Food Demonstration Activities

I. Policy

One way to promote the consumption of fruits and vegetables is to allow people to taste samples of fruits and vegetables such as apple or red pepper slices. An even better way to encourage SNAP recipients to buy and prepare fruits and vegetables is to provide a low-cost food demonstration that shows SNAP recipients how to make a recipe with fruits and/or vegetables. Therefore, food demonstrations are an allowable activity for SNAP Education (Guidance, p52). Food demonstrations should be:

- incorporated into evidenced- based workshops for adults and youth as a behaviorally-focused activity to support and reinforce nutrition lessons.

- conducted at eligible retail food stores, eligible farmer's markets, or health fairs as a SNAP-Ed social marketing event.

Food demonstrations, and/or the provision of food samples, are prohibited in the 'waiting areas' of public health offices, health centers, clinics, and physicians' offices.

II. Food Demonstrations and Workshops

Healthy eating is a learned skill. The goal of Eat Smart New York is to teach this skill to SNAP and SNAP eligibles in an effort to foster lifelong positive healthy lifestyles. By educating at-risk populations about making healthier choices within their SNAP benefits and/or limited food budget, nutrition educators can have a positive impact on low-income families' nutrition and improve the health and well- being of families and children: better nutrition means lower obesity rates and fewer health-related issues.

Using approved curricula supported with a behaviorally focused food demonstration during a workshop, nutrition educators can improve the likelihood that SNAP eligible adults and youth will make healthy lifestyle choices by presenting lessons related to: food planning and purchasing; food preparation and storage; increasing consumption of fruits and vegetables, whole grains, low-fat dairy; decreasing consumption of added sugars, salts and fats; and increasing physical activity.

<u>How to Report Food Demonstration Event</u>

When a food demonstration is incorporated into a workshop lesson, the workshop lesson counts as 'one workshop activity'. For federal reporting purposes in the USDA Educational and Reporting System, participant reach is reported in the direct education

as either a single or series of lessons. OTDA will provide training on how to report workshop events for quarterly and annual reporting.

Every effort should be made to collect survey data related to ESNY goals at a workshop. The majority of approved curricula lessons come with validated surveys used to determine the effectiveness of the workshop lesson and the intent to change behavior related to the lesson. When a survey is not available, it is the responsibility of the nutrition educator to collect data from participants using a validated survey. Participants are 'not required' to fill out a survey after participating. The filling out of a survey is optional.

REPORTING REQUIREMENT for Workshops

- If survey data is collected from participants, count as 'direct' contact
- If survey data is not collected from participants, count as 'indirect' contact

III. Retailer and Farmer Markets Food Demonstrations

Retailer and farmer market food demonstrations are considered a SNAP-Ed social marketing activity. Social marketing for SNAP-Ed is any activity designed to promote core messages, or program information to a large SNAP-eligible audience. Their purpose is to influence the point-of purchase behavior of SNAP-eligible individuals and to communicate important nutrition education information.

Eligible Farmers Market and Retailers

Food demonstration events as a SNAP-Ed social marketing activity are allowed at:

- retail food stores with SNAP EBT sales of $50,000 or more; and
- farmers' markets which accept SNAP EBT cards and which have sufficient food traffic that results in at least 20 contacts per event.

Not all farmers markets are alike. Every effort should be made to work with OTDA and the market manager to identify whether staff resources for a food demonstration and nutrition education activity at a particular market would be a beneficial SNAP-Ed activity. OTDA can identify markets with high EBT sales in a region, and this information can be used to identify larger markets. Likewise, the market manager can provide information on market foot traffic and best times of the week to hold an event. It is recommended that providers work with the retailer and market manager to coordinate and advertise the food demonstration event.

How to Report Food Demonstration Event

For reporting purposes, food demonstrations at a farmer's market and/or eligible retailer are considered a 'public event'. For federal reporting purposes in the USDA Educational and Reporting System, participant reach is reported in the 'indirect education' category and participant reach is estimate using the USDA approved methods. USDA defines indirect activity as the distribution of information and resources, including dissemination of nutrition cores messaging and materials at a public event.

REPORTING REQUIREMENT for Retailer and Farmer Market Food Demonstrations

- **Indirect Education under public event. Use the other category to insert separately [farmers market] and [retailer]**

Goals of Food Demonstration Event

The nutrition education goals for food demonstrations held at retail and farmer markets are:

- Increase the consumption of fruits and vegetables (***primary***)
- Increase the consumption of whole grains (secondary)
- Increase the consumption of low-fat dairy (secondary)

The circumstances of a food demonstration at retail and farmer market food demonstrations are distinctly different from those held during a workshop. Instead of having a captive audience in which the participant is actively engaged in learning behaviorally focused concepts, the participant is stopping at an event table for materials or to taste a food sample. Unlike a workshop, educators will need to deliver 'short' and 'recurrent' nutrition education messages that will grab the attention of people who may be in a hurry and/ or distracted by their shopping responsibilities. In these settings, focusing the activity on one lesson goal and using social marketing tools with 'core' nutrition education messages and materials will help to ensure that participants understand and retain the activity message. (See recommended materials.)

IV. 'Workshops' at Farmer's Market

It is possible to hold a practiced-based '**workshop'** at a farmer's market that is located in a densely populated low-income area and which has sufficient foot traffic to ensure group attendance. The purpose of a farmers' market workshop is to deliver 'behaviorally-focused' lesson and core messages *and* to promote the benefits of a diet rich in fruits and vegetables, especially using locally grown, low-cost seasonal produce.

Workshops are allowed at farmers' markets that accept the SNAP EBT. All workshops must use OTDA approved curriculum and materials.

The primary nutrition education goal for workshops held at famers markets is to increase the consumption of fruits and vegetables. Promoting SNAP incentives [Governor's Fresh Connect Coupons, Double Up Coupons, NYC Health Bucks, and Senior Farmers Market Coupons] is a priority and has been proven effective at increasing the consumption of fruits and vegetables among the SNAP population. Coordinating the provision of an incentive with attendance at the workshop is encouraged. Likewise, facilitating the donation of gleaned produce to be shared with workshop attendees is also encouraged. It is recommended that providers work with the market manager and partner agencies to coordinate and advertise the event to ensure enough attendance at the workshop. Every effort should be made to collect survey data at a workshop.

REPORTING REQUIREMENT for Farmer's Market Workshops

- If survey data is collected from participants, count as 'direct' contact
- If survey data is not collected from participants, count as 'indirect' contact

V. Food Demonstration Planning

All food demonstrations at retailer and farmer's markets must:

- Demonstrate how to prepare a low-cost recipe that meets the goals of the food demonstration and complies with Dietary Guidelines
- Demonstrate how to select and store the fruits or vegetables highlighted in the recipe
- Communicate the health and obesity prevention benefits of the recipe
- Communicate how to make the recipe part of regular diet; and
- Provide a sample of the finished product (see sample guidelines)

In addition all demonstrations should make nutrition education accessible by:

- Providing an attractive and eye-catching display of the prepared recipe
- Creating a "vertical presence" to draw in visitors (e.g. pull down screen with Nutrition Message related to goals, such as "Make Half Your Plate Fruits and Vegetables" or "Rethink Your Drink"; plexi-glass displays with brochures or information)
- Making available USDA SNAP nutrition tip sheets, MyBenefit palm cards
- Making available information about other SNAP-Ed nutrition education events, workshops and classes taking place in the community.

VI. Recommended Materials

The messages in the following lessons are recommended for use in retail and farmer market locations. As mentioned above, some modifications will need to be made to accommodate a transient audience when the activity is a social marketing event and not a workshop.

- USDA 'Eating Healthy· Be Active' Community Workshops (1,3,5)
- Loving Your Family Feeding Future (Fruit and Vegetable simple solutions and Family Meals)
- Eating Smart, Being Active (2,3, 7)
- Just Say Yes to Fruits and Vegetables (1,3,7)

A. Messages

Tailored 'core' messages directed to head of household have the potential to affect what parents and children eat. Women are still the primary food shoppers and meal prepares in most households, but dads and grandparents are important too. (Please refer to Appendix 4)

B. Handouts

The following handouts are recommended for supporting and reinforcing nutrition education messages.

- 10 Tips Nutrition Education Series from MyPlate.gov
  - Eating Better on a Budget
  - Build a Healthy Meal
  - Add More Vegetables to Your Day
  - Choose MyPlate
  - Focus on Fruits
- MyPlate at Home (for Parents)
- What's on Your Plate? (Handout)
- Eat Smart Play Hard Mini Poster
- Loving Your Family Feeding Your Future 'What Counts as 1 Cup Fruits and Vegetables?'

VII. Selecting Recipes

All recipes must support the Dietary Guidelines for Americans and must have minimal sugar, fat, and salt. Use of low-fat and non-fat dairy should be maximized. In addition all recipes must:

- **be low-cost and affordable**;
- consist of 10 ingredients or less (excluding water, salt/pepper, seasoning, non-stick cooking spray);
- use readily available ingredients and/or items found at food pantries;
- use utensils, supplies, and equipment available to participants;
- have preparation times of 30 minutes of less;
- include nutrient information;
- include cost per recipe or cost per serving if possible;
- exclude brand names; and
- use directions with simple words and sentences consistent with 4th grade reading level.

The ability to select appropriate recipes to meet the above criteria can be challenging. Recipes often accompany SNAP-Ed approved curriculums. These recipes support lesson plans and should be used as directed. The USDA recipe finder can be used to select recipes that meet the above guidelines. For all recipes, please follow standard copyright procedures.

E. Allowable Costs/ Guidelines for Estimating Food Demonstration Costs

The following are examples of 'allowable' and 'unallowable' costs related to food demonstrations:

Food Samples, Supplies, and Provisions	
ALLOWABLE	**UNALLOWABLE**
• Costs of food for recipe/taste testing purposes only (2 liquid ounces or ¼ serving size). • Cost of kitchen equipment and supplies necessary for food storage, preparation, and display of food for demonstration only • All food samples must be associated with lesson and SNAP Ed goals	• Meal sized portions • Complete meal service • On-going Snack • Groceries • Supplemental Food • Incentives for Food Purchase • Staff refreshments

In estimating costs for a food demonstration, you will need to determine the cost of the recipe and number of servings. You will also need to determine how many servings you will need to prepare for the number of people who will attend the food demonstration. Remember, the purpose of the food demonstration is to provide a sample. **The guideline for a sample is either 2 liquid ounces or ¼ of the recipe serving size**. For example, a fruit smoothie recipe makes 4 one-cup servings. Therefore, it will make 16 samples. Historically, the average cost of 'a recipe' is approximately $7.00.

Steps	Calculating the Cost per Serving for a Food Demonstration
1	Number of samples per serving x number of servings per recipe = total samples per recipe
2	Number of people to serve x 1.1 = number of samples to make (10% spillage or wastage cushion)
3	Number of sample to make ÷ total samples per recipe = number of times to make the recipe
4	Cost per recipe x number of times to make the recipe = cost of food for food demonstration

F. Guidelines for Food Demonstration Supplies and Equipment

The type of recipe selected will determine the serving and preparation supplies needed for the food demonstration. Every effort should be made to minimize costs for food demonstration supplies. All supplies should be reasonable and necessary for the SNAP-Ed food demonstration. Efforts should be made to enlist partner organizations and/or retailers to assist with lending, donating, and/or discounting food demonstration supplies in an effort to minimize costs. The following is a list of common food demonstration supplies:

- Food
- Serving bowls and platters
- Cooking and serving utensils
- Measuring cups and spoons
- Cutting Board
- 4 ounce (or less) condiment cups
- Plastic fork and spoons
- Toothpicks
- Storage containers
- Ice Chest or Cooler
- Food safety supplies (plastic gloves, hand sanitizer)
- Clean-up supplies (paper towels, garbage bags)

Appropriate food demonstration equipment is essential for an effective food demonstration. The following items are recommended for food demonstrations for classes and events:

- Table or Rolling Cart
- Table Cloth with 'Eat Smart New York" Logo
- Garbage Can
- Recipe, Brochure, Store incentive holders
- Display Board, Pull out Screen, and /or stands
- Display Basket for Fruit and Vegetables
- Cooking equipment (e.g. hot plate, skillet, blender)

G. **Recommended Activities for Securing and Promoting Successful Events**

The following activities have been shown to be effective at promoting SNAP Nutrition Education food demonstration events at retailer and farmers' markets, as well as promoting point of service behavior change at retailer and farmers' markets:

- Outreach and Marketing to retail and farmer markets (See Appendix 2)
- Researching shopping patterns and coordinating with retailer and market
- Avoidance of holidays
- Promoting the date, time, and location of SNAP Ed event (See Appendix 3)
- Arranging with retailer/market accessible and visible demonstration location
- Coordinating with retailer/market stocking of recipe ingredients
- Choosing a recipe that uses food item being promoted by retailer
- Offering purchase incentives (see note)
- Promoting a 'challenge' coupled with SNAP-Ed reinforcement item
- Coordinating with a Nutrition Outreach Provider to raise awareness about SNAP program
- Communication to retailer and market regarding conformance to food safety regulations
- Confirming arrangements with retailer and market (See Appendix 4)

Note: SNAP-Ed funds cannot be used for purchase incentives. However, retail and farmer sponsorship; government and private funding; fundraising; and donations are potential funding sources for incentives.

Scheduling

It is expected that a food demonstration at retail or farmers market will be scheduled over a 3-4 hour time period to allow nutrition educators to reach the largest number of SNAP eligibles. Scheduling should take into account set-up at the retailer or market, nutrition education message delivery and multiple food demonstrations, and clean up.

Approved Core Nutrition Messages for Social Marketing Activities

Figure C: FNS Core Nutrition Messages

There are 16 core nutrition messages addressing 5 concepts: 7 for mothers of preschoolers, 4 for mothers of elementary school-age children, and 5 for 8- to 10-year-old children. These messages may be used alone or with others. Consumer-tested supporting content (e.g., bulleted tips, stories, or recipes) is provided for certain messages in the Appendices.

For Mothers of Preschoolers

Role Modeling Messages*

1. They learn from watching you. Eat fruits and veggies and your kids will too.
2. They take their lead from you. Eat fruits and veggies and your kids will too.

Cooking and Eating Together Messages*

1. Cook together. Eat together. Talk together. Make mealtime a family time.
2. Make meals and memories together. It's a lesson they'll use for life.

Division of Feeding Responsibility Messages

1. Let them learn by serving themselves.
   Let your kids serve themselves at dinner. Teach them to take small amounts at first. Tell them they can get more if they're still hungry.
2. Sometimes new foods take time.
   Kids don't always take to new foods right away. Offer new fruits and veggies many times. Give them a taste at first and be patient with them.
3. Patience works better than pressure.
   Offer your children new foods. Then, let them choose how much to eat. Kids are more likely to enjoy a food when eating it is their own choice. It also helps them learn to be independent.

For Mothers of Elementary School-Age Children

Availability/Accessibility Messages

1. Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.*
2. When they come home hungry, have fruits and veggies ready to eat.*
3. Let your kids be "produce pickers." Help them pick fruits and veggies at the store.
4. They're still growing. Help your kids grow strong. Serve fat-free or low-fat milk at meals.

For 8- to 10-Year-Old Children

Food Preference, Beliefs, and Asking Behavior Messages
Note: Milk and yogurt messages must be paired with image depicting low-fat or fat-free milk or yogurt.

1. Eat smart to play hard. Drink milk at meals.
2. Fuel up with milk at meals. And soar through your day like a rocket ship.
3. Snack like a super hero. Power up with fruit and yogurt.
4. Eat smart to play hard. Eat fruits and veggies at meals and snacks.
5. Fuel up with fruits and veggies. And soar through your day like a rocket ship.

** Consumer-tested supporting content (e.g., bulleted tips, stories, or recipes) is provided for these messages in the Appendices.*

Source: U.S. Department of Agriculture Food and Nutrition Service. "Maximizing the Message: Helping Moms and Kids Make Healthier Food Choices".

Appendix 2

Talking Points When Communicating with Grocery Store Partners

Benefits of In-store Nutrition Education

- ✓ In store demonstrations can boost sales for fruits and vegetables creating large profit potential for grocery stores
- ✓ Fruit and vegetable consumption improves health of New York citizens

What Research Shows

- ✓ Approximately 70% of purchase decisions are made in the store
- ✓ Many low-income families skip healthy purchases because they feel they cannot afford them.
- ✓ In-store demonstrations are a popular way of promoting foods at the retail level and have been shown to have a direct impact on customer purchases
- ✓ In-store demonstrations coupled with food product purchase incentives increase sales

Goals of In-Store 'SNAP' Nutrition Education'

- ✓ Promote relationship between good nutrition and better health
- ✓ Dispel myth that eating healthy is expensive on a food stamp budget. Promote 'Eat better for less'
- ✓ Promote the purchase of healthy foods, including more fruits and vegetables, whole grains, and low-fat dairy

Key Components

In store demonstrations by trained nutritionists focus on how to:

- ✓ stretch your food budget and purchase more healthy foods on food stamps
- ✓ prepare low-cost, healthy entrees
- ✓ Eat more fruits and vegetables to improve health
- ✓ Read food labels for added sugar, salts, and fats to make better purchase decisions
- ✓ Use the unit cost and store sales to determine best price
- ✓ Use a grocery list and to plan meals prior to shopping

Food Safety

All food demonstrations meet food safety guidelines.

Appendix 3

SAMPLE MEDIA ADVISORY TEMPLATE

Eat Smart New York Offers Healthy Food Demonstration in [Insert Region)

WHAT:	The 'Eat Smart New York Program' is a nutrition education program for SNAP program participants. In an effort to encourage shoppers to select and prepare more fruits and vegetables, 'Eat Smart New York' will host food demonstrations at [insert name local grocery store or farmer's market].
WHEN:	(Day, Date, and Recipe Name) For example: Saturday, July 13- Apple Broccoli Salad All demonstrations are from (Time am/pm) to (time am/pm)
WHERE:	(Insert Retailer or Farmer Market Name) located at (Address)
NOTES:	Only 1 in 4 Americans eat the recommended amount of fruits and vegetables daily. Eating fruits and vegetables and getting physical activity every day is important for our health.
CONTACT	(Contact Name) (Provider Name) (Area Code) (Phone Number) (E-mail)

For more information about the Eat Smart New York Program contact:

http://otda.ny.gov/programs/nutrition/

or

1-800-342-3009

Appendix 4

Retailer/Farmer Market Food Demonstration Event Confirmation Letter

Date

[Name]

[Title]

[Store /Market Name]

[Store/Market Address]

[City, State, Zip]

Dear [NAME],

The following is a confirmation of your participation in the **Eat Smart New York** Supple mental Nutrition Assistance (**SNAP**) Nutrition Education Food Demonstration on [DATE] from [Start Time - Finish Time].

Only 1 in 4 Americans eat the recommended amount of fruits and vegetables daily. Eating fruits and vegetables and getting physical activity every day is important for our health and food demonstrations are a great way to influence point-of purchase decisions for SNAP program participants using their EBT benefit at your [store/market].

Attached to this letter is our agreement regarding the upcoming SNAP-Ed event. Thank you for partnering with the **NYS SNAP Nutrition Education Program** and for supporting the health of SNAP program participants in your community.

Signature

USDA SNAP-Ed Recipe Finder

If there is no recipe to accompany a curriculum, you may use the USDA Recipe finder [http://recipefinder.nal.usda.gov/] to search of a recipe that supports the goal of the workshop lesson. You should search for low-cost recipes where the cost per serving and the cost per recipe are appropriate for a food-insecure population. Recipes that are $7.00 or below are preferred.

Search by the following categories:

Choose search items from the categories below then use the search button at the bottom of the page to view the results.

Audiences

- [ ] American Indian
- [ ] General Audience
- [ ] Middle Eastern
- [ ] Parents of Teens
- [ ] Southern
- [ ] Asian
- [ ] Hispanic
- [ ] Older Adults
- [ ] Parents of Young Children
- [ ] Vegetarian

Cooking Equipment

- [ ] Blender
- [x] No Cooking Required
- [x] Skillet
- [ ] Toaster
- [x] Microwave
- [ ] Oven
- [x] Stovetop / Hot Plate
- [x] Wok

For food demonstrations, choose recipes without an oven.

Menu Items

- [ ] Appetizers
- [ ] Breads
- [ ] Desserts
- [x] Salads
- [ ] Side Dishes
- [x] Soups / Stews
- [ ] Beverages
- [ ] Breakfast
- [x] Main Dish
- [ ] Sauces / Condiments / Dressings
- [ ] Snacks / Sandwiches

Desserts, breads and condiments are not allowed for food demonstrations

Themes

- [ ] New Recipe
- [ ] Ready in 30 Minutes or Less

Topics

- [ ] Eat Fat-free, Low-fat Dairy / Foods Containing Calcium
- [ ] Eat Whole Grains
- [ ] Eat Less Saturated Fats, Trans Fats and Cholesterol
- [x] Eat More Fruits and Vegetables
- [ ] Reduce Sodium Intake

Find recipes with a total cost less than ($): 10.00

Find recipes with a serving cost less than ($):

Recipe costs are based on information provided by AC Nielsen

Search Clear form

Priority is for low cost recipes. Historically average cost is $7.35. No recipe should exceed $10.00.

Reimbursements for SNAP -ED Food Demonstrations.

Eat Smart New York!

Eat Better For Less!

Date:_____ Maximum Allotted Amount Per Recipe: $10.00

Program Manager: _____

Provider Name: _____ OTDA/USDA approved recipes ONLY.

Receipt #	Vendor/Retailer	Amount	Lesson Title	Workshop	Event	Food Demo (FM/Store)	Name of Recipe	Number Participants Adults/Youth
Example	Price Chopper	$XX.XX	MyPlate--'It's up to You'	x			Mini Veggie Pita Pizzas	15Y
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
TOTALS								

*Print form and attached numbered original receipts.

*Receipts should have food costs for demonstration ONLY.

*Receipts should contain NO purchases for non*food supplies or personal purchases.