PRODUCE PERFORMANCE EVALUATION

Name_____ EVALUATION From_____ TO_____ DATE OF EVALUATION_____ STORE_____

Evaluate to what degree of performance the associate has demonstrated in each category. The following criteria will be used:

POOR:	NEEDS IMPROVEMENT:	GOOD:	VERY GOOD:	EXCELLENT:
Needs much improvement to meet expectations.	Needs slight improvement to meet minimum expectations.	Good competent Performance; meets expectations; the level of performance most often achieved.	Highly effective performance exceeds performance expectations.	Outstanding performance; far exceeds expectations.

1. ATTENDANCE: Consider the willingness to work schedule required, tardiness and absence record.

POOR	NEEDS IMPROVEMENT	GOOD	VERY GOOD	EXCELLENT
Often absent without good cause and reports for work late often.	Lax in attendance, occasionally late and often misreads schedule.	Usually present, on time and accepts work schedule.	Very prompt, regular attendance. Calls well in advance to report absence.	Always prompt, ready for work. Never absent. Willing to work on short notice.

2. PERSONAL PRESENTATION: Consider the impression the associate makes on others. Compare to dress code as described in handbook.

POOR	NEEDS IMPROVEMENT	GOOD	VERY GOOD	EXCELLENT
Very untidy, sloppy, poor presentation.	Sometimes untidy and careless about appearance and presentation.	Generally neat, well groomed. Follows dress code. Good presentation.	Evidence of care in dress, good taste. Quite pleasant. An example for others.	Usually well groomed, very neat and clean. Exceptional presentation.

3. KNOWLEDGE OF JOB DUTIES: Consider present job knowledge and other work closely related to it and work in other departments.

POOR	NEEDS IMPROVEMENT	GOOD	VERY GOOD	EXCELLENT
Does not know enough about the job to make a contribution to the company. Makes many errors.	Just enough knowledge to get by. Must be supervised. Lacks concentration.	Requires only occasional supervision. Definitely a satisfactory grasp of the job.	Knows the job well enough to be left completely independent. Well versed and capable in all areas.	Thorough knowledge of overall job and virtually every detail. Notices and does extras.

4. TREATMENT OF CUSTOMERS: Consider the attention the associate gives customers. Is the individual sincerely interested in providing service to them.

POOR	NEEDS IMPROVEMENT	GOOD	VERY GOOD	EXCELLENT
Blunt, discourteous, indifferent. Shows no interest.	Temperamental, sometimes tactless. Varies with the mood.	Agreeable, pleasant, helpful to customers, generally friendly.	Very cooperative, smiles on eye contact, projects warmth. Satisfies customers needs.	Inspiring to others in courtesy. Very pleasant, very friendly. Recognizes customers in need.

5. HOUSEKEEPING: Consider the orderliness and cleanliness of fresh rack, cooler, prep area, and related fixtures.

POOR	NEEDS IMPROVEMENT	GOOD	VERY GOOD	EXCELLENT
Never cleans anything. Backroom and cooler always disorganized and dirty.	Minimum attempt at keeping the department clean and orderly. No care for equipment.	Good housekeeping habits in effect. Generally neat and clean and follows all guidelines.	Well organized on proper sanitation procedures. Extra care usually taken to insure cleanliness.	Priority on the sales floor as well as backroom. Exceptionally neat, clean, and orderly.

6. MERCHANDISING: Consider the variety of product and the amount available for sale throughout the day.

POOR	NEEDS IMPROVEMENT	GOOD	VERY GOOD	EXCELLENT
Offers very little variety.Does not have product prepared ahead. No planning.	Poor product selection. Takes too long to set-up. Not enough carry-over product. Not creative.	Has adequate variety and uses merchandising techniques well. Keeps department full.	Cross merchandises entire department. Uses color breaks and tie-ins exceptionally well.	Offers complete variety every hour of day. Case always appealing and ready. Tries new ideas.

7. PRICING: Consider accurate labeling in compliance with all government regulations. Proper use of tare.

POOR	NEEDS IMPROVEMENT	GOOD	VERY GOOD	EXCELLENT
Does not use tare properly. Many errors in pricing and labeling.	Some errors in pricing and weight. Needs constant supervision.	Follows company guidelines and is meeting expectations.	Pricing is accurate and legible. Uses tare very well.	Guaranteed pricing accuracy. Follows all procedures. Weight checks all within company policy.

8. QUALITY CONTROL: Consider culling the rack, handling distressed product, and maintaining overall freshness.

POOR	NEEDS IMPROVEMENT	GOOD	VERY GOOD	EXCELLENT
Does not cull the rack. Leaves tired, distressed product on the rack.	Culls poorly. Waits too long on distressed product.	Product is fresh and appealing. Good rotation. Care is taken in handling distressed product.	Case is always fresh and appealing. Responds before product becomes distressed.	Outstanding performer. Extreme care & effort taken in presenting appealing case. Excellent rotation.

9. INVENTORY CONTROL: Consider maximum turnover with minimum carry-over. Advertised items always available.

POOR	NEEDS IMPROVEMENT	GOOD	VERY GOOD	EXCELLENT
Either too much or not enough product in the case. Product left in cooler and not put out for sale.	Too often runs out of product, especially advertised items. Carries wrong item in the cooler.	Adequate product available for sale. Covers the advertised items and has product done ahead.	Always has plenty of product on display. Keeps cooler low. Always on top of the situation.	Exceptional order control. Always has the right amount of product out at the right time..

10. AMOUNT OF WORK ACCOMPLISHED: Consider handling, trimming, packaging, weighing and displaying of product.

POOR	NEEDS IMPROVEMENT	GOOD	VERY GOOD	EXCELLENT
Does a small amount of work and wastes a lot of time.	Below average output. Very little drive or enthusiasm	Works at a steady pace and meets expectations.	Constantly produces more than most.	Exceptionally fast worker. Always contributes more than expected with 110% effort.

GENERAL EVALUATION

Consider length of time on the job and the associates overall performance as compared to company standards.

☐ Poor ☐Needs Improvement ☐Good ☐Very Good ☐Excellent

	YES	NO	COMMENTS
Has progress been made since last rating?			
Capable of future advancement?			
Satisfactory in present position?			

Your areas of strength are:	Your areas for improvement are:

To use your strengths more effectively our plan is:	Our plan of action for improvement is:

Associate Comments:	Evaluator Comments:

☐ We have reviewed the current OSHA Right to know law. Other _____

_____

Signature of Associate Date	Signatuer of Evaluator Date