Cooking Demonstrations to Enhance Nutrition Education

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Objectives

• Describe at least 3 benefits of using cooking demonstrations to teach health & wellness to individuals and groups.

• List the key steps necessary to create a successful cooking demonstration (venue, topic selection, recipe selection, etc.)

• Identify the unique food safety and food sampling requirements for various types of cooking demonstrations.
Start With A Plan

• What is your goal or purpose?
  • Use recipe ingredients to help teach your message

• Factors to consider
  • Type of Venue and Location
  • Equipment Needed - Electricity
  • Food Transportation
    Local Regulations/Compliance, Food Safety, Food License
  • Allotted Time
  • Audience/Age Group/Number
  • Topic / Theme
  • Recipe Selection/Samples
  • Talking Points, Handouts and Resources
  • Clean Up
Venue Options

• Community/Business Presentations
  • Nutrition Classes
  • Programs/Groups: Diabetes, Heart Health, Celiac
  • Fitness Centers, Athletic Programs
  • Weight Management

• Health Fairs
• Media (traditional & social), Radio, Vlogs
• Consumer Cooking Classes
• Food Insecurity Programs/Centers
• Community Expos: Seniors/Women/Kids
• Web Videos (You- Tube, Tasty, Facebook Live, etc.)
Equipment

What is on site?

- Table
- Stovetop/Oven
- Refrigerator
- Electricity
- Sink/Running Water
- Nothing????

Tina, Holly Hutton-WYCD Radio Personality, Katelyn Packard, Dairy Farmer - Facebook Live
Equipment - What You’ll Need

Use Recipe instructions and venue requirements to determine needs

- Rolling Cooler, Ice Packs
- Prepped Ingredients
- Completed Dish
- Display Plates, Props, Décor
- Disposable Gloves, Thermometer
- Hand Sanitizer (not a substitute for handwashing)
- Table Cover
- Serving and Sampling Supplies
- Warm holding equip. if needed (i.e., crock pot)

- Glass Bowls (small and large)
- Pots, Pans, Utensils, Can Opener
- Electric Skillet or Burner
- Small Appliances (mixer, blender, etc.)
- Measuring Cups and Spoons
- Cutting Board, Knives (in guards)
- Extension Cord
- Garbage Bag
- Paper Towels
- Antibacterial Wipes (unscented)
- Recipe/Outline
Transportation & Food Safety

Transportation
- Rolling Cooler
- Ice Packs
- Hot Food Considerations, insulated carriers

Food Prep Safety
- Temporary Food License
- Sanitation 101
- Thermometers
- Hand Washing
- Gloves
Safe Food Handling: Hand Washing Station, Surface Sanitation

**Handwashing Station Set-Up:**
1. Liquid hand soap
2. Large (2-5 gallon) discard bucket
3. Large (2-5 gallon) container for water w/spigot
4. Paper towels

**Sanitizing solution for cleaning food surfaces:**
1 gallon of water with 2 teaspoons chlorine bleach (about ½ cap to 1 cap full of chlorine).

Must use chlorine test strips to determine the right concentration (usually 200 ppm, test strips turn blue when correct).
- Chlorine test strips are available at restaurant supply stores (i.e. Gordon Foods Service), health departments.

Pour chlorine sanitizing solution in spray bottle. Clean surface with paper towels or plain clean clothes.

**Food handler training, such as ServSafe**
Sanitation Guidelines

Portable 3-compartment sink (plastic bins, deep steam-table pans, other)

**Wash**
Dish soap, wash cloth
Warm water
Change every 2 hrs. (or sooner as needed)

**Rinse**
Warm clean water

**Sanitize**
Sanitizing solution
Warm water
Check with Sanitizing Test Strips Correct for the Sanitizer Used (quaternary solution, bleach)

**Air Dry**
Plus have on hand:
Clean Cloth Towels
Wash Cloths
Paper Towels
Food Safety Requirements

- **Digital thermometer**, metal stem (0° to 220°F)
- **Cold storage**: portable refrigeration or coolers with enough ice to maintain 40°F
  - *Store raw meats, fish, poultry in separate cooler or on bottom of cooler or refrigerated unit.*
- **Hot storage**: potable, insulated or other (i.e., crock pot), maintain temp. of 140°F
  - *Hot food handling equipment: oven mitts, etc.*
- **Disposable gloves** (to be used along with proper handwashing)
- **Containers, plastic wrap, foil**, zip-lock bags, etc., Sharpie marker for labeling
- **Trash container** with bags
- **Boxes, tables, or skids** to *store food & equip. 6” or more above ground*
- **Hair restraints** (hair net, hat, beard nets), aprons
- **Single serve articles for sampling**: plastic utensils, plates, soufflé cups, etc.

*Michigan Temporary Food License (Permit):*
Time

- Community Presentation — 30 to 60 minutes
  - Allow time for Q&A (10-15 minutes)
  - Allow adequate time to prepare: Planning, Shopping, Prep. Materials, Transport, etc.)
  - Will others be available to assist with unloading, set-up (carts?)

- TV News Show/Traditional Media — 2 to 4 minutes
  - Have ingredients ready to go; combine on screen, have a prepared version to display
  - Allow 6-8 hours to prepare (shop, prep., make one completed display sample)

- Facebook Live (similar to TV set-up)
  - Can be brief or extended, i.e. 30 minute lunch & learn

- Web Video — 1 to 1-1/2 minutes (3 min. max.)

- Tasty Style Video – 30 to 60 seconds
- Instagram Story, Vlog

Crowd Pleasing Guac with Kefir

https://www.youtube.com/watch?v=2b-CRGAarS4
Audience

Who:
• Adults (busy families, young singles, seniors)
• Children (age group)
• Men
• Women (Age and life stage)
• Mixed
• Ethnicity
• Socio-economic Status

• Group Size:
  • Small size: make interactive, consider hands-on
  • Large group: Observe demonstration. Tools to increase visibility i.e., overhead mirrors, cameras with screens

• Sampling Expected? Will there be assistants to help with sampling for larger groups?
Topic Selection

**Seasonal**
- Summer/Winter/Spring/Fall
- Grilling
- Holiday
- Back-to-School
- Tailgating

**Health and Wellness, Disease Specific**
- Diabetes
- Heart Disease, Low Sodium (DASH)
- Bone Health, Osteoporosis
- Weight Management
- Gluten Free
- MyPlate/DGA: ↑ Intake of Dairy, Fruits/Veggies, Whole Grains

**Meal Occasion**
- Breakfast
- Lunch
- Dinner
- Snacking
- Brunch
- Holiday meal

**Healthy Meals, Simplicity**
- Cooking for 1-2 – Senior center
- Easy family meals – Parenting class
- After school snacks – School group
- Understand media audience for show (who are viewers)
Topic Selection

• Themes:
  • January: Resolutions, Soup Month
  • February: Heart Month, Cherry Month
  • March: National Nutrition Month, Frozen Foods Month
  • April: Garden Month, Soy Foods Month
  • May: Mother’s Day (Women’s Health), Asparagus Month
  • June: Father’s Day (Men’s Health), Dairy Month
  • July: Heat Safety, Hydration, Blueberry Month, Ice Cream Month
  • August: Back to School, Peach Month
  • September: Family meals month, Whole Grains Month
  • October: Fall Harvest, Apple Month
  • November: American Diabetes Month, Pomegranate Month
  • December: Holidays, Pear Month
Recipe Selection Considerations

*Recipe ingredients that tell your health & wellness story*

- Availability of Ingredients (Season?)

**Know Your Audience!**
- Providing solutions or entertainment

**Fits Audience Lifestyle – Simple, Affordable, Wholesome, Healthy**
- Include Nutrition Facts Information

**Equipment** – What’s needed for specific recipe

**Venue Location (unique needs?)**

**Sponsor Products**

**Pre-Prep Needed**

**Recipe Resources**
Recipe Selection Example – Easy Meals, Healthy Families

Example:
- Topic – Easy Family Meals
- Venue – Television
- Audience – Women, Moms
- 4 Minutes
- Pre-Prep Needed

Recipe Idea:
Slow Cooker Black Beans & Rice

Discussion: Why is this a good recipe for this topic & audience?
What equipment might you need?
Audience Cooking Skills

Knife Safety
- Discuss safe food handling & knife safety especially in “Hands-on” classes

SAFETY TIPS

DO IT SOMEWHERE STABLE
Cut on a stable surface. Use a damp dish towel or rag under the cutting board to prevent it from moving.

USE THE RIGHT TOOL
Never use a knife to open a can, remove jar or battle caps or cut strings.

NOT IN THE DRAWER
Use a knife holder when storing knives. Putting them in a drawer is not safe.

NOT IN YOUR HAND, PLEASE
Never cut any food on your hand. Always use a chopping board.

LET IT FALL
Never attempt to catch a knife if it falls from the counter or slips from your hand. Step back and let it fall on the floor.

BE SAFE
Do not carry knives when carrying other objects.

WASH KNIVES SEPARATELY
Avoid washing them in the dishwasher as the banging inside can ruin the edge.

The Proper Grip

Blade
Bolster
Edge
Heel
Rivet
Tang
Handle
Knife & Kitchen Safety

Announce “Sharp behind” – carry with point facing down, sharp edge of blade facing back.

Hot equipment:
* Oven mitts / gloves
* Hot pans announce “Hot behind”
* Oven Door – announce “Oven Open”
* Caution with hot liquids; steam burns

Safe Food Handling:

Keep Food Safe From Bacteria

Partnership for Food Safety Education, www.fightback.org
• Recipe Ingredients (unique nutrition attributes)
• Substitution ideas
• Prep tips
• Culinary “tricks”
• Nutrition information
• Serving ideas
• Garnish tips
• “Meaningful Messages”
• Cooking equipment/utensils
• Announce special upcoming program/class
• Promote your business

**Take Home Message:** What is your “Call to Action?”
What do you want attendees to do after they leave your presentation?
Handouts & Resources

- Recipe to follow along (Nutrition Facts)
- Menu planners
- Simple meal assembly guidelines
- Nutrition tips/advice
- Website
- Blog
- Contact information

**Evaluation tool:** For group presentations (i.e. worksite wellness) use to help you improve!
Mise en place

• Be organized!
• The French term “mise en place” means “to put in place” or “everything in its place”
• Preparation steps necessary during culinary preparations
  • Gathering and prepping ingredients to be cooked
  • Pre-chopping ingredients as needed
  • Place ingredients in order to be used
  • Assembling all the necessary tools and equipment
  • Have display and sampling supplies ready
Always provide your recipes and talking points to media prior to your appearance – ask to have posted on the station’s website and/or social media pages. Include your website link or social media handles.
Tips, Your Appearance

• Hair – Away From Face
• You Need Makeup
• Minimal Jewelry – No dangling or clanging-noise
• Clothing - Media
  - 2 piece outfits - Microphone
  - Solid Color preferred (no busy patterns)
  - No Black or White
  - Comfortable Shoes
• Where to Stand
• Listen for Cues
  - To Move On or End
  - Talk to the person interviewing you; conversational, not stiff
• Over Smile
• For Media – Remember the camera is on!
Presentation Tips & Logistics

- Ask ahead of time about sampling for crew or audience – bring plate/utensils
- Placement of products for “flow” – left to right, ingredients in order of use
- **Rule of 3: Emphasize 3 key points**
- Know your talking points, but be natural & conversational
- Have short sound bites

**Presentation tips – use:**
- Clear glass bowls for mixing
- White plates to show food
- Colorful décor but not too much
- Different heights for props
- Food or packages as props
Talking Points Tips

• Use recipe ingredients as talking points. What tips make sense for your audience and your recipe ingredients?
  • “Swap-portunity” – how to modify ingredients for special diet needs?
    • Reduced sodium
    • High fiber
    • Gluten-free
    - Reduced fat/saturated fat
    - Reduced refined carb/added sugar
    - Other?

• “Swap-portunity” to simplify
  • What ingredient changes can you make to simplify recipe prep. for time-starved individuals (busy moms, etc.?)

• What tips can you provide to reduce food waste?
  • Add or replace similar ingredients to use what you have on hand (before spoiling).
Talking Points Tips

• What other tips can you provide that will reduce recipe cost for those on a tight budget?
  • Those on food-assistance programs, college students, senior citizens, etc.)

• Highlight Nutrition:
  • What are the unique and wonderful nutrients found in the recipe ingredients (and the recipe itself)?
  • Is this an indulgent recipe – an opportunity to teach portion control and moderation? Can you make substitutions without sacrificing quality and taste?

• *Incorporate one or more of these talking point tip strategies into your cooking demo presentation.*
Sample Demo

**Topic – Easy, Healthy Family Meals**
- Venue – WIC Group Presentation
- Time Allotted - 30-40 Minutes

**Recipe Selection:**
- Greek Pasta with Tomatoes and Beans

**Talking Points:**
- Importance of family meals
- Easy, affordable, healthy – emphasize budget tips
- Family meals resources
- Get the whole family involved
- Tips for special diets
Greek Pasta with White Beans and Tomatoes

- 8 oz. whole grain or multi-grain penne pasta
- 2 (14.5 oz.) cans Italian-style diced tomatoes (do not drain)
- 1 (15 oz.) can cannellini beans, rinsed and drained
- 10 oz. fresh baby spinach
- 1 cup crumbled feta cheese

1. Cook the pasta according to package directions until al dente (do not overcook).

   *Cook’s Tip: Cook double batch of pasta; place half in a zipper-lock bag with 2 tsp. olive oil, toss to coat. Label, date and refrigerate (7-10 days) for a quick meal later in the week.*

2. While pasta cooks, combine tomatoes and beans in a large non-stick skillet. Bring to a boil over medium high heat. Reduce heat to low.

3. Add spinach to the sauce; cook for 2 minutes or until spinach wilts, stirring constantly.

4. Add cooked pasta to sauce and heat through (about 3-5 minutes)

5. Sprinkle with feta and serve.

*Recipe adapted from Bush’s Beans, BushBeans.com*

*Tip: Credit or Cite your recipe source!*
Sample Demo

**Topic – Healthy Back-to-School Snacks**
- Venue – Television
- Time Allotted - 5 Minutes

**Recipe Selection:**
- Strawberry Orange Basil Smoothie

**Talking Points:**
- Importance of snacks for children
  - fill nutrition gaps (snacks provide 25% of kids calories—make ‘em count w/nutrient dense foods)
- Key nutrients of need
  - protein, fiber, fruits/veggies, calcium
- Tips for making ahead
- Tips for addressing special diet needs
Strawberry-Orange Basil Smoothie

• 2 cups low-fat Kefir (plain or Strawberry)
• 2 cups frozen strawberries (without added sugar)
• 9-10 fresh basil leaves torn
• 4 Tbsp. frozen orange juice concentrate, partially thaw
• 1 Tbsp. chia seeds, ground flax seed, or hemp heart seed
• 2 tsp. to 1 Tbsp. honey (optional)
• Fresh Strawberries for Garnish

Add all ingredients to a blender, and pulse until combined. Serve immediately.

**Prep Tip:** If the smoothie is too thick, add a bit of milk or water. If it is too thin, add more fruit and/or ice.
Sample Demo

Topic – Easy Breakfast Meals
• Venue – Diabetes Cooking Class
• Time Allotted - 30 Minutes

Recipe Selections:
• Overnight Oatmeal
• Muffin Frittatas

Talking Points
• Importance of regular mealtimes
  – emphasis on breakfast time for this demo
• Components of a healthy, diabetes friendly breakfast
  – fiber, protein, fruit/veg, carb balance
• Items to keep on hand for easy breakfast assembly/prep
• Tips for addressing special diet needs

Overnight Oats
• 2 cups of old fashioned oats
• 1/4 cup raisins
• 1/4 cup chopped walnuts
• 1 Tbsp. ground cinnamon
• 2 cups milk

1. Combine all ingredients and put in refrigerator for the next morning.
2. Top with fresh fruit, nuts if desired.
Sample Demo

Topic – Make Ahead Meals
• Venue – Mom’s group
• Time Allotted - 30 Minutes

Recipe Selection:
• Muffin Frittatas

Talking Points
• Make ahead – freeze, grab and go!
• Nutrition: Protein, calcium, vitamins A & C
• Recipe modifications for special diets (i.e., use lactose free milk)
• Meal opportunities: Breakfast, snack or grab and go lunch with fruit and milk
Muffin Frittatas

- 6 eggs
- 1/2 cup low fat milk
- 1/4 tsp. salt
- 1/8 tsp. pepper
- 1 cup shredded cheddar cheese (4 oz.)
- 3/4 cup chopped zucchini
- 1/4 cup chopped red bell pepper
- 2 Tbsp. chopped red onion

1. Heat oven to 350°F. Whisk eggs, milk, salt and pepper in medium bowl until blended. Add cheese, zucchini, bell pepper and onion; mix well. Spoon evenly into 12 greased muffin cups, about 1/4 cup each.
2. Bake until just set, 20 to 22 minutes. Cool on rack 5 minutes. Remove from cups; serve warm (reheat cold frittatas in microwave).

Cook’s Tip: Portion into small zipper-lock bags and refrigerate (or freeze) for grab and go meals throughout the week.
Sample Demo

Topic – Better for You Tailgating
- Venue – Outdoor stadium, 2 Hour timeframe
- Audience – Families, kids sampling concerns
- Pre-Prep Needed

Recipe Idea: Easy White Chicken Chili

Talking Points:
- Easy recipe, budget friendly
- Tips to reduce sodium content
- Recipe short-cuts
- Keep warm – thermal jug or crockpot

White Bean Chicken Chili

1 cup diced cooked chicken
3 (15 oz.) cans great northern beans, do not drain
2 cups salsa (1 - 16oz. container mild, med. or hot)
2 tsp. ground cumin plus 1 tsp. dried oregano
1 cup chicken stock
1 ½ Cup 2% milk shredded Mexican blend cheese
Tortilla chips

Combine chicken, northern beans, salsa, stock, cumin and oregano in a stock pot and bring to a gentle boil. Stir in cheese to melt. Keep warm in a crock pot. Serve with tortilla chips for dipping.

Suggested garnishes: chopped green onion, sour cream, cilantro sprigs.
Sum It Up!

1. Identify venue and audience
2. Select demo recipe
3. Write outline and shopping list
4. Shop – ingredients and props
5. Pre-prep
6. Decide on key talking points
7. Practice
8. Recipe handouts and/or online
9. Sampling?
10. Food safety considerations
11. Have fun!

Let’s Get Cooking!
Resources

- United Dairy Industry of Michigan, [www.milkeansmore.org](http://www.milkeansmore.org)
- Michigan Academy of Nutrition and Dietetics, [www.eatrightmich.org](http://www.eatrightmich.org)
- Produce for Better Health [https://www.fruitsandveggiesmorematters.org/](https://www.fruitsandveggiesmorematters.org/) (PBH Health Professional Resources: [https://www.fruitsandveggiesmorematters.org/welcome-health-professionals-fruit-and-veggie-resources](https://www.fruitsandveggiesmorematters.org/welcome-health-professionals-fruit-and-veggie-resources))
- Food & Health Communications, [https://foodandhealth.com/5-cooking-demonstrations/](https://foodandhealth.com/5-cooking-demonstrations/)
- Cooking Matters [https://cookingmatters.org/sites/cookingmatters.org/files/CMYFP.pdf](https://cookingmatters.org/sites/cookingmatters.org/files/CMYFP.pdf)
- Food Marketing Institute, Family Meals Month (September) [https://www.fmi.org/family-meals-month](https://www.fmi.org/family-meals-month)