



A How-To Guide For Recipe Demos

Provide this resource to the key volunteer or staff person who will conduct recipe demos at your food shelf. This resource provides the details necessary to perform demos on one's own.

Why Conduct Recipe Demos?

A recipe demo is an easy and fun way to increase the demand for healthy foods, such as fruits and vegetables, by allowing individuals to taste new foods before choosing it.

You may find it difficult in your own food shelf to encourage individuals to take certain healthy foods, such as brown bananas, whole wheat pasta, or exotic fruits and vegetables. These types of foods may be unappealing in appearance or unfamiliar and individuals simply do not know how to use these items.

Recipe demos are a great way to educate individuals on healthy eating. By performing recipe demos, you can help to:

- Make healthy eating the easy choice
- Make healthy foods more familiar
- Reveal that healthy foods can be tasty
- Promote the selection of healthy foods
- Teach how to prepare healthy foods

Purpose of this Recipe Demo Guide

Recipe demos are fairly simple to conduct. Therefore, any food shelf can find a knowledgeable volunteer with a nutrition or home economics background to conduct recipe demos on a more frequent basis.

The purpose of this guide is to share some basic tools and information that you might need to perform recipe demos at your own food shelf. This document includes guidelines on the following topics:

- Food safety and sanitation guidelines
- Planning and preparing for the demo
- Promoting and implementing the demo
- Evaluating the outcomes of the demo

FIRST STEP: GET APPROVAL FROM THE MINNESOTA DEPARTMENT OF HEALTH

Before proceeding with recipe demos, understand that food safety regulations differ by county. Contact your local health department to learn what criteria are necessary for you to follow when performing a recipe at your food shelf. The following website lists the contact information for each county in the state of Minnesota: <http://www.health.state.mn.us/divs/opi/gov/find/#hennepin>.

Importance of Food Safety

Foodborne illness is caused by eating foods and beverages that are contaminated with harmful bacteria. Individuals experience severe fever or flu-like symptoms that may lead to hospitalization or death. For this reason, it is important to follow proper food safety techniques when preparing and serving food to individuals at your food shelf.

Food Safety Training

It is important that the individual you choose to conduct recipe demos has knowledge in food safety. It may be required by the local health department that this individual receive a food safety certification before offering recipe demos. This can be completed for a minimal cost at the ServSafe website at: www.servsafe.com.

Personal Hygiene Rules

Keep good personal hygiene to prevent the contamination of foods with the following tips:

Sickness

Do not handle food or conduct recipe demos if you have a cough, cold or sore throat.

Be Sanitary and Clean

- Keep hair out of your face by pulling it back in a ponytail with a cap or hairnet over
- Keep hands off your face, eyes, and hair
- Do not smoke or eat during demo
- Keep fingernails short with no nail polish
- Wear disposable gloves and a clean apron
- Use liquid sanitizer or sanitizer wipes between every pair of new gloves

Hand-washing

- Wash hands and arms with soap and water for 20 seconds before putting on gloves
- Wash hands often:
 - Before preparing or handling food
 - After eating or bathroom breaks
 - After touching dirty items (i.e. phone) or handling raw food



Food Storage, Handling, & Preparation Rules

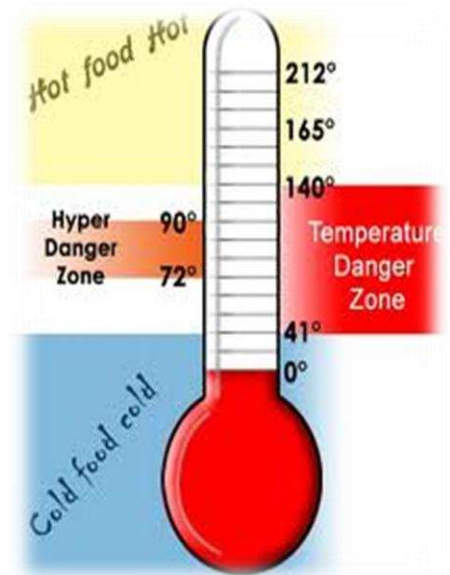
Proper food storage, handling, and food preparation help to prevent contamination and bacterial growth.

Follow these tips when storing food during the demo:

- ❖ Store perishable items that are not being cooked in a cooler with ice
- ❖ Keep food wrapped or covered in clean, airtight containers or packages
- ❖ Freeze or refrigerate perishables, prepared food, or leftovers within 2 hours

Follow these tips when preparing food during the demo:

- ❖ Sanitize surfaces where foods are prepared
- ❖ Limit demo and sampling to less than 2 hours
- ❖ Rinse fruits and vegetables before peeling or chopping
- ❖ Avoid cross-contamination:
 - Use cutting boards without cracks
 - Use clean cutting boards for ready-to-eat or cooked foods
 - Wash cutting boards and utensils after using them with raw, uncooked foods
- ❖ Cook food to proper temperatures
 - Keep out of the **Temperature Danger Zone**, which is the most optimal temperature for bacterial growth



Follow these tips for serving food during the demo:

- ❖ Use clean cups or utensils for each sample
- ❖ Do not let individuals serve themselves
- ❖ Never let a child have a sample without parental consent
- ❖ Provide a list of ingredients and possible food allergens
- ❖ Do not leave the demo table unattended
- ❖ Keep hot or sharp equipment (i.e. griddles or knives) out of the reach of children and others
- ❖ When the demo is finished, do not give away leftover perishable food to others to take home

SECOND STEP: PLANNING & PREPARING FOR THE DEMO

When planning and preparing for the demo, think about the individuals you serve. What days are the most popular for visits, what food preferences do they have, and what recipes reflect their cultural cuisine? Also, think about the equipment and groceries needed to prepare this meal. Planning out the details in advance will prepare you for a future of successful recipe demos.

Figure Out the Details

Select a Date & Time

- ❖ Choose a day where you have many of the featured food item or ingredients
- ❖ Choose a day where you can reach many individuals, like the beginning and end of the month
- ❖ Choose a busier hour when many individuals can participate in the demo

Determine the Demo Length

- ❖ Keep your demo to less than two hours total
- ❖ Give yourself a half hour for set up and clean up and at least one hour for sampling

Decide your Location

- ❖ Set up demo table where individuals are likely to pass you
- ❖ Set up near electrical outlets to avoid hazards (i.e. loose electrical cords in the way of shoppers)

Choose a Recipe

Keep in mind that the individuals you serve may have limited utensils, ingredients, or cooking skills.

Below are tips for choosing a recipe for a successful demo:

- ❖ Trial the recipe once before sampling it
- ❖ Choose healthy recipes or modify them to be healthier
- ❖ Feature healthy foods like fruits, vegetables, and whole grains
- ❖ Look for recipes with less than six necessary ingredients
- ❖ Include optional ingredients (i.e. spices, herbs)
- ❖ Provide ideas for ingredient substitutions
- ❖ Choose an appropriate recipe for the **time of year** (i.e. chili in the winter)
- ❖ Choose an appropriate recipe for the **time of day** (i.e. apple oatmeal for breakfast)
- ❖ Demo ethnic recipes (with healthy modifications if necessary)



Determine Supplies Needed

Make sure you have the necessary supplies for your demo station and for cooking and sampling recipes.

Demo Station & Presentation

Below are some supplies that are good to have for ALL recipe demos:

- Demo table and table cloth
- Plastic garbage can and garbage bags
- Extension cord and duct tape
- Serving platters
- Baskets to display featured foods
- Food demonstration signs

Cooking Equipment & Utensils

The individuals you serve may have limited cooking supplies. Try using equipment and utensils found in the average kitchen. These items will vary by recipe, but below are items to consider having on hand:

- Electric skillet (for stove top recipes)
- Blender (for smoothies and dips)
- Crockpot (for soups, stews, roasts)
- Ice cooler (to store ingredients)
- Cutting board
- Cooking utensils (spatulas, ladles, etc.)
- Knives (for paring or chopping)
- Measuring cups and spoons
- Bowls (small, medium, and large sizes)
- Can opener

Serving Utensils

Below are some supplies you need depending on what food item you are serving:

- Small paper cups (for smoothies, dips)
- Plastic spoons and forks
- Toothpicks
- Small paper plates (i.e. quesadillas)
- Small bowls (i.e. soups, oatmeal)
- Cocktail napkins

Cleaning & Hygiene

Below are necessary items for maintaining good hygiene and keeping the demo station clean:

- Apron
- Disposable gloves and hand sanitizer
- Hat, hair net, or hair ties (for long hair)
- Plastic bags for dirty utensils
- Spray bottle for bleach
- Paper towels

Calculate Your Ingredient Needs

Before going out grocery shopping, it is important to know what quantity of ingredients to buy. Use the calculations below to figure out how many times you need to multiply the recipe to get the appropriate number of samples for the amount of individuals you are serving.

STEP 1: Calculate the total number of samples per recipe

Let's show this calculation for a Kale & Banana smoothie recipe which makes 2 one-cup servings. The chosen sample size to give each individual is 1/4 cup. If there are 4 samples per a one-cup serving and 3 servings per recipe, we can figure out the total samples per recipe using the following calculation:

$$\frac{4}{\text{\# of samples per serving}} \times \frac{3}{\text{\# of servings per recipe}} = \frac{12}{\text{Total samples per recipe}}$$

STEP 2: Calculate the number of times the recipe needs to be prepared

Let's estimate that we will serve 50 individuals. You can figure out how many times you need to multiply the recipe by using the following calculation:

$$\frac{50}{\text{\# of people to serve}} \div \frac{12}{\text{Total samples per recipe}} = \frac{4.16}{\text{\# of times to make the recipe}}$$

STEP 3: Create a grocery list of items to buy after multiplying the ingredients

Below is an example of what this would look like with the original Kale and Banana Smoothie recipe. As shown above, this recipe should be made about 5 times to serve a 1/4 cup sample to 50 individuals.

| Recipe Ingredients | Recipe Ingredients (x 5) | Grocery Shopping List |
|-----------------------------|-----------------------------|----------------------------|
| 1 large banana | 5 large bananas | 5 large bananas |
| 3 to 4 kale leaves | 15 to 20 kale leaves | 3 bunches of kale |
| 1/2 cup milk | 2 ½ cups milk | 1/2 gallon milk |
| 1/2 cup yogurt | 2 ½ cups yogurt | 64 ounce tub plain yogurt |
| 1/2 cup orange juice | 2 ½ cups orange juice | 1/2 gallon orange juice |
| 2 tablespoons peanut butter | 2 tablespoons peanut butter | 16 ounce jar peanut butter |

THIRD STEP: PROMOTING & IMPLEMENTING THE DEMO

When promoting and implementing, having a healthy theme or message can draw individuals in. Be prepared to answer simple questions on health, nutrition, cooking methods, and healthy ingredient substitutions. Make sure that you have enough recipes and nutrition handouts to provide to individuals.

Promoting the Recipe Demo

There are many different factors to think about when promoting a recipe demo in your food shelf. Below are some ideas for discussion before you begin offering recipe demos at your food shelf.

How frequently will recipe demos be offered?

Develop consistency for the individuals you serve by offering demos routinely. Determine how often (i.e. once per month, once per quarter) and what time (i.e. first week, last Monday) of month you will offer demos.

Will you choose a healthy message to focus on?

Give purpose to the demo and allow individuals to walk away with a simple healthy message such as:

- ❖ “Jumpstart your day with a Hearty Breakfast”
- ❖ “Eat Fresh with Fruits and Vegetables”



What products will you feature in your demo?

Use different strategies to feature a variety of healthy products at your food shelf.

- ❖ **Popular items:** Promote less familiar foods by pairing them with popular foods
- ❖ **New items:** Feature a new bulk purchased or donated food items in the recipe
- ❖ **Seasonal items:** Cabbage in August and September, winter squash in December
- ❖ **Nutritionally superior items:** Highlight fresh fruits and vegetables, lean proteins, whole grains

How will you promote the recipe demos?

Make the demo worthwhile by getting the word out to the individuals you serve through word of mouth, promotional signs or handouts, and/or bulletin boards.

Delivering Messages on Healthy Eating & Cooking

Performing a recipe demo is a great way to engage individuals and begin a conversation on healthy eating and cooking. Prepare some educational messages that you would like to share with individuals that tie into your theme or the featured recipe. Have additional nutrition handouts and healthy recipes printed and available.

Examples of educational messages to share:

- ❖ **Healthy benefits:** “Kale is loaded with antioxidants that may prevent cancer and other diseases.”
- ❖ **Preparation or cooking tips:** “Try sautéing kale in a pan with some spices, like Collard greens.”
- ❖ **Ingredient substitutions:** “Use frozen kale or spinach in your smoothie if you don’t have fresh.”

Ideas for topics for nutrition handouts to share:

- ❖ Healthy recipes (especially the demo recipe)
- ❖ Food safety
- ❖ Healthy eating on a budget
- ❖ Kids nutrition
- ❖ Ingredient substitution list

To find resources for healthy recipes and nutrition education handouts:

- ❖ Check out agency resources page on THE FOOD GROUP website
- ❖ Refer to THE FOOD GROUP Nutrition Education Resource Guide
- ❖ Contact THE FOOD GROUP Staff Dietitian

Display Signs at Recipe Demo Station

To answer questions people have about ingredients in the recipe, set up food demo signs that include:

- ❖ Featured recipe
- ❖ Ingredients and possible allergens
- ❖ Healthy message or tip

These signs can be displayed in a variety of ways including:

- ❖ Print signs to tape to the table or wall behind you
- ❖ Use chalk board to write out recipes
- ❖ Use a white board to write out recipes



FOURTH STEP: EVALUATING THE DEMO



The goals for evaluating the demo are to learn, grow and improve in creating successful recipe demos. By having individuals complete an evaluation, you can find out what recipes are successful and observe if food choices are influenced as a result of the demo.

Provide an Evaluation

When creating an evaluation, think about what you would like to measure and how this will affect future demos. As a demonstrator, you may want to know if individuals like the recipe and plan to use it at home or if the demo encouraged them to choose new foods. Some ideas for information to evaluate or measure include:

- ❖ Featured recipe and date of recipe demo
- ❖ Individual verbal or written feedback on the recipe and demo
- ❖ Number of recipes distributed to individuals
- ❖ Number of the featured food items taken by individuals

Below is an example of a simple evaluation suitable for individuals with language barriers.

| RECIPE EVALUATION | | | |
|--|--|--|--|
| Featured Recipe: | Date: | | |
| Please rate the level at which you agree with the following statements. | | | |
| |  Disagree |  Neutral |  Agree |
| I enjoyed today's recipe demo. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I liked the sample that I tasted at this demo. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I learned a new way to eat healthier. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I plan to make this recipe at home. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| If you do not plan to make this recipe at home, please check the reason(s) why. | | | |
| <input type="checkbox"/> Too expensive <input type="checkbox"/> Lack access to foods <input type="checkbox"/> Too complicated <input type="checkbox"/> Takes too much time | | | |
| <input type="checkbox"/> Do not have equipment (please list) _____ | | | |
| <input type="checkbox"/> Food Allergy/Medical Reason (please list) _____ | | | |
| <input type="checkbox"/> Others (please list) _____ | | | |
| What kinds of foods would you like to see in future recipes and recipe demos? | | | |
| Is there any additional information you think may be helpful to include in future recipe demos? | | | |

ADDITIONAL INFORMATION

Recipe Ideas for Demos

Below are some ideas for recipes that have been successfully created by THE FOOD GROUP's dietitian and taste-tested by individuals at food shelves. Many people enjoyed or were willing to try these familiar dishes with a unique twist (i.e. Smoothies with vegetables, quesadillas without chicken).

KALE & BANANA SMOOTHIE

Makes: 3 servings (1 cup each)

Time: 5 minutes

Ingredients

- 1 large banana, peeled (may be frozen)
- 4 kale leaves, stripped from stem
- 1/4 cup milk
- 3/4 cup yogurt
- 1/2 cup fruit juice (orange, apple, grape)
- 2 tablespoons of avocado or peanut butter

Directions

Combine all ingredients in a blender. Blend at high-speed and process until smooth. Divide between two glasses. Refrigerate leftovers.



VEGETABLE QUESADILLAS

Makes: 4 servings (4 triangles)

Time: 30 minutes

Ingredients

- 1/3 cup bell pepper, chopped
- 1/3 cup zucchini, chopped
- 1/3 cup yellow squash, chopped
- 1/3 cup red onion, chopped
- 1/2 Tablespoon oil (canola, vegetable)
- 4 (9") whole wheat tortillas
- 1 cup cheddar cheese, shredded

Directions

Heat oil in a skillet. Cook pepper, zucchini, squash, and red onion for 8 minutes until tender. Remove from pan. Coat the same pan with cooking spray. Place one tortilla in the pan. Sprinkle 1/4 cup of cheese over the tortilla. Layer 2/3 cup of the vegetable mixture over the cheese. Sprinkle another 1/4 cup of cheese on the vegetables. Top with a second tortilla. Cook until golden on both sides (about 3 minutes per side). Remove quesadilla from pan and cut into 8 triangles. Repeat with remaining ingredients.

Food Storage & Cooking Temperatures

There is also a list for proper temperature for safely storing and cooking food. Abiding by these temperature guidelines is one step in the process of keeping food safe to eat.

| FOOD STORAGE TEMPERATURES | | |
|---------------------------|-------------|---|
| Food | Temperature | |
| Raw vegetables & fruit* | 40° to 45°F | *Potatoes, onions, and winter squash should be held at cold temperatures 50° to 65°F. |
| Eggs | 38° to 40°F | |
| Milk & cream | 36° to 40°F | |
| Poultry & meat | 32° to 36°F | |
| Fish & seafood | 30° to 34°F | |

| FOOD COOKING TEMPERATURES | |
|---|-------------|
| Food | Temperature |
| Beef, veal & lamb (pieces & whole cuts) – medium-rare | 145°F |
| Beef, veal & lamb (pieces & whole cuts) – medium | 160°F |
| Beef, veal & lamb (pieces & whole cuts) – well done | 170°F |
| Pork (pieces & whole cuts) | 160°F |
| Poultry (chicken, turkey, duck) – pieces | 165°F |
| Poultry – whole | 185°F |
| Ground meat & meat mixtures (burgers, sausages, meatballs, meatloaf, casseroles) – beef, veal, lamb, pork | 160°F |
| Ground meat & mixtures – poultry | 165°F |
| Egg dishes | 165°F |
| Others (hot dogs, stuffing, leftovers) | 165°F |