Food Demonstration Guide





This material was federally funded by USDA's Supplemental Nutrition Assistance Program through the Arizona Nutrition Network. The Supplemental Nutrition Assistance Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact 1-800-352-8401. This institution is an equal opportunity provider and employer.

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Introduction

Food demonstrations can be a great delivery method of nutrition education. This guide is designed to assist Arizona Nutrition Network Local Agency Partners who provide food demonstrations to Supplemental Nutrition Assistance Program (SNAP) eligible individuals throughout the state of Arizona. It contains information, advice and resources for planning and executing a successful food demonstration.

Types of Food Demonstrations

There are three different types of food demonstrations. The one you choose depends on the audience, location, and availability of food and equipment needed to properly prepare and hold the food. Time is also a factor to consider. Single ingredient demonstrations require very little time while cooking an entire dish is a lengthier process.

Single Ingredient

Fruits, vegetables, or other healthful foods that may be new to the audience are cut into bitesized pieces for sampling. This type of food demonstration is often used at supermarkets, farmers' markets, or other outdoor events with limited space and equipment.

Precooked

A recipe is prepared in advance and transported to a site for sampling. It is important to be sure proper holding temperatures are maintained and appropriate equipment for refrigeration or heating purposes is available. Precooked demonstrations are often best for sites with limited equipment and space; however, it may be difficult in outdoor settings if electricity is needed for preparing or holding food.

Cooking entire dish

The entire recipe is prepared in front of the audience. It is important to be very organized to make this type of demonstration a success. Consideration should be given to the time it takes to prepare the recipe, the equipment at the facility, and the demonstrator's skill level.

10 Keys to a Successful Food Demonstration

- 1. Know your audience- How much experience or knowledge do they have? What do you want them to learn during the demonstration?
- 2. Have a clear and simple nutrition message.
- 3. Be organized and well-prepared.
- 4. Use appropriate recipes and handouts.
- 5. Be sure the demonstration area is colorful and attractive and will capture the audience's attention.
- 6. Incorporate nutrition information throughout the demonstration. (See the Fruit and Vegetable Guide for ideas)
- 7. Let participants taste the food when the recipe has been completed.
- 8. Always follow food safety guidelines.
- 9. Give the participants recipes to take home and any additional flyers or brochures that will help reinforce the nutrition message.
- 10. Use evaluations to help direct future demonstrations.

Note: Local Agencies must obtain a Food Handler's Card before conducting food demonstrations. See your county health department for details on how to get a card.

How to Conduct a Food Demonstration

Planning and Preparing

- 1. Determine the type of food demonstration.
- 2. Find appropriate recipes. Recipes can be found at eatwellbewell.org.
- 3. Select a theme or message, e.g., "Fruits and vegetables: how do you get them out of the bag and into your family?"
- 4. Identify an appropriate evaluation method.
- 5. Practice cooking the recipe(s) at home. Take note of cooking times and flavor. Practice speaking as though you were presenting to an audience.
- 6. Make a list of preparation and cooking equipment needed as well as items for decorating the demonstration area. See Equipment Checklist in *Appendix C*.
- 7. Prepare handouts of the recipes and any additional materials that will be useful for participants.
- 8. The day before the demonstration:
 - Shop for recipe ingredients.
 - Prepare ingredients that require cleaning, cutting, or mixing. Store in airtight containers at the proper storage temperature.
 - Pack equipment and materials.
 - If taking prepared samples, prepare all food and store at the proper temperature.

The Day of the Demonstration

- 1. Be sure to dress appropriately:
 - Hair should be pulled back and tied or under a cap.
 - Limit jewelry to a wedding band and watch.
 - Short and clean fingernails are essential. Do not wear colored nail polish or artificial nails.
 - Avoid using perfume or cologne.
 - Long sleeves should be fitted close to the body.
 - Wear conservative colors.
 - Wear an apron.
 - Wear flat shoes with closed toes.

2. Right before the demonstration:

- Arrive at least one to two hours early depending on the amount of preparation time needed.
- Set up the cooking station and preparation area.
- Arrange chairs and any written materials.

During the Demonstration

1. Prepare the recipe:

- The audience should be given an overview of the demonstration including what will be covered, the main nutrition theme, and approximate length of the demonstration.
 The nutrition messages should be repeated often throughout the presentation.
- Focus on the fruits or vegetables being used in the recipe and give details about their nutrient content, selection, and storage tips. (See Fruit and Vegetable Guide)
- Each step should be explained in detail as if the audience cannot actually view the techniques.
- Be sure to taste the products for correct seasoning before serving. Use a clean plastic spoon for tasting the food, then discard it.
- Show a finished version of the recipe in its serving dish with a garnish.
- Discuss alternative ingredients that can be substituted (e.g., frozen for fresh, or black beans for pinto beans).
- Discuss alternative equipment that might be used (e.g., a toaster oven instead of a stove oven).

2. Have participants taste the food:

- Serve two or three bites.
- For large groups, prepare the finished recipe ahead of time and have sample sized portions in dishes for tasting.
- Discuss the eye appeal, aroma, "mouthfeel", and flavor.
- 3. Ask if there are any questions.
- 4. Distribute copies of recipes and handouts and collect any evaluation materials.
- 5. Record the number of participants. If recording the activity as direct education, collect demographic data as well.

Acquiring Foods and Facilities

Purchasing

The cost of food for recipe/taste testing purposes and the cost of kitchen equipment necessary for food storage, preparation, and display are allowable expenses in the Arizona Nutrition Network plan.

In addition to purchasing foods for demonstrations, food might be available as a donation from one of the following locations:

Food Distribution Programs

- Gleaning Programs
- Commodity Supplemental Food Program (CSFP) or Food Plus
- Food Distribution Programs on Indian Reservations
- Neighborhood Food Distribution Sites

Supermarkets

Community Organizations

Location

If you do not have a facility for conducting food demonstrations, you may look into one of the following locations: food banks, neighborhood food distribution sites, fairs and festivals, supermarkets, school events, farmers' markets, churches, or community centers.

Sanitation and Food Safety

Personal Hygiene

The first step in preventing food-borne illness is practicing good personal hygiene. Even when an individual is healthy, many bacteria reside both inside and on the body, including the hair, skin, mouth, throat, and nose. Under certain conditions, these bacteria can make people ill.

General Rules to Follow

- If you have any communicable disease (e.g., a cough, cold, sore throat) or infection, DO NOT handle food. Reschedule the food demonstration or have a colleague conduct it.
- 2. Wear a clean apron.
- 3. Wear disposable gloves throughout the demonstration. Be sure to wash hands before and after using gloves. Discard gloves when they become soiled and after leaving the work area.
- 4. Hair should be neat and clean. Use a clean hair restraint such as a hat, hairnet, orrubber band.
- 5. Keep beards and moustaches trimmed and cleaned. Ideally, be clean-shaven.
- 6. Wash hands and exposed parts of arms before the demonstration and as often as necessary including:
 - After eating or drinking
 - After using the restroom
 - After using a tissue, coughing, or sneezing
 - After handling raw food, especially poultry or meat
 - After touching or handling anything that may be contaminated by micro-organisms
- 7. Keep hands away from the face, eyes, hair, and arms.
- 8. Keep fingernails clean and short. Do not wear nail polish.
- 9. Do not smoke or chew gum.
- 10. Cover cuts and sores with clean bandages.
- 11. Do not sit or stand on food preparation tables.
- 12. When sampling foods, use a clean utensil each time.
- 13. Do not eat or drink in the food preparation area unless sampling demonstrated food or beverage for taste.

Food Storage

Proper food storage will help prevent contamination of food and bacterial growth.

Keep perishable foods out of the *Food Danger Zone*, 41° to 140°F (5° to 60°C), as much as possible. This temperature range is optimal for the growth of most bacteria. A key rule-of-thumb is to KEEP HOT FOODS HOT AND COLD FOODS COLD.

Dry Goods Storage

Store dry goods in a cool and dry place. They should not be stored directly on the floor or touching a wall. Keep previously opened packages of dry goods in tightly sealed containers to prevent insects, rodents, and dust from getting into the food.

Dry goods include:

Flour Dried beans Oil

SugarDried peasShorteningSaltBreadCanned foodsCerealsCrackersBottled foods

Rice Grains

Freezer Storage

Keep frozen foods packaged or tightly wrapped to prevent freezer burn. Label packages with the name of the food and date stored. Throw away items that have been frozen longer than the recommended time. See *Appendix A* for freezer storage time recommendations. Keep frozen food at 0°F (-18°C) or lower. Do not over-pack freezer to ensure that there is proper cold air circulation around all stored foods.

Do not thaw food at room temperature. The temperature may go above 41°F (5°C) before the center of the food is thawed, which would result in bacterial growth.

Use one of these methods to properly thaw frozen foods:

- 1. Place frozen foods in refrigerator overnight to thaw.
- 2. Submerge frozen food under cold running water (70°F; 21°C) until thawed.
- 3. Thaw frozen food in a microwave (if it is to be cooked and served immediately).

Refrigerator Storage

- 1. Keep the refrigerator door closed, except when removing food or placing food inside.
- 2. Keep the refrigerator clean, including shelves, walls, and compartments.
- 3. Ensure that the temperature is below 41°F (5°C) at all times by keeping a working thermometer in the refrigerator.
- 4. Leave space between foods so that cold air can circulate between them—be careful not to overcrowd the refrigerator.
- 5. Keep food wrapped or covered in clean containers—add labels that include the name of the food and the date stored.
- 6. Store raw and cooked food separately.
- 7. Keep cooked foods on shelves above raw foods to prevent drips and spills of raw foods from contaminating the cooked foods.
- 8. Do not allow container bottoms to touch any food.
- Chill foods as quickly as possible over ice or in a cold water bath before placing into the refrigerator.

Food Handling and Preparation

There are two major sanitation problems when handling and preparing food:

- Cross contamination—the transfer of bacteria from one source to another. Bacteria transfer may occur from food to food, from equipment to food, or from work surface to food.
- 2. Bacterial growth—the multiplication of bacteria. This is most likely to occur when working in the *Danger Zone* (between 41° and 140°F); most fresh foods fall into this temperature range.

General Rules to follow:

- 1. Purchase government-inspected meat, poultry, fish, dairy, and egg products.
- 2. Handle foods as little as possible.
- 3. Use spatulas, tongs, or other utensils instead of hands whenever possible.
- 4. Keep equipment, work tables, and stations clean and sanitary at all times.
- 5. Clean as you go. Do not wait until the end of the day to clean everything at once.
- 6. After handling raw poultry, meat, fish, or eggs, immediately clean and sanitize cutting surfaces and equipment.
- 7. Wash raw vegetables and fruits thoroughly. Use a brush and/or water bath.
- 8. Do not take more food from refrigeration than you will use in one hour.
- 9. Freeze or refrigerate perishables, prepared food, and leftovers within two hours.

- 10. Keep foods covered.
- 11. Do not mix leftover food with freshly prepared food.
- 12. Boil leftover gravies, soups, and sauces before serving.
- 13. Chill all ingredients before combining protein salad (e.g., potato, egg, chicken).
- 14. Chill custards and cream fillings as quickly as possible; keep them cool at all times.
- 15. Cook foods to appropriate temperatures. See *Appendix B* for a list of proper cooking temperatures for various foods.

Equipment Handling

Safe equipment handling practices are imperative when working in a kitchen or any other food demonstration site. In order to prevent accidents from occurring, do not behave carelessly or recklessly when working with food preparation equipment. Additionally, pay close attention to any potential hazards that may be present while using foodservice equipment.

- 1. Be aware of your situation when using a knife or any cutting equipment.
- 2. Do not attempt to catch a falling knife.
- 3. Always keep knives sharp.
- 4. Use knives only for cutting, not for opening bottles, or any other unintended purpose.
- 5. Cut away from yourself and other workers.
- 6. Carry a knife properly by holding it beside yourself, point down, with the sharp edge back and away from your body.
- 7. Do not put knives anywhere they cannot be seen (e.g., into a sink full of soapy water).
- 8. Point pot handles away from gas burners, open flames, and aisles in order to prevent burns or spills.
- 9. Do not grasp any pot handle with your bare hands.
- 10. Use dry potholders or towels to handle hot pans (damp or wet towels will create steam, which can cause steam burns).
- 11. Keep a supply of salt or baking soda nearby in case it becomes necessary to put out a range top fire.
- 12. Choose the correct type of fire extinguisher when putting out a fire. Fire extinguishers are labeled according to the type of fire they smother. Class A is for ordinary combustible materials such as wood, fabric, papers, or plastic. Class B is for flammable liquids like cooking oil. Class C is for electrical fires.
- 13. Do not use any equipment unless you understand its proper application and operation.

- 14. Be sure to unplug electrical equipment before cleaning it.
- 15. Do not touch or handle electrical equipment while your hands are wet.
- 16. Do not leave hot fat unattended on the stove.
- 17. Clean up any spills immediately.
- 18. Sprinkle salt over a slippery area if it cannot be cleaned immediately.
- 19. Keep aisles and stairs clear and uncluttered.
- 20. Use a ladder or stable chair to reach objects on high shelves.
- 21. Get help when lifting heavy objects.
- 22. Use a cart when moving heavy objects over a long distance.

Equipment Cleaning and Sanitizing

While **cleaning** means the removal of visible soil, **sanitizing** means the removal of disease-causing bacteria. Bacteria are destroyed in two ways—by using heat or by using chemicals.

Manual Dishwashing

- 1. **Scrape and pre-rinse**. This step keeps the washing water clean longer.
- 2. **Wash**. This removes all soil and grease. Use warm water (110°F; 43°C) and a cleaning agent. Scrub equipment well with a brush. Replace cleaning agent solution when water is unclear or suds have disappeared.
- 3. **Rinse**. The purpose of rinsing is to remove all soap from the equipment. Use clean, warm water (110°F; 43°C), and change the water several times. Use running water to rinse equipment when a 3-compartment sink is not available.
- 4. **Sanitize**. Place equipment in a rack and immerse it in hot water (171°F; 77°C) for 30 seconds. Sanitizing can also be completed with disinfectants instead of heat. If disinfectant chemicals are used it is important to follow the instructions on the manufacturer's label. Example sanitizing solution: mix 3 tablespoons of liquid bleach into 1 gallon of water.
- 5. **Drain and air dry**. Do not towel dry equipment as this may lead to re-contamination.

Mechanical Dishwashing

- 1. Scrape and pre-rinse.
- 2. Place the dishes in the rack so that the dishwasher spray will strike all surfaces.

- 3. Run the machine for a full cycle. Proper temperature depends on the type of machine used. Check user's manual for appropriate temperature.
- 4. Sanitizing temperature depends on the method used by the dishwashing machine; a machine that sanitizes by chemical disinfectant should be set between120-140°F (49-60°C), and a machine that sanitizes by heat should be set at 180°F (82°C). Check user's manual to verify appropriate temperature.
- 5. Air dry and inspect for cleanliness.

Stationary Equipment and Work Surfaces

- 1. Unplug all electrical equipment before cleaning.
- 2. Disassemble the equipment whenever possible—this allows for more thorough access to all surfaces to be cleaned.
- 3. All equipment parts that can be immersed should be cleaned and sanitized in the same manner as kitchen utensils.
- 4. Wash all food contact surfaces using a detergent solution and clean cloths.
- 5. Sanitize all surfaces with a double strength sanitizing solution and with clean cloths used only for this purpose.
- 6. Allow equipment and surfaces to air dry.
- 7. Reassemble equipment.

Fruit and Vegetable Guide

This section covers general information about the nutrient content of fruits and vegetables. Purchasing, storage, and preparation ideas for selected fruits and vegetables can be found in the fruit and vegetable fact sheets. The food demonstrator should become familiar with the specific fruits and vegetables that will be prepared during the food demonstration. As the demonstrator prepares the recipes he/she is demonstrating, a running dialogue about different aspects of the fruits and vegetables being used (e.g., nutrient content, alternative preparation methods) will be interesting and practical for the participants.

Fruits and vegetables are low in calories and high in vitamins, minerals, and fiber. Eating a diet rich in fruits and vegetables may reduce risk for certain chronic diseases such as cancer, type II diabetes, and heart disease.

Fruit and Vegetable Nutrition Information

Calories

- A Calorie is the unit used to measure the energy in foods.
- Fruits and vegetables are low in Calories. One serving of fruit has about 60 Calories;
 one serving of vegetables has about 25 Calories or less.
- Starchy vegetables such as corn, potatoes, peas, and winter squash are higher in Calories than most other vegetables. Dried beans and legumes are also higher in Calories than most other vegetables because of their higher starch and protein content.
- Tropical fruits (e.g., avocados, coconuts) are higher in Calories (from fat) than other fruits.

Fat

Most fruits and vegetables are low in fat, or have a very small amount of fat.

Fiber

- Fiber is necessary to maintain normal digestive function.
- Fiber may lower one's risk for heart disease and certain cancers.
- Adults need to consume between 25 and 35 grams of fiber each day.
- Fruits and vegetables with edible skins and seeds contain the most fiber; peeling will decrease fiber content.

Sodium

- Sodium is a component of table salt, which is comprised of 40% sodium and 60% chloride. One teaspoon of salt contains 2400 mg of sodium.
- The recommended intake of sodium is 2300 mg or less per day.
- Most fresh vegetables are very low in sodium (35 mg or less). Foods that have 140 mg of sodium or less per serving are considered low in sodium.
- Pickled vegetables are very high in sodium; some canned and some frozen vegetables may also be high in sodium—check the nutrition facts label for sodium content.
- All fresh fruits are low in sodium.

Vitamins

All fruits and vegetables contain vitamins. Shorter cooking times help to preserve vitamins in fruits and vegetables, as well as in other foods.

Vitamin A

- Vitamin A is needed for proper night vision and skin maintenance.
- Vitamin A helps the body resist infection.
- Vitamin A is necessary for children's growth.
- Many fruits and vegetables contain carotenoids which can be turned into vitamin A inside the body.
- Dark green or dark yellow/orange fruits and vegetables (e.g., apricots, mangoes, broccoli, carrots, sweet potatoes, and spinach) contain more vitamin A than lighter colored fruits and vegetables.
- Some carotenoids help to protect the body against cancer and heart disease.

Vitamin C

- Vitamin C is needed to form collagen (this substance is needed to keep the cells and blood vessels in your body healthy).
- Another name for vitamin C is "ascorbic acid."
- Vitamin C helps to form bones and teeth.
- Vitamin C helps cuts and bruises to heal.
- Vitamin C helps the body to absorb iron.
- As an antioxidant, vitamin C may help lower one's risk for cancer.
- Vegetables high in vitamin C include tomatoes, broccoli, cabbage, cauliflower, and peppers.
- Fruits high in vitamin C include citrusfruits (e.g., oranges, grapefruit, lemons), kiwis, strawberries, and mangoes.

Folate

- Folate is needed for proper cell growth and function.
- Other names for folate are "folacin" and "folic acid."
- Folate is very important for women of childbearing age, including pregnant and nursing women. It is also very important for children.
- The risk for neural tube defects, such as spina bifida, is higher when a woman does not consume adequate folate prior to and during the first few weeks of pregnancy.
- Vegetables (e.g., spinach, broccoli, peas) and legumes contain ample quantities of folate.
- Fruits also contain folate (e.g., oranges, bananas, avocados).

Minerals

All vegetables contain minerals. In general, fruits contain smaller quantities of minerals than vegetables.

Potassium

- Potassium is needed for fluid balance, muscle contraction, and nerve function.
- Fruits and vegetables are the best food sources of potassium.
- Potassium can help lower the risk for high blood pressure.
- People who take medication for high blood pressure need to watch their potassium intake.

Iron

- Iron provides the body with energy by carrying oxygen through blood and muscles.
- Getting enough iron is especially important for women and children.
- Vegetables that contain iron include spinach, broccoli, and other greens. (Note: the iron in these foods may not be readily absorbed.)
- Consuming a source of vitamin C with plant foods that are a source of ironwill enhance iron absorption.
- Some dried fruits also contain iron.

Calcium

- Calcium is needed to build strong bones and teeth.
- Calcium helps to regulate blood pressure.
- Non-milk sources of calcium include calcium-processed tofu (see label on product package), calcium-fortified orange juice, some nuts and seeds, and green, leafy vegetables (e.g., spinach, Swiss chard, rhubarb chard).
- The type of calcium in green leafy vegetables is not well-absorbed by the body.

Recipe Name:		
Date:	/	/
Demonstrator:		

Food Demonstration Evaluation

Please rate your level of agreement with the following statements:							
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	l the sanstrati	ample I tasted at this on.					
I plan	to use	e this recipe at home.					
		stration taught me the skills I ce this recipe at home.					
I learn health		w ways to help my family eat					
The ingredients used in this demonstration are items that I am able to buy.							
Please note: The following information is used for demographic purposes only and will not be shared.							
Sex: Age:		Male ☐ Female -4 years ☐ 5-17 years		18-59 years		60+yea	rs
Does your family participate in the Supplemental Nutrition Assistance Program (formerlyknown as food stamps)? Yes							
	One Race	Race/Ethnicity: Select only one American Indian or Alaskan Nat Asian Black or African American Native Hawaiian or Other Pacifi White		Hispal	nic N	lon-Hispa	anic
	Multiple Races	American Indian or Alaskan Nat Asian Black or African American Native Hawaiian or Other Pacifi White					

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Resources

Food Demonstration Materials

http://eatwellbewell.org/partners/partner-resources/education-materials

http://foodchamps.org/

Food Demonstration Recipes

http://eatwellbewell.org/partners/partner-resources/recipes

http://www.fruitsandveggiesmorematters.org/?page_id=10

Nutrition Information for Talking Points

http://www.fruitsandveggiesmorematters.org/?page_id=164

https://www.choosemyplate.gov/

Food Safety

http://www.usda.gov/wps/portal/!ut/p/_s.7_0_A/7_0_10B?navid=FOOD_SAFETY&parentnav=FOOD_NUTRITION&navtype=RT

http://www.foodsafety.gov/

Appendix A

Freezer Storage Guidelines

For best flavor, use the minimum time guidelines. Foods stored longer are still good, but the quality of taste and texture will decrease.

Vegetables: 6 - 12 months Fruits (not citrus): 6 - 12 months Citrus fruits: up to 6 months Soups and stews: 3-4 months Beef: 6 - 12 months Ground beef: 3 - 4 months 3-6 months Pork: Ground pork: 1 - 3 months Leftover cooked meat: 2 - 3 months Lean fish: 6 - 9 months 3 - 4 months Fatty fish and shellfish:

Appendix B

The list below includes foods and the corresponding minimum temperatures that need to be reached in cooking in order to minimize food borne illness. For more information on proper food temperatures, please refer to the USDA's Fight BAC!™ program at www.fightbac.org, or call the USDA's Meat and Poultry Hotline at 1-888-MPHotline (1-888-674-6854).

Safe Food Temperatures

Fish	145°F (62.8°C)
Beef roasts (medium)	160°F (71.1°C)
Ground or flaked meats	160°F (71.1°C)
Pork, ham, bacon	160°F (71.1°C)
Egg dishes	160°F (71.1°C)
Meat with stuffing	165°F (73.9°C)
Ground poultry	165°F (73.9°C)
Casseroles	165°F (73.9°C)
Reheated foods	165°F (62.8°C)
Poultry (breasts)	170°F (76.7°C)
Poultry (whole)	165°F (82.2°C)
Microwaved foods	165°F (62.8°C); let stand for $1/3$ of the original cooking time, or as
	recipe directs

Appendix C

Apron	Strainer
Hair cover (hat, hairnet)	Colander
Disposable gloves	Mixing bowls
Recipes	Measuring spoons
Cutting board (2)	Measuring cups (liquid and dry)
Chef knife	Vegetable steamer
Paring knife	Baking pan
Masher	Baking sheet
Grater	Pots and pans
Potato peeler	Skillet
Spatula	Dutch oven
Wire wisk	1 Quart pan
Ladle	2 Quart pan
Rubber scrapers	3 Quart pan
Wooden spoons	Potholders
Slotted spoon	Thermometer, oven
Tongs	Thermometer, meat
Vegetable brush	Jar opener
Soap and washcloth	Can opener with bottle opener
Dish towel and dishcloth	Foil
Paper towels	Saran wrap
Scrub pad	Vegetable spray
Dish detergent	Dial timer
Plastic dishpans (2)	Spice kit
Serving platters and bowls	Salt and baking soda
Tablecloths	Folding luggage rack
Serving utensils (spoons and forks)	lce chest with wheels
Place mats	Plastic spoons, forks, knives
Toothpicks	Paper napkins
Sample cups	