



**REPUBLIC OF KENYA**

**NATIONAL OCCUPATIONAL STANDARDS**

**FOR**

**AGRIPRENEUR**

**KNQF LEVEL 5  
(CYCLE 3)**

**ISCED PROGRAMME CODE: 08110454A**



**TVET CDACC  
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## MAINTAIN PRODUCT AND SERVICE QUALITY

ISCED UNIT CODE: 0811 451 04A

TVETCDACC UNIT CODE: AG/OS/PN/CR/04/3/MA

### UNIT DESCRIPTION

This unit specifies the competencies required to maintain quality of agri-enterprise products and services. It involves determining quality standards of product and services, maintaining standard operating procedures in producing quality products and services, conducting quality-checks, certifying agri - products and services with relevant authorities and responding to client feedback.

### ELEMENTS AND PERFORMANCE CRITERIA

<b>ELEMENT</b> These describe the <b>key outcomes</b> which make up workplace function (to be stated in active)	<b>PERFORMANCE CRITERIA</b> These are <b>assessable statements</b> which specify the required level of performance for each of the elements (to be stated in passive voice) <i><b>Bold and italicized terms are elaborated in the Range</b></i>
1 Determine quality standards	1.1 <i><b>Quality assurance standards</b></i> to be maintained are determined based on Good Agricultural Practices (GAPs), Good Manufacturing Practices (GMPs) and customer requirements in line with the type of product and service. 1.2 <i><b>Food safety management institutions</b></i> are identified based on existing legal frameworks for the determined quality assurance standards 1.3 GAPs and GMPs are identified and implemented according to quality assurance standards in line with the type of product or service 1.4 <i><b>Standard operating procedures</b></i> (SOPs) for carrying out agribusiness activities are developed and documented

	<p>based on adopted quality assurance standards, GAPs and GMPs.</p> <p>1.5 <b>Good handling practices</b> (GHPs) are identified and documented according to quality assurance standards and SOPs</p>
2 Maintain quality standard operating procedures	<p>2.1 Raw material quality is determined and maintained based on documented SOPs and GHPs</p> <p>2.2 Production and processing processes are controlled as per SOPs and GHPs</p> <p>2.3 Final product and service quality is maintained in accordance with SOPs and GHPs</p> <p>2.4 <b>Quality control records</b> are maintained based on quality assurance standards</p>
3 Conduct quality-checks	<p>3.1 Tools for evaluating quality are identified and assembled based on customer requirements in line with type of product or service.</p> <p>3.2 Quality checks are carried out periodically as per documented SOPs and GHPs in line with customer requirements</p> <p>3.3 Quality check reports are generated and documented in accordance with quality assurance standards and organizational policy</p> <p>3.4 Production and processing processes are reviewed based on information collected from quality checks.</p>
4 Carry out agri-enterprise products and services certification	<p>4.1 Forms of certifications are identified, selected, acquired and filled in accordance with the type of product and service</p> <p>4.2 Workers are sensitized on certification procedures in line with quality assurance standards</p>

	<p>4.3 Request for certification is sent to certifying institutions in line with laid down certification guidelines and timelines</p> <p>4.4 Adjustments on the production and processing activities are carried out based on the outcome of certification</p>
5 Respond to client feedback	<p>5.1 <b><i>Client feedback mechanism is</i></b> developed and adopted based on clients' profiles and adopted <b><i>marketing strategies.</i></b></p> <p>5.2 Clients' views are obtained based on the adopted feedback mechanism</p> <p>5.3 Client feedback is analyzed in accordance with <b><i>basic data analysis methods</i></b></p> <p>5.4 <b><i>Action</i></b> is taken on client feedback based on outcome of feedback analysis in line with agri-enterprise goals and objectives</p>

## 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. Quality assurance standards includes but not limited to	<ul style="list-style-type: none"> <li>● KS1758</li> <li>● Kenya Bureau of Standards (KEBS) guidelines</li> <li>● Global GAP standards</li> <li>● Kenya GAP</li> <li>● CODEX standards</li> <li>● ISO standards</li> </ul>
2. Food safety management institutions include but	<ul style="list-style-type: none"> <li>● KEBS</li> <li>● Kenya Plant Health Inspectorate Service (KEPHIS)</li> </ul>

not limited to;	<ul style="list-style-type: none"> <li>● Public Health department</li> <li>● Agriculture and Food Authority (AFA)</li> <li>● Pest Control and Products Board (PCPB)</li> <li>● Directorate of Veterinary services (DVS)</li> <li>● Kenya Veterinary Board (KVB)</li> <li>● Kenya Dairy Board (KDB)</li> </ul>
3. Standard operating procedures includes but not limited to;	<ul style="list-style-type: none"> <li>● Pre-operational procedures</li> <li>● Operational procedures</li> <li>● Post operational procedures</li> </ul>
4. Good handling practices include but not limited to;	<ul style="list-style-type: none"> <li>● Quality of water for cleaning produce</li> <li>● Sanitation</li> <li>● Personal hygiene</li> <li>● Containers for transporting produce</li> <li>● Storage practices</li> <li>● Transportation practices</li> </ul>
5. Quality control records includes but not limited to;	<ul style="list-style-type: none"> <li>● Food and equipment inventory</li> <li>● Cleaning records</li> <li>● Storage and stock control records</li> <li>● Quality Control/Assurance results</li> </ul>
6. Client feedback mechanism includes but not limited to;	<ul style="list-style-type: none"> <li>● Text message</li> <li>● Calls</li> <li>● Emails</li> </ul>
7. Marketing strategies includes but is not limited to;	<ul style="list-style-type: none"> <li>● Focus on single niche market</li> <li>● Loyalty programs</li> <li>● Creating fear of scarcity.</li> <li>● Hoarding</li> <li>● Give offers for a limited time</li> <li>● Retargeting or follow-up of previous customers</li> </ul>
8. Basic data analysis method includes but not	<ul style="list-style-type: none"> <li>● Determination of;</li> </ul>

limited to assessment of;	<ul style="list-style-type: none"> <li>• Mean</li> <li>• Mode</li> <li>• Frequency</li> <li>● Simple weighting of data</li> </ul>
9. Action includes but not limited to;	<ul style="list-style-type: none"> <li>● Maintain or improve quality of products and services</li> <li>● Maintain or increase quantity of products and services</li> <li>● Adjust prices of products and services</li> <li>● Maintain or improve customer care services</li> </ul>

## **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;

- Analytical skills
- Communication skills
- Decision making skills
- Diagnostic skills
- Enumeration skills
- ICT application skills
- Management skills
- Numeracy skills"
- Problem-solving skills
- Report writing skills.
- Sampling skills

### **Required Knowledge**

The individual needs to demonstrate knowledge of:

- Quality assurance management
- Standards governing the production of agri - products and services.
- SOPs for quality assurance of agriproducts and services
- Methods of assessing the quality of products and services
- Sampling methods
- Quality testing procedures
- Interpretation of quality testing procedures
- Types of questionnaires
- HACCP standards for agri enterprise products / services
- Setting and maintaining product and service quality standards
- Monitoring product and service quality
- Ethics and codes of conduct for product and service quality maintenance
- Legislation in food quality and safety
- Supplier quality management
- Types of quality control
- Kaizen model ( 5S) (sort, set in order, shine, standardize and sustain)

**EVIDENCE GUIDE**

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

<p>1 Critical Aspects of Competency</p>	<p>Assessment requires evidence that the candidate:</p> <ul style="list-style-type: none"> <li>1.1 Developed and documented SOPs and GHPs</li> <li>1.2 Determined and maintained raw material quality</li> <li>1.3 Controlled production and processing process</li> <li>1.4 Maintained quality of final product and service</li> <li>1.5 Carried out periodic quality checks</li> <li>1.6 Identified forms of certification</li> <li>1.7 Obtained client views using adopted client feedback mechanism</li> </ul>
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	1.8 Took action on client feedback
2 Resource Implications	<p>The following resources should be provided:</p> <p>2.1 Access to relevant workplace</p> <p>2.2 appropriately simulated environment where assessment can take place</p> <p>2.3 Materials relevant to the proposed activity or tasks</p>
3 Methods of Assessment	<p>Competency in this unit may be assessed through:</p> <p>3.1 Oral</p> <p>3.2 Written</p> <p>3.3 Observation</p> <p>3.4 Third party</p> <p>3.5 Practical test</p> <p>3.6 Case study</p>
4 Context of Assessment	<p>Competency may be assessed</p> <p>4.1 on the job</p> <p>4.2 simulated workplace environment.</p>
5 Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>