 04A | Market Passion Fruit Products and Services |

# PRODUCE PASSION FRUIT SEEDLINGS

**UNIT CODE:** 0811 251 01A

**UNIT DESCRIPTION**

This unit specifies the competencies required to produce passion fruit seedlings. It involves establishing a passion fruit nursery, maintaining the nursery beds, preparing potted and grafted seedlings, and controlling pests and diseases.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the **key outcomes** which make up workplace function (to be stated in active) | **PERFORMANCE CRITERIA**  These are **assessable statements** which specify the required level of performance for each of the elements (to be stated in passive voice).  ***Bold and italicized terms are elaborated in the Range*** |
| 1. Establish passion fruit nursery | * 1. Nursery site selected in accordance with the nursery type, environmental and location conditions.   2. Required ***tools, equipment*** ***materials and supplies*** are identified, acquired and assembled as per nursey preparation needs.   3. Site soil and water samples are collected and submitted according to the guidelines in the PFPM   4. Laboratory test results recommendations are applied as per the workplace instructions   5. . ***Nursery structures***are prepared based on type of planting material and specification in the passion fruit production manuals ***(PFPM)***.   6. Nursery operation certificates and licenses are obtained in accordance with certification regulations   7. ***Planting* *media***is prepared based on seedling requirements.   8. ***Planting material*** is acquired in accordance with GAP guidelines in the PFPM.   9. Planting material and media are prepared in accordance with specification in the PFPM.   10. Planting is carried out based GAP specifications in the PFPM guidelines. |
| 1. Maintain nursery beds | * 1. Seedlings are mulched and irrigated according to the PFPM guidelines.   2. Weeds are controlled based on the scouting findings and in line with guidelines in the PFPM.   3. Fertilizers are applied as per the PFPM guidelines.   4. Thinning is carried out based on PFPM guidelines.   5. Pruning is carried out as per the specifications in the PFPM guidelines |
| 1. Prepare potted seedlings | * 1. Requiredtools, equipment, materials and supplies are identified and assembled according to workplace instructions.   2. ***Potting media***is prepared based on the soil structure and fertility.   3. Potting of seedlings is carried out as per guidelines in the PFPM and workplace instructions.   4. ***Potted seedlings are maintained*** according to the PFPM guidelines.   5. Records of potted seedling are developed and maintained as per workplace procedures |
| 1. Prepare grafted seedlings | * 1. Required tools, equipment, materials and supplies are assembled in accordance with workplace instructions.   2. ***Scions and root stocks are*** prepared according to GAP guidelines and workplace instructions.      * 1. Grafting is carried out according to PFPM and workplace instructions.   2. ***Grafted seedlings are maintained*** as per the GAP guidelines in the PFPM and workplace instructions.   3. ***Grafted seedlings are hardened*** according to the GAP guidelines in the PFPM and workplace instructions.   4. Records of grafted seedlings are developed and shared as per workplace procedures |
| 1. Control pests and diseases | * 1. Pests and diseases are identified based on basic scouting findings specified in the PFPM guidelines.   2. Pests and diseases are controlled in accordance with GAP guidelines in the PFPM and ***established safety standards***.   3. Records of disease control are developed and shared as per workplace procedures |

**RANGE**

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

|  |  |
| --- | --- |
| **VARIABLE** | **RANGE** |
| 1. Tools may include but are not limited to: | * Buckets * Fork * Grafting knife/blade * Hoe * Machete/panga * Pruning saw * Rake * Secateurs * Slasher * Spade * Trowel * Watering can |
| 1. Equipment includes but not limited to: | * Hose pipe * Knapsack sprayer * PPEs * Sockets * Soil sterilisation equipment * Wheel barrow |
| 1. Materials and supplies include but are not limited to: | * Chemicals * Organic and Inorganic fertilizer * Forest soil * Germination trays * Grafting tape * Manure * Pesticides * Polybags, * Polythene tubing * Sand * Seedling tubes * Viable passion seeds * Rooting and shooting hormone * Clean water |
| 1. Nursery Structures may include but are not limited to: | * Green house * Healing chamber * Nursery beds * Screen house * Shade net |
| 1. PFPM may include but are not limited to: | * GIZ Passion fruit manuals * KALRO Passion fruit manuals * USAID Passion fruit manuals * AFA Passion fruit manuals |
| 1. Clean planting media may include but are not limited to: | * Forest / virgin soil * Treated soil * Sand * Cocopeat / Peatmoss * Sawdust |
| 1. Quality planting materials includes but are not limited to: | * Seeds * Vine cuttings |
| 1. Potting media may include but are not limited to: | * Soil * Sand * Composted manure |
| 1. Potted seedlings are maintained includes but is not limited to: | * Watering * Pest control * Disease control * Weed control * Fertilization |
| 1. Scions and root stocks acquired includes but is not limited to: | Obtaining root / scion material from:   * Certified sources * Insect proof screen house |
| 1. Grafted seedlings are maintained includes but is not limited to: | * Watering * Pest control * Disease control * Weed control * Fertilization * Shoot pruning |
| 1. Grafted seedlings are hardenedincludes but is not limited to: | * Root pruning * Controlled irrigation * Controlled shading |
| 1. Established safety standards includes but not limited to: | * Wearing PPE’s * Food safety and hygiene standards * Chemical application safety guidelines |

**REQUIRED SKILLS AND KNOWLEDGE**

This section describes the skills and knowledge required for this unit of competency.

**Required Skills**

The individual needs to demonstrate the following skills;

* Grafting skills
* Pests and disease identification skills
* Planning skills
* Potting media identification and preparation skills
* Potting skills
* Pricking skills
* Problem solving skills
* Reading and writing skills
* Record keeping skills
* Root pruning skills
* Seedling hardening skills
* Seedling sorting skills
* Spraying skills
* Watering skills
* Weeding skills

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Basic principles of plant propagation
* Control methods for pests and diseases of passion fruit seedlings
* Fertilizer application methods
* Germination timelines
* Hardening seedlings before transplanting into an orchard
* Mother block requirements
* Nursery cultural practices - pricking out, weeding and pruning
* Nursery record keeping
* Nursery registration / legal requirements
* Nursery siting and layout
* Procedure for grafting of passion fruit seedlings
* Procedure for potting of seedlings
* Seed sorting and selection
* Seed sowing methods
* Seedbed preparation and management
* Types of nursery structures

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
| --- | --- |
| 1. Critical Aspects of Competency | Assessment requires evidence that the candidate:   * 1. Identified suitable passion fruit nursery site   2. Identified, acquired and prepared clean/quality media and planting material   3. Established planting material as per depth, volume and spacing requirements   4. Potted passion fruit seedlings as per guidelines in the PFPM   5. Grafted passion fruit seedlings as per guidelines in the PFPM   6. Irrigated nursey beds in accordance with guidelines in the PFPM   7. Control passion fruit pests and diseases as per guidelines in the PFPM   8. Prepared and managed passion fruit seedling production records as per workplace procedures |
| 1. Resource Implications | The following resources should be provided:   * 1. Access to relevant nursery   2. Appropriately simulated environment where assessment can take place   3. Tools, equipment, materials and supplies relevant to nursery siting and establishment |
| 1. Methods of Assessment | Competency in this unit may be assessed through:   * 1. Observation   2. Practical test   3. Portfolio of evidence   4. Term project   5. Oral questioning   6. Third party report   7. Written tests |
| 1. Context of Assessment | Competency may be assessed on the job, off the job or a combination of these. Off the job assessment must be undertaken in a closely simulated workplace environment. |
| 1. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

# OPERATE PASSION FRUIT ORCHARD

**UNIT CODE:** 0811 251 02A

**UNIT DESCRIPTION**

This unit specifies the competencies required to operate a passion fruit orchard. It involves planning the passion fruit orchard, preparing planting area, planting passion fruit seedlings maintaining soil fertility and moisture, and, controlling weeds, pests and diseases. It also involves pruning and training the passion fruit plants, harvesting mature passion fruits and carrying out post-harvesting practices.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the **key outcomes** which make up workplace function (to be stated in active) | **PERFORMANCE CRITERIA**  These are **assessable statements** which specify the required level of performance for each of the elements (to be stated in passive voice)  ***Bold and italicized terms are elaborated in the Range*** |
| 1. Plan passion fruit orchard | * 1. Scale and size of production is determined based on available resources and estimated market demand.   2. ***Basic budgets*** are preparedbased on the scale of production.   3. Passion fruit planting area is identified based on passion fruit establishment requirements in the Passion Fruit Production Manual (PFPM).   4. Layout of the passion fruit orchard is prepared in accordance with PFPM   5. ***Record keeping templates*** are sourced and filled based on the need.   6. Sources of quality passion fruit seedlings are identified based on certification authority standards |
| 1. Prepare passion fruit planting area | * 1. ***Tools, equipment, implements, supplies*** ***and material*** are assembled based on workplace requirements.   2. Passion fruit orchard planting area is cleared and ***tilled*** according to GAP guidelines in the PFPM.   3. Soil samples are obtained and submitted for testing as per standard soil sampling procedures.   4. Passion fruit planting and trellising holes are marked based on spacing requirements in the PFPM.   5. Passion fruit planting and trellising ***holes are prepared*** according to the PFPM.   6. Recommendations of soil test results are applied based on GAP guidelines in the PFPM |
| 1. Plant passion fruit seedlings | * 1. ***Planting media*** are prepared and planting holes refilled as per the PFPM guidelines.   2. Trellising poles and wires/strings are installedaccording to the PFPM guidelines.   3. Passion fruit seedlings are planted in accordance with the PFPM guidelines.   4. Planting records are developed and managed as per workplace procedures |
| 1. Maintain soil fertility and moisture | * 1. Fertilizer is applied according to soil lab test recommendations and PFPM guidelines.   2. Soil moisture needs are assessed as per PFPM guidelines.   3. Passion fruit orchard is irrigated according to Agro-Ecological Zones (AEZ) requirements and PFPM guidelines.   4. Mulching is carried out according to workplace instructions and PFPM guidelines |
| 1. Control weeds, pest and diseases | * 1. Scouting is carried out according to workplace instructions and PFPM guidelines.   2. Weeds are controlled according to workplace instructions and PFPM guidelines.   3. Pests and diseases are controlled according to workplace instructions and GAP guidelines in the PFPM. |
| 1. Prune and train passion fruit plants | * 1. ***Pruning tools and equipment*** are assembled in accordance with work place instructions and PFMP guidelines.   2. Pruning is carried out according to workplace instructions and PFPM guidelines.   3. Training of vines is done according to workplace instruction and PFPM guidelines |
| 1. Harvest passion fruits. | * 1. ***Harvesting tools and equipment*** are assembled according to workplace requirements   2. Passion fruits for harvesting are identified based on maturity indices and market requirements.   3. Passion fruits are picked according to ***harvesting procedures and measures***.   4. Harvest records are generated and managed based on workplace procedures |
| 1. Carry out post-harvest practices | * 1. ***Post-harvest handling tools, equipment and materials*** are identified and assembled based on workplace requirements   2. ***Post-harvest practices*** are selected and undertaken based on PFPM guidelines and market requirement   3. Waste is managed as per NEMA regulations   4. Tools and equipment are cleaned and stored as per workplace policy   5. Records of tools, equipment and materials are developed and shared as per workplace policy. |

**RANGE**

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

|  |  |
| --- | --- |
| **VARIABLE** | **RANGE** |
| 1. Budgets may include but are not limited to: | * Cost of labor * Cost of tools, equipment, materials and supplies * Cost of land preparation * Land lease costs |
| 1. Records may include but not limited to: | * Production records * Cost and sales records * Inventory records |
| 1. Tools, equipment, supplies and materials may include but not limited to; | * Drip kits * Fertilizers – organic and inorganic * Fungicides * Galvanized wires * Herbicides * Hoes * Knapsack sprayers * Knives * Lime * Mulches (hay, saw dust, polythene) * Nails * Passionfruit seedlings * Pegs * Pesticides * Posts * Secateurs * Sisal twine * Slashers * Soil scanners |
| 1. Tilled may include but not limited to | * + Zero tillage   + Minimum tillage   + Primary tillage * Secondary tillage |
| 1. Holes are prepared includes but not limited to: | * + Soil excavation   + Mixing top soil and manure – for planting holes only   + Curing of soil/manure mixture – for planting holes only |
| 1. Planting media includes but not limited to: | * + Top soil   + Manure   + Inorganic fertilizer   + Trichoderma |
| 1. Pruning tools and equipment | * + Secateurs   + Knives   + Disinfectants   + Cotton wool   + Waste pail   + PPE |
| 1. Harvesting tools, equipment, materials and supplies may include but not limited to; | * + Crates   + PPE   + Knives   + Buckets   + Gunny bags   + Nets   + Cartons   + Ropes   + Pallets |
| 1. Harvesting procedures and measures may include but not limited to picking based on; | * + Maturity   + Size   + Shape   + Color   + Standard texture   + Turgidity   + Export market requirements   + Brix test outcome / sugar test |
| 1. post-harvest handling tools, equipment and materials may include but not limited to: | * Crates * PPE * Buckets * Clean water * Gunny bags * Nets * Cartons * Pallets * Soft towel * Disinfectant * Brushes |
| 1. Post-harvest handling practices may include but not limited to; | * Cleaning * Packing * Storage * Transportation * Sorting * Grading |

**REQUIRED SKILLS AND KNOWLEDGE**

This section describes the skills and knowledge required for this unit of competency.

**Required Skills**

The individual needs to demonstrate the following skills:

* Budget preparation
* Record keeping
* Field layout
* Harvesting
* Hole digging
* Irrigation
* management
* Pests and disease identification and control
* Ploughing
* Pruning, lateral training and trellising
* Seedling planting
* Soil sampling
* Spraying and fertilizer application
* Trellis system erecting
* Watering
* Weed control

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Ecological requirements for passion fruit establishment
* Farm layout design
* Types of fences
* Fertilizers/manures
* Fruit harvesting
* Gapping
* GAPs
* Handling of passion fruit seedlings
* Hole preparation and spacing
* Intercropping techniques
* Indicators of right harvesting time
* Irrigation methods
* Land preparation methods and procedures
* Moisture retention techniques
* Pest and disease identification and control measures
* Record keeping
* Rogueing and removal of dead or diseased plants
* planting of seedlings
* Soil fertility management
* Trellising techniques
* Vine-training and pruning techniques
* Watering management
* Weed control methods

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
| --- | --- |
| 1. Critical Aspects of Competency | Assessment requires evidence that the candidate:   * 1. Tilled passion fruit orchard planting area according to GAP guidelines in the PFPM   2. Prepared passion fruit planting and trellising holes according to the PFPM   3. Planted passion fruit seedlings and developed records as described in the PFPM   4. Controlled weeds, pest and diseases based on PFPM guidelines   5. Applied passion fruit fertilizer according to soil lab test recommendations and PFPM guidelines   6. Pruned passion fruit according to workplace instructions and PFPM guidelines   7. Trained passion fruit vines as per workplace instructions and PFPM guidelines   8. Picked passion fruits and maintained records according to maturity indices and market demands   9. Carried out post-harvest practices according PFPM guidelines and market requirements |
| 1. Resource Implications | The following resources should be provided:   * 1. Access to passion fruit orchard   2. Appropriately simulated environment where assessment can take place   3. Tools, equipment, materials and supplies relevant to the operation of a passion fruit orchard |
| 1. Methods of Assessment | Competency in this unit may be assessed through:   * 1. Observation   2. Practical test   3. Portfolio of evidence   4. Term project   5. Oral questioning   6. Third party report   7. Written tests |
| 1. Context of Assessment | Competency may be assessed   1. on the job 2. In a simulated work environment |
| 1. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

# PROCESS PASSION FRUITS

**UNIT CODE:** 0811 251 03A

**UNIT DESCRIPTION**

This unit specifies the competencies required to process passion fruits. It involves preparing the passion fruit processing unit, sourcing passion fruits, preparing the fruits for processing, preparing passion fruit products, packaging the products, maintaining the quality of the passion fruit products, and, management of passion fruit processing wastes

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the **key outcomes** which make up workplace function (to be stated in active) | **PERFORMANCE CRITERIA**  These are **assessable statements** which specify the required level of performance for each of the elements (to be stated in passive voice)  ***Bold and italicized terms are elaborated in the Range*** |
| 1. Prepare passion fruit processing unit | * 1. Passion fruit processing tools and equipment are identified, acquired and assembled as per the processing requirements   2. ***Personal and general hygiene protocols*** are observed according to food safety standards and workplace instructions   3. Passion fruit processing unit is set up as per the processing and food safety requirements |
| 1. Source passion fruits | * 1. ***Passion fruits quality parameters*** are determined according to processing requirements.   2. Suppliers are identified and contracted based on required volumes, quality and agreed prices.   3. Passion fruits are collected or received, weighed and stored as per supplier contractual agreements and workplace instructions.   4. Supplied passion fruits are paid as per the contractual agreements and work place instructions |
| 1. Prepare passion fruits for processing | * 1. Occupational safety and health standards (OSHS) are observed according to workplace instructions.   2. Passion fruits are graded and sorted based on quality parameters, processing and market requirements.   3. Graded and sorted ***passion fruits are*** ***cleaned*** and weighed based on food safety and market requirements.   4. ***Passion fruits rejects*** are disposed of as per the food safety standards, market and workplace instructions |
| 1. Prepare passion fruit products | * 1. ***Types of passion fruit products*** are identified based on the market requirements   2. Passion fruit products are produced according to the market requirements and in line with the food safety standards   3. Processing unit, tools and equipment are maintained as per the food safety standards and work place instructions |
| 1. Package passion fruit products | * 1. ***Packaging materials*** are identified, acquired and prepared as per industry standards.   2. Passion fruit products are packaged, weighed and labelled as per food safety standards and market requirements   3. Packaged passion fruits products are stored as per food safety standards and logistical needs.   4. Batching of packaged products is carried out as per market requirements and food safety standards. |
| 1. Maintain passion fruit product quality | * 1. Product quality standards are identified and observed based on market and food safety requirements   2. Quality checks are conducted as per the food safety standards and processing requirements   3. Quality checks recommendations are applied as per workplace instructions and food safety standards |
| 1. Manage processing wastes | * 1. Wastes are identified based on market requirements and food safety standards   2. ***Waste management procedures*** are applied as per environmental conservation and safety regulations |

**RANGE**

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

|  |  |
| --- | --- |
| **VARIABLE** | **RANGE** |
| 1. Passion fruits quality parameters include but are not limited to | * Color * Disease and pest free * Maturity * Shape * Size * Visual appearance |
| 1. Passion fruits are cleaned may include but not limited to: | * Bathing * Drying * Sterilization * Wiping. |
| 1. Passion fruit rejects include but not limited to; | * Oversized fruits * Undersized fruits * Shriveled fruits * Broken fruits * Unripe fruits * Over ripen fruits * Diseased fruits * Bruised fruits |
| 1. Types of passion fruit products may include but are not limited to: | * Fresh fruit * Jam * Juice * Pulp/ Extract/ Concentrate/ Puree |
| 1. Processing tools and equipment may include but are not limited to: | * Boiling vessel * Blenders * Juicers * Strainers * Weighing scales * Trolley |
| 1. Processing wastes may include but are not limited to: | * Seeds * Peels * Waste water |
| 1. Packaging materials may include but are not limited to: | * Jars * Bottles * Cartons * Nets * Drums / Barrels * Tetra packs |
| 1. Personal and general hygiene protocols may include but are not limited to: | * Covering hair * Disinfecting hands * Clipping nails * Wearing PPEs * Using footbaths * Observing restriction signage * Hand washing * Cleaning of floors, premises and worktop surfaces |
| 1. Waste management procedures may include but are not limited to: | * Collection of wastes * Separation of wastes * Treatment * Recycling * Reusing * Reducing waste * Transported * Safe disposal |

**REQUIRED SKILLS AND KNOWLEDGE**

This section describes the skills and knowledge required for this unit of competency.

**Required Skills**

The individual needs to demonstrate the following skills;

* Communication
* Operation of juice processing machines and equipment
* Fruit sorting, grading and cleaning
* Numeracy
* Passion fruit products processing
* Packaging and branding
* Pulping
* Quality control
* Record keeping
* Store management

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Certification requirements and standards for passion fruit processing
* Passion fruit quality
* Food hygiene and hazard control points
* Fruit cleaning procedures
* Fruit grading and sorting
* Fruit packaging and storage
* Fruit processing steps and procedures
* Fruit processing tools and equipment
* Handling of waste
* Juice packaging requirements, methods and procedures
* Juice storage facility management
* Food safety standards
* Personal hygiene
* Passion fruit product quality standards
* Record keeping

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
| --- | --- |
| 1. Critical Aspects of Competency | Assessment requires evidence that the candidate:   * 1. Determined passion fruits quality parameters according to processing requirements   2. Graded and sorted passion fruits based on quality parameters.   3. Cleaned passion fruits based on market and processing requirements   4. Produced passion fruit products based on processing and food safety requirements.   5. Packaged passion fruit products according to market requirements and food safety standards   6. Applied personal and general hygiene protocols according to food safety standards and workplace instructions |
| 1. Resource Implications | The following resources should be provided:   * 1. Access to passion fruit processing facility   2. Appropriately simulated environment where assessment can take place   3. Tools, equipment, materials and supplies relevant to passion fruit processing |
| 1. Methods of Assessment | Competency in this unit may be assessed through:   * 1. Observation   2. Practical test   3. Portfolio of evidence   4. Term project   5. Oral questioning   6. Third party report   7. Written tests |
| 1. Context of Assessment | Competency may be assessed:   1. on the job 2. In a simulated work environment |
| 1. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

# MARKET PASSION FRUIT PRODUCTS AND SERVICES

**UNIT CODE:** 0811 251 04A

**UNIT DESCRIPTION**

This unit specifies the competencies required to market passion fruit products and services. It involves selecting passion fruit products and services to market, selecting marketing options, selling the products as well as keeping marketing records.

**ELEMENTS AND PERFORMANCE CRITERIA**

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| **ELEMENT**  These describe the **key outcomes** which make up workplace function (to be stated in active) | **PERFORMANCE CRITERIA**  These are **assessable statements** which specify the required level of performance for each of the elements (to be stated in passive voice)  ***Bold and italicized terms are elaborated in the Range*** |
| 1. Select passion fruit products and services | * 1. Passion fruit market is scanned based on **basic market analysis methods.**   2. Market gap is determined based on outcome of the market scan.   3. ***Passion fruit products*** and services are selected based on identified market gap. |
| 1. Select marketing options | * 1. Marketing plan is prepared according to business objectives and available resources.   2. Licenses for marketing passion fruit products are identified and obtained in accordance with legal requirements.   3. Passion fruit business is started out based on existing legal requirements   4. ***Product and service promotion techniques*** are identified and applied based on available resources. |
| 1. Sell passion fruit products and services | * 1. Marketing channels for passion fruit products and services are identified according to target market.   2. Channels and types of communication are applied based on type of market.   3. Means of transport are identified based on the nature of product and market needs.   4. Products and services are delivered to the market as per agreed terms Payments are collected as per sales terms and conditions.   5. Customer feedback is sought based on workplace procedure.   6. Customer base is expanded and maintained based on good customer practices. |
| 1. Keep marketing records | * 1. ***Marketing and sales records*** are filled based on thenature of transactions.   2. Marketing and sales records are filed in accordance with good accounting principles.   3. Business records are ***stored*** in accordance with workplace policies |

**RANGE**

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

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| **VARIABLE** | **RANGE** |
| 1. Market analysis methods include but not limited to: | * Interviews   + Oral face to face questioning   + Phone interviews   + Written questionnaire * Observations |
| 1. Type of passion fruit product and services includes but not limited to: | * Pulp/ Extract/ Concentrate/ Puree. * Juice * Jam * Fresh fruit * Transport * Packaging * Advisory |
| 1. Product and service promotion techniques includes but not limited to: | * Social media advertising * Print media advertising * Word of mouth advertising * Field day / public exhibitions * Branding * Marketing through groups or cooperatives * Use of influencers * Discounting * Buy-one-get-one-free * Free samples * Commissions to sales agents * After-sale service |
| 1. Marketing and sales records includes but not limited to; | * Invoices * Receipts * Bank statements * Ledgers * Purchase orders * Delivery notes * Credit / debit notes * Sales records |
| 1. Stored includes but not limited to: | * Digital/computerized * Manual files |

**REQUIRED SKILLS AND KNOWLEDGE**

This section describes the skills and knowledge required for this unit of competency.

**Required Skills**

The individual needs to demonstrate the following skills;

* Accounting
* Diagnostic
* ICT
* Management
* Marketing
* Communication
* Planning
* Record keeping

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Accounting
* Legal requirements and standards for marketing passion fruit products
* Market scanning
* Product/service promotion techniques
* Payment collection methods
* Preparation of business plans
* Record keeping

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

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| 1. Critical Aspects of Competency | Assessment requires evidence that the candidate:   * 1. Identified and obtained licenses for marketing of passion fruit products and services in accordance with legal requirements   2. Delivered products and services to the market in line with the selected marketing channels   3. Collected payments as per sales terms and conditions   4. Kept marketing and sales records based on thenature of transactions   5. Generated reports based on analyzed data |
| 1. Resource Implications | The following resources should be provided:   * 1. Access to relevant market place or appropriately simulated environment where assessment can take place   2. Stationery   3. Communication devices   4. Computer/digital devices   5. Means of transport |
| 1. Methods of Assessment | Competency in this unit may be assessed through:   * 1. Observation   2. Practical test   3. Portfolio of evidence   4. Oral questioning   5. Third party report   6. Written tests |
| 1. Context of Assessment | Competency may be assessed on the job, off the job or a combination of these. Off the job assessment must be undertaken in a closely simulated workplace environment. |
| 1. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |