

Techniques for Healthy Food Demos

How to Choose a Recipe

Choosing the right recipe is very important. Even if your techniques are perfect, you want your recipe to appeal to your audience.



The Recipe You Select Should:

- Be right for your ability level, challenging, but not too difficult
- Be suitable for the facilities available and the time frame
- Be reasonable in cost, you will be making a lot of it
- Fit into a healthful eating style
- Have color, texture and taste appeal

If this is your first demonstration, you will want to keep it simple and make something you really like. This way you will have a strong familiarity with it and it will be easy to talk about.

Be sure to taste test your new creations. Practice, practice, practice.

Consider The Following Essential Points:

- Who is your audience? Athletes, seniors, women over 40, children, etc.
- What is the best menu for your audience? (e.g., their tolerance for spice, their daily time constraints, lifestyle and activity level.)
- What is your repertoire of classes that you deliver with confidence? Class topics: Basic Fundamentals, Ethnic (Italian, Thai, Mexican, etc.), Desserts, Cleansing/Detox, Beverages/Elixirs, Chocolates, Dehydrated Foods, Kid Food, etc.
- How much time do you have to prepare for the class? How much assistance will you have before, during and after the class?
- What is your location for the class? Do you need to consider travel time? What are the logistics (e.g., number of electrical outlets, access to a sink, refrigerator/freezer - what is available, what is necessary?)
- Consider a sliding scale or bartering for goods and services of equal value for those who don't have money for the class, but who would benefit from the information.



Arrangement and Use of Equipment

Preparing and Practicing for the Demonstration

One way to organize the equipment and ingredients is to use two cafeteria trays that measure 13"x16". If you don't have trays at home you can use cookie sheets or jelly roll pans covered with foil.

Place all of your ingredients and equipment on one tray and move them to the other tray when you are done using them. You can work either left to right, or right to left. However, you may only have a six foot table for your work area. Be prepared to work in this amount of space. Practice using only this much work area at home. The table space available may be less and you will need to be flexible.

Suggestions for Demonstration Set-Up

1. Use small containers for small amounts and large containers for large amounts, Plastic containers and souffle cups work well. Try to coordinate all your containers.
2. Label all ingredients. Avoid labeling the container cover, as once this is removed, lots of things look alike. Also be sure, if you are doing more than one recipe to put which recipe each ingredient is for (you can use initials), this is particularly helpful with salt as it can be in every recipe. Neatness is very important, use a waterproof marker so your label markings won't run.
3. Cover bottoms of trays for a neat look, such as foil, towels or white plastic. It is also a good idea to keep your work area clean and covered with a piece of wax paper or plastic. If you spill, it will make for easy clean up.
4. Arrange the ingredients on your tray in the order you will be using them. Try to keep the tallest items closest to you so the shorter item will not be blocked from the audiences view.
5. After you've done your demonstration several times, make a diagram of your trays. Then you or your helpers will be able to set up your trays quickly each time.
6. List everything you will need to take to the class. This will be very important the day of the event. Here is a sample list:
All ingredients needed for recipe



Blender/Food Processor/Dehydrator Extra
blender pitcher
Clear glass mixing bowls
Measuring cups and spoons 2 cafeteria trays
2 towels and sponges 3 spatulas
Chef knives
Extension cord
Photocopies of your recipes or recipe printed on a white board for copying

Paper bag
1 metal scraper (Bash 'n'
Chop) Masking tape and
marker Scissors
Apron or chef coat
Hat or head
covering

Table Set-up

Right Side of Table

Blender, Food
Processor Utensils
3 spatulas

Center of
Table

Cutting board and chef
knife Demo tray

- Uniform looking bowls with ingredients (no hodge-podge)
- Spice cups with tops removed (no plastic wrap or bags)
- Matching bowls for nuts and powders
- Clear glasses or bowls for oils and liquids
- Card with notes

Side 1: ingredients and measurements, and equipment
needed Side 2: notes that you want to tell your audience,
such as nutrients

in our ingredients, why this food is good for them, tips
on using equipment

Left Side of Table

Hand washing bowl (not see through)
Water pitcher (for drinking and using in
recipes) Wet cloth or sponge

Dry cloth

Under Table

Garbage
bag
Compost

Organize Your Presentation

A presentation will normally have three parts, Introduction - Body - Summary.

Use the Introduction to catch the attention of the audience. It should make them want to listen and see the importance of what you are doing.

The Body is the “doing” part of the food preparation demonstration. It should logically follow the steps to prepare the recipe. Posters are a good visual to keep you on track (if

you are not handing out recipe packets, as in a free demonstration) and will help you not skip a step. Index cards are also very helpful for keeping notes and keeping you on track.

Using posters will help the audience to follow more easily. When preparing posters, consider the distance to the audience and make the size of lettering appropriate for easy reading. Limit the amount of text on each poster so the viewer can easily read the information. Black or blue letters show up best on light backgrounds. Be sure to check your spelling, or better yet, have someone else check it for you.

Posters can be your cue cards to remember key points. You will want to script the body of your demonstration to include more information than just the food preparation. Consider including:

- Nutritional Value
Carrots are very high vitamin A - important for good eyesight and healthy skin.
- Cost
This nut milk costs about \$1.50 per quart, while boxed nut milks from the store cost about \$35.0, a savings of \$3.00.
- Importance of Each Ingredient to the Final Product
Miso will give your nut cheese a cheesy and salty flavor, lemon will add tang to the cheese.
- Food Safety
Tell your students about the importance of keeping your cutting boards and work surfaces clean when preparing raw foods.
- Serving Ideas
This vegan meatloaf would be delicious for dinner served with steamed green beans, a tossed salad and a glass of hibiscus cooler.
- History of Recipe
This recipe was created by my raw food teacher who wanted to re-create her childhood comfort foods in a healthy version.
- Summary
Include the key points and encourage the use of the recipe. It should also tell the source(s) of your nutrition information.

Techniques for Demonstration

1. Appearance - Wear a freshly pressed chef coat or a simple plain top with a clean, crisp apron. Solid colors that coordinate with your apron are a good choice. Short sleeves are easy to work in, all jewelry should be left at home. Nail polish should not be worn and long nails distract from your

demonstrations. Your hair should be pulled back nicely or in a chef's hat.

2. Use a clear mixing bowl if available. This makes it easier for everyone to see what you are doing.
3. Use a bowl large enough for what you are doing.

4. Use liquid measures to measure liquids and dry measures for dry ingredients. Measuring spoons can be used for either. Most ingredients should be pre-measured so people can focus on the recipe, not on your measuring techniques. (Liquids and extracts can be measured during your demo.) If appropriate for the recipe, show how to measure at least one dry and one liquid ingredient.
5. Don't make a demo for a recipe longer than 12-15 minutes.
6. Keep an opaque (cannot see through) hand washing bowl on the table and a damp sponge or cloth handy to wipe your hands, so you won't need to wipe them on our apron or coat and so spills can be cleaned up easily.
7. Use equipment to fit the job you're doing. Ex: a large butcher knife isn't need to peel an apple.
8. Try to work quietly so people can hear what you are saying. Consider using wooden spoons, and placing a dampened cloth under bowls while mixing. This will help keep the bowl in place and also keeps the noise level down. Use rubber spatulas to clean bowls our completely and try to hold the bowl facing the audience as you scrape the bowl out.
9. When you clean batter from a spoon, tap it against your hand rather than against the side of the bowl. There are two reasons for this: you don't want to chip the bowl, plus it reduces the noise.
10. Work on waxed paper. Example: if you are peeling an apple, the peels can be cleaned up quickly.
11. Tape a small paper bag beside you on the table for peelings, paper towels, etc. Cleaning up as you go is a good practice.
12. Use a cutting board for chopping, slicing, etc. You won't need to bring a big on, a small wooden or Lucite one work fine.
13. Talk while you are working, while dicing the vegetables talk about the nutritional content.
14. When you have finished your demonstration, display your finished product in a serving dish or plate it nicely. Make it look attractive and inviting to eat. Hand out samples at the end, never while you are still talking.

On the Day of the Class

Nervous? This where all your planning will pay off. Check your list to be sure all your equipment and ingredients are packed. Allow plenty of time to get to the event. Rushing at the last minute is a disaster. In the set-up area, you will want to arrange your trays using the diagram (if you made one). In some cases you will prepare your finished product before doing your demonstration. Now you're ready to do your demo.

While you're waiting for the class to begin, here are a few things you could be checking:

1. Take off all rings, bracelets, necklaces - jewelry is distracting and can get in the way. Don't chew gum.
2. Make sure you have an apron on. It will keep your clothes from getting messy.

3. No one likes hair in their food, be sure your hair is tied back or in a net, scarf or Chet's hat. Check that no stray hairs sneaked out.
4. Check your index cards or posters to be sure they are in the correct order.
5. Wash your hands well in hot water and soap (singing "Happy Birthday to you" ... the whole song.)
6. Take a few slow deep breaths. Try to give the appearance of being calm, even if your stomach is doing flips.

Once you begin, do your demonstration as planned. The students might ask you questions like, "Where did you get your recipe?", "Why are you using that ingredient?", "What nutritional value does your recipe have?". Look at the person as you answer. If it is a long answer, look around the room at everyone. If you do not know the answer say, "I do not know but I could research the answer." Never try to make up an answer.

Smile as much as you can. It's hard to do, but it does make you look like you're enjoying yourself, even if you are petrified. Find a friendly face in the audience and look up and smile often. Eye contact works wonders.

When you're finished answering questions, give samples of your finished product for tasting.

Feedback

When you receive your evaluation sheets, read them over carefully and make a note of where you can improve. Suggestions can help you improve your demonstration. Save your evaluation sheets and look at them before you do your next demo. The comments can help you improve each time. The way you feel about your accomplishment is the most important thing, and can help you get more students and more jobs teaching.

Remember, practice makes perfect, not matter how experienced you become.