

The New Mexico Farmers' Marketing Association presents:

# ¡COCINA!

A guide to educating New Mexicans about the importance of purchasing and eating healthy, locally grown and produced food.



NEW MEXICO  
FARMERS'  
MARKETING  
ASSOCIATION



## Acknowledgements

**¡Cocina!** is a project of the New Mexico Farmers' Marketing Association. Funding has been provided by two USDA grants: the Specialty Crop Block Grant and the Farmers' Market Promotion Program grant.

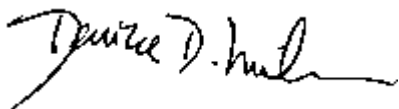
We would like to acknowledge Ann Salyer-Caldwell and Glenda Redeemer of Tarrant County Public Health for their collaboration and sharing of Live a More Colorful Life, an existing curriculum that was created with funding from the CDC.

Thanks to the community educators who attended the pilot course, and to Hidalgo Medical Services, El Centro Family Health, La Clinica de Familia, and the Dona Ana County Women, Infant and Children (WIC) office for hosting the 2015 training sessions.

Special thanks to Susan Wilger and Alisha Herrick of the National Center for Frontier Communities and Southwest Center for Health Innovation, a division of Hidalgo Medical Services. Their guidance and expertise translating the content to the classroom has been invaluable.

We would also like to express our gratitude to the New Mexico Department of Agriculture whose steadfast support for more than 20 years is invaluable. Thank you, Secretary Jeff Witte, David Lucero, and Felicia Frost for all you do on behalf of our state's farmers' markets.

Yours in local food,

A handwritten signature in black ink, appearing to read "Denise D. Miller". The signature is fluid and cursive, with a long horizontal stroke at the end.

Denise Miller, Executive Director  
New Mexico Farmers' Marketing Association  
May 2016

## *¡COCINA! TABLE OF CONTENTS*

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### **Section One: For your Clients:**

- Understanding the importance of color in ¡Cocina!
- Cooking and eating healthy on a budget
- Shopping wisely at the farmers' market

### **Section Two: For you/your organization:**

- How to effectively partner with your local farmers' market
- How to conduct engaging cooking demonstrations
- Engaging activities for WIC, SNAP, and other customers
- SNAP and WIC incentive programs

### **¡Cocina! Tools**

- NMFMA DVDs
- Powerpoint Presentation
- NMFMA Guide to Local Food
- Recipes
- Double Up Food Bucks Website ([www.DoubleupNM.org](http://www.DoubleupNM.org))
- Handouts
  - Fiber
  - Power of Color
  - USDA's 10 Tips....
  - Tips for Preserving
  - Substitutions
  - Seasonal Produce Lists
  - Farmer's Market Shopping Tips
  - Fun with Food
  - 10 Keys for Successful Cooking Demos
  - SNAP/WIC/ Senior Programs
  - Mobile Messaging Instructions
  - Resource List

Each session includes a lesson plan that provides the foundation of what Community Educators should know about the topic and why it is important.



Worksheet/  
Handout

Handouts: these are in the participant guide and provide additional information on the topic.



Tools of the  
Trade

There are also tools that can be used as a resource.



Say  
This

Lecture: the facilitator should read the text with this icon to the group of participants.



Time  
Required

Total time required for the session.

## SECTION ONE: TOOLS FOR YOUR CLIENTS

### SESSION 1: UNDERSTANDING THE IMPORTANCE OF COLOR IN ¡COCINA!

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“Adding color to your plate may add years to your life.”

--Unknown

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## In this Session

- Introduction
- MyPlate
- Power of Color
- How much is enough?
- Tips for getting more into your day
- Summary and References



Time  
Required

**Approximate Time: 30 minutes**

## Introduction

Community Educators play a central role in helping people learn how to prevent chronic diseases and improve their quality of life. This session offers a brief review of the health benefits of consuming a variety of fruits and vegetables.

When it comes to fruits and vegetables, more is better. Fruits and vegetables are filled with a host of health-promoting benefits, but often times we fall short on our daily servings.

## Objectives

### **Section One: For your clients/customers, learn how to:**

1. Develop training using color in ¡Cocina!
2. Explain how to cook and eat healthy on a budget
3. Explain ways to shop wisely at the farmers' market

### **Section Two: For you/your organization, learn to:**

4. Partner with your farmers' market
5. Conduct engaging cooking demonstrations
6. Design engaging activities for WIC, SNAP, and other customers
7. Describe and promote the DUFB incentive program
8. Use the tools in the Toolkit

## INTRODUCTION

Provide participants with an overview of the session

## PREPARATION / MATERIALS

- Powerpoint
- Laptop and projector

## TIME

30 minutes

## PARTICIPANT HANDOUTS

- 1.1 Power of Color
- 1.2 Fabulous Fiber
- 1.3 10 Tips for Eating Vegetables
- 1.4 10 Tips to Focus on Fruits
- 1.5 10 Tips to Liven up your Meals with Vegetables

### **Slide 1: ¡Cocina!**

Open the session with:

1. Welcome participants and introduce yourself.
2. Explain housekeeping items: break times, restroom location, etc.
3. Review the class ground rules (listen as others speak, respect their opinions, share your ideas, and enjoy the class).
4. Review the agenda.

### **Slide 2: Objectives (review)**

### **Slide 3: Importance of Color in ¡Cocina!**



Ask participants to share their experience and knowledge with nutrition as it pertains to fresh produce.

### **Slide 4: MYPLATE**

#### **SAY IN YOUR OWN WORDS....**

The federal government's food icon, MyPlate, was introduced in 2011, and serves as a reminder to help consumers make healthier food choices. The MyPlate icon emphasizes the fruit, vegetable, grains, protein foods, and dairy groups. MiPlato was launched as the Spanish-language version of MyPlate, and since then it has been translated into 12 other languages.

As Americans are experiencing epidemic rates of overweight and obesity, the online resources and tools can empower people to make healthier food choices for themselves and their families. ChooseMyPlate.gov provides practical information to individuals, health professionals, and the food industry to help consumers build healthier diets with resources and tools for dietary assessment, nutrition education, and other user-friendly nutrition information.

**(NOTE: If internet connection is available, go to the website to show the participants)**

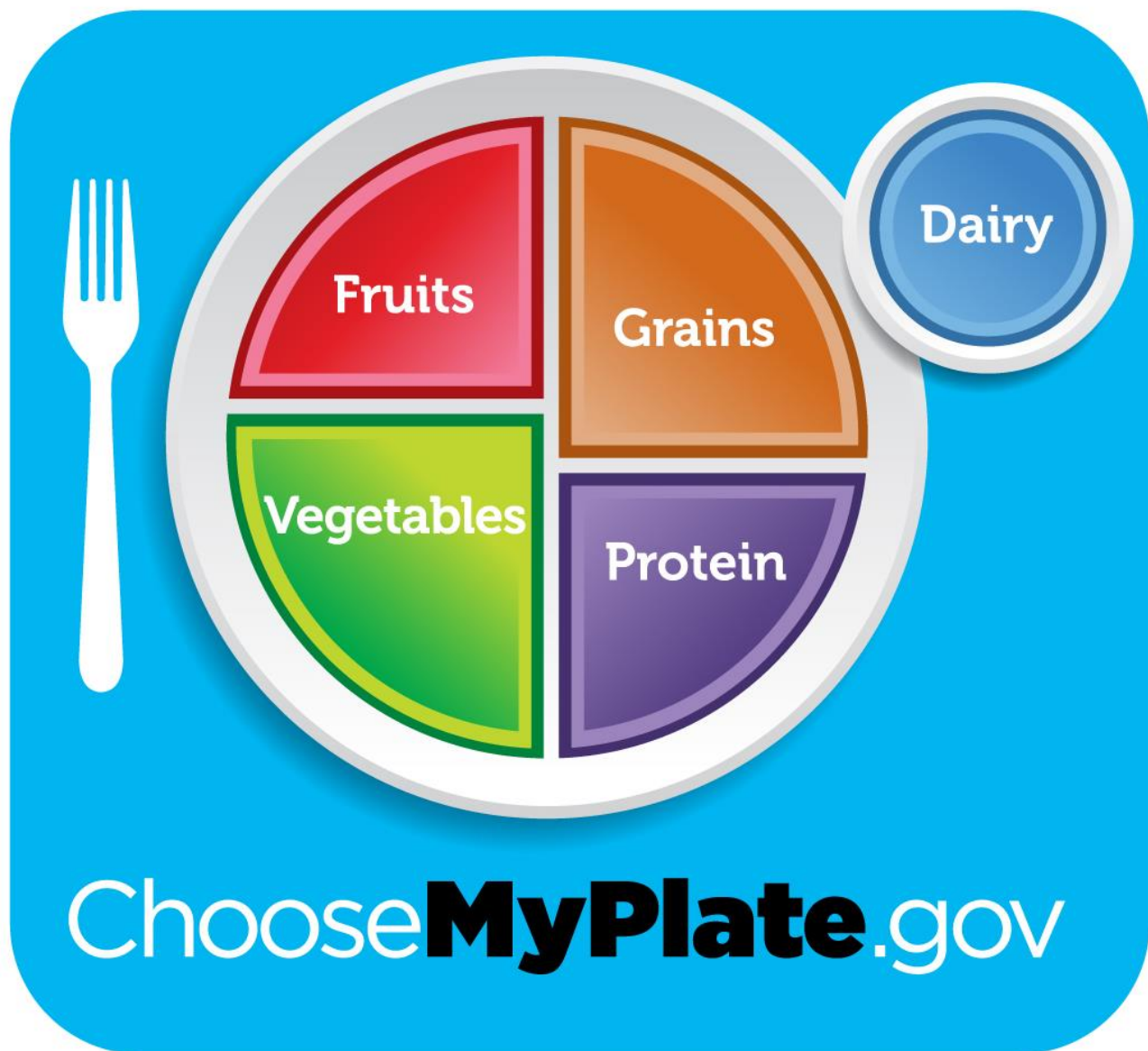
**<http://www.choosemyplate.gov/>**



MyPlate illustrates the five food groups that are the building blocks for a healthy diet using a familiar image – a place setting for a meal. Before you eat, think about what goes on your plate or in your cup or bowl. USDA Recommendations: five food groups.

- Grains (orange) – Make half your grains whole. Eat at least 3 ounces of whole grain bread, cereal, or rice each day.
- Vegetables (green) – Vary your vegetables. Eat more dark green and orange veggies.
- Fruits (red) – Focus on fruits, eat a variety of fresh, frozen, dried or canned – go easy on fruit juices because of added sugar.
- Oils and Fats (yellow) – Make most of your fat sources from nuts and vegetable oils. Limit solid fats like butter, margarine and lard.
- Calcium (blue) – Get your calcium rich foods. Low fat or fat-free milk, cheese, yogurt. If you do not tolerate dairy products, choose lactose free or other calcium products.
- Protein (purple) – Go lean with protein. Choose low-fat or lean meats or poultry. BAKE IT, BROIL IT OR GRILL IT!

\*Vary with fish, beans, nuts and seeds.



Say  
This

*Today we are going to focus our discussion on fruits and vegetables and how to use the local Farmers' Market to meet the recommendations.*



Worksheet/  
Handout

### ***Slide 5: Fiber – what's in it for me?***

#### **Handout: Fabulous Fiber**



Say  
This

### ***Slide 6: SAMPLE THE SPECTRUM – POWER OF COLOR***

#### **SAY IN YOUR OWN WORDS....**

In addition to taste and aroma, the color of food is part of what makes different foods appealing. Colorful foods aren't just attractive—colorful foods contain beneficial nutrients.

Fruits and vegetables come in a rainbow of colors! Each color contributes to a healthy diet because they are packed with vitamins and minerals.

So what does color have to do with diet anyway? One word: phytochemicals. These substances occur naturally only in plants and may provide health benefits beyond those that essential nutrients provide. Phytochemicals are the compounds that give the fruits and vegetables their color, smell and provide many health benefits. Color, such as what makes a blueberry so blue, can indicate some of these substances, which are thought to work synergistically with vitamins, minerals, and fiber (all present in fruits and vegetables) in whole foods to promote good health and lower disease risk.

Phytochemicals may act as antioxidants, protect and regenerate essential nutrients, and/or work to deactivate cancer-causing substances. Including a rainbow of colored foods in a diet plan ensures a variety of those nutrients and phytochemicals.

Eating a variety of foods helps ensure the intake of an assortment of nutrients and other healthful substances in food, such as phytochemicals, noting that color can be a helpful guide for consumers. Since the average American is eating less than five servings per day, when it should be five to nine servings for most adults, many consumers could be unknowingly missing out on a gold mine of disease prevention. Having clients count colors instead of calories may be an easier fix for not only weight control but overall wellness.

### **Slide 7: RED**

Ask the participants what red vegetables and fruits they can think of.

\*If they don't mention any of the following, mention them:

**Red apples, watermelon, red peppers, red onions, raspberries, tomatoes, beets, strawberries, cranberries, cherries, guava, red cabbage.**

- According to the U.S. Department of Agriculture red vegetables and fruits may help fight some cancers, may help us fight a cold, and may help *keep our heart healthy by lowering blood pressure and cholesterol.*
- Red fruits and vegetables are colored by natural plant pigments called “lycopene” or “anthocyanins.” Lycopene in tomatoes, watermelon and pink grapefruit, for example, may help reduce risk of several types of cancer, especially prostate cancer.
- Anthocyanins in strawberries, raspberries, red grapes and other fruits and vegetables act as powerful antioxidants that protect cells from damage. *Antioxidants are linked with keeping our hearts healthy, too.*

\*Ask the participants to share some ways they prepare red vegetables and fruits.

### **Slide 8: ORANGE AND YELLOW**

Ask the participants what orange and yellow vegetables and fruits they can think of.

\*If they don't mention any of the following, mention them:

**Cantaloupe, mangoes, oranges, peaches, nectarines, carrots, summer squash, acorn squash, sweet corn, sweet potatoes, pineapple, grapefruit, apricots.**

- Orange/yellow fruits and vegetables are usually colored by natural plant pigments called “carotenoids.” Beta-carotene in sweet potatoes, pumpkins and carrots is converted to vitamin A, which helps maintain healthy eyes. Carotenoid-rich foods can also improve immune system function.
- Research participants who ate a diet high in carotenoid-rich vegetables were less likely to develop age-related macular degeneration, an eye disorder common among the elderly, which can lead to blindness.
- Citrus is an excellent source of vitamin C and folate, a B vitamin that helps reduce risk of birth defects.

\*Ask the participants to share some ways they prepare orange and yellow vegetables and fruits.

### **Slide 9: GREEN**

Ask the participants what green vegetables and fruits they can think of.

\*If they don't mention any of the following, mention them:

**Zucchini, cucumbers, romaine, spinach, broccoli, green beans, peas, green grapes, kiwi, Brussel sprouts, cabbage, green bell peppers, honeydew, and asparagus.**

- These foods' antioxidant vitamins, particularly vitamins C and E, may lower your risk of chronic diseases.
- Green vegetables have a high vitamin K content that helps your blood clot properly. A 2-cup serving of raw spinach provides more than double the necessary vitamin K you need each day.
- Green fruits and vegetables are colored by natural plant pigment called "chlorophyll."
- Some members of the green group, including spinach and other dark leafy greens, green peppers, peas, cucumber and celery, contain lutein. Lutein works with another chemical, zeaxanthin, found in corn, red peppers, oranges and grapes to help keep eyes healthy. Together, these chemicals may help reduce risk of cataracts and age-related macular degeneration, which can lead to blindness if untreated.
- The "indoles" in broccoli, cauliflower, cabbage and other cruciferous vegetables may help protect against some types of cancer.
- Leafy greens such as spinach and broccoli are excellent sources of folate, a B vitamin that helps reduce risk of birth defects.

\*Ask the participants to share some ways they prepare green vegetables and fruits.

### **Slide 10: BLUE AND PURPLE**

Ask the participants what blue and purple vegetables and fruits they can think of.

\*If they don't mention any of the following, mention them:

**Blueberries, blackberries, purple grapes, plums, raisins, purple cabbage, eggplant, prunes, and figs.**

- They also contain "flavonoids", compounds that may destroy cancer cells and may help to keep your memory sharp.
- Blue/purple fruits and vegetables are colored by natural plant pigments called "anthocyanins." Anthocyanins in blueberries, grapes and raisins act as powerful antioxidants that protect cells from damage. They may help reduce risk of cancer, stroke, and heart disease.

- Other studies have shown that eating more blueberries is linked with improved memory function and healthy aging.

\*Ask the participants to share some ways they prepare blue and purple vegetables and fruits.

### **Slide 11: WHITE**

Ask the participants what white vegetables and fruits they can think of.

\*If they don't mention any of the following, mention them:

**Cauliflower, bananas, onions, potatoes, turnips, white peach, white corn, jicama, mushrooms, white peaches, garlic, parsnips, and turnips.**

- White fruits and vegetables are high in dietary fiber, helping to protect you from high cholesterol and they may also lower your risk of stroke.
- White fruits and vegetables may contain health-promoting chemicals such as “allicin”, which may help lower cholesterol and blood pressure and may help reduce risk of stomach cancer and heart disease.
- Some members of the white group, such as bananas and potatoes, are good sources of the mineral potassium.

\*Ask the participants to share some ways they prepare white vegetables and fruits.

### **Did You Know?**

Fruit and vegetable trivia:

- There are approximately 800 kernels on the average ear of sweet corn.
- The most popular fruit in the world is mango.
- Sweet potatoes contain more vitamin A per serving than carrots.
- It takes approximately 18 months to grow a pineapple.



Say  
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### **Slide 12: How much is enough?**

Ask the participants: How many vegetables and fruits do you think are recommended daily?

Answer: Five to Nine (ideally 3 to 5 vegetables and 2 to 4 fruits)

Ask the participants to plan a day's menu, meeting the recommended amount vegetables and fruits (If they participants need some assistance, here are some examples):

**Breakfast:** A bowl of cereal and low fat milk, and fruit (1 fruit)

**Mid-morning snack:** In-season fruit (1 fruit)

**Lunch:** A turkey sandwich on whole wheat bread, add vegetables to a green salad (e.g. cucumber, tomato, avocado). Up to 3 vegetables, depending on amounts.

**Afternoon snack:** Smoothie with fruit and yogurt (1 fruit) – OR- “Ant’s on a log”

**Dinner:** Vegetables with grilled chicken and brown rice (2 veggies)

**Dessert:** ½ cup of frozen yogurt and fruit (1 fruit)

### **Slide 13: Serving size**

Ask participants how much is one serving?

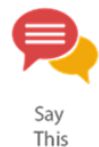


### **Slide 14: Serving size**

Review the examples of serving sizes listed on the slides.

**\*\*Have samples available (in a basket). Use a measuring cup and a tennis ball to demonstrate that one cup is about the size of a tennis ball or the fist of an average size adult woman.**

### **Slide 15: Barriers to eating five to nine**



Ask participants, what are the barriers to eating 5 to 9 fruits and vegetables a day?

List barriers mentioned (e.g. money, access, dislike, not knowing how to prepare them, etc.)

### **Slide 16: Tips**



Ask participants to share what tips they use to consume more fruits and vegetables daily. Provide items from the following list if they are not mentioned:

- Have fruit or 100% fruit juice with breakfast
- Eat a piece of fruit instead of skipping breakfast
- Order a side salad instead of chips or fries
- Eat fruit or vegetables for a snack
- Make nutritious main dish salads

- Enjoy fruit for dessert
- Add extra vegetables to soups and pasta

**References**

USDA. MyPlate icon: <http://www.choosemyplate.gov/food-groups/>

Phytochemicals Power of Color

<http://www.todaysdietitian.com/newarchives/110308p34.shtml>

Live a More Colorful Life <http://access.tarrantcounty.com/en/public-health/chronic-disease-prevention/nutrition/live-a-more-colorful-life.html>



## SECTION ONE: TOOLS FOR YOUR CLIENTS

### SESSION 2: COOKING AND EATING HEALTHY ON A BUDGET

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“Many people take no care of their money till they come nearly to the end of it, others do the same with their health.”

– Johann Wolfgang von Goethe

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## In this Session

- Save Money:
  - Buy what's in season
  - Know what's in season
- Price and nutritional value
- Tips for keeping it fresh
- References

### INTRODUCTION

Provide participants with an overview of the session

### PREPARATION / MATERIALS

- Powerpoint
- Laptop and projector

### TIME

30 minutes

### PARTICIPANT HANDOUTS

- 2.1 How to Preserve Produce
- 2.2 Substitutions
- 2.3 10 Tips for Eating Better on a Budget
- 2.4 10 Tips - Smart Shopping for Veggies
- 2.5 Eat Right When Money's Tight
- 2.6 Cost of Healthy Food
- 2.7 Seasonal Produce Lists

## Slide 17: Cooking and Eating Healthy on a Budget

*But HOW?*

## Slide 18: Buy fresh fruit and veggies in season to save money

Local and in-season fruits and veggies are full of flavor and can be the best deal in town! When in season, cantaloupes, bell peppers, and other fresh produce can be \$0.99 cents each. Load up when you see a great deal, like “buy one get one free” blueberries.

Parboiling is when you partially cook something in boiling water allowing you to freeze it for future use. Buy veggies at their cheapest, in bulk, and then parboil and freeze them for a later time. Then you won’t be stuck eating a week of eggplant Parmesan, babaganoush, grilled eggplant sandwiches, and pasta just to use up the on-sale eggplant before it goes bad. And it allows you to have stir-fry with a variety of vegetables by pulling a few items out of the freezer rather than relying on the one or two veggies that are currently on sale at the grocery store.

See more at: <http://www.shape.com/blogs/fit-foodies/amazing-money-saving-tip-rachael-ray#sthash.EKYvd3mB.upuf>



Worksheet/  
Handout

### 2.1: How to Preserve Produce

## Slide 19: Know What’s in Season

Mention that not all NM farmers’ markets are open year round.

Direct the participants to the NMFMA “In Season” link to find out what food is in season: <http://www.farmersmarketsnm.org/Shoppers/Season/SNM/season.php>



Worksheet/  
Handout

### 2.7 Local Produce Lists

**\*Provide NMFMA Local Food Guide if available**

## Slide 20: Substitutions

Since not all fruits and vegetables are available fresh year round, you may find yourself having to make some substitutions from time to time. Sometimes you just don't have an ingredient that is listed in a recipe, or it's not very economical to buy the ingredient if it's not in season. What can you do in that case?



Ask participants to match the recommended substitutes on the powerpoint slide. What item is best substituted for the other item?

Say  
This



## 2.2: Substitutions

Worksheet/  
Handout

### Slide 21: How much can you buy? (Price and Nutritional Value)

The USDA's MyPlate recommends that half your plate is filled with fruits and vegetables, or about 2.5 cups of vegetables and 2 cups of fruit each day. (Approximately 18 servings of vegetables/week and 14 servings of fruit/week)

Since a bag of chips can be cheaper than a head of broccoli it begs the question if it is more affordable to feed a family of four at McDonald's than to cook a healthy meal for them at home. In fact, it isn't cheaper to eat highly processed food. A typical order for a family of four — for example, two Big Macs, a cheeseburger, six chicken McNuggets, two medium fries, two small fries, two medium sodas and two small sodas — will cost about \$28.

In general, despite extensive government subsidies, hyperprocessed food remains more expensive than food cooked at home. You can serve a roasted chicken with sautéed vegetables and a simple salad and milk for about \$14, for four people. Also, if you look at the long term costs, healthcare expenditures rapidly rise for a person that is eating a diet not based on the USDA's recommendations.

### Slide 22: Tips for keeping it fresh

- Most fresh fruit and vegetables keep best in the refrigerator
- Store unripe fruit at room temperature
- Store potatoes and onions in a cool, dry place
- Store frozen fruit and vegetables in the freezer
- Store canned fruit and vegetables in a cool, dry place

### Slide 23: Cooking DVD

Review content of DVD and how it should be used as a tool before showing segment

## References

Substitutions: <http://www.rebootwithjoe.com/juicing/substitution-list/>

## SECTION ONE: TOOLS FOR YOUR CLIENTS

### SESSION 3: SHOPPING WISELY AT YOUR LOCAL FARMERS' MARKET

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“Knowledge is knowing tomato is a fruit. Wisdom is not putting it in a fruit salad.”

– Miles Kington.

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## In this Session

- Tips for shopping wisely at your local farmer's market
  - Prepare Yourself
  - Either Go Early... or Go Late
  - Make a Loop Before You Buy
  - Talk to Your Farmer
  - Be Mindful of Etiquette
  - Branch Out
  - Bring a Friend
  - Don't Lose Sight of the Produce
- References

### INTRODUCTION

Provide participants with an overview of the session

### PREPARATION / MATERIALS

- Powerpoint
- Laptop and projector
- DVD: Local Meals on a Budget

### TIME

30 minutes

### PARTICIPANT HANDOUTS

3.1 Tips for Shopping Wisely at the Farmers' Market

## Slide 24: Shopping Wisely at Your local Farmers' Market



Say  
This

Ask participants what are some helpful things to remember when shopping at the farmers' market.

Show DVD clip "The Farmers' Market – Make your shopping fun, educational and easy!"

Ask participants to write down one new thing they learned about shopping at the market while watching the video.

Debrief the video by posing each of the following questions to participants for an informal dialogue on their responses.

What are the BIG ideas you are taking away?

What aspects of this new knowledge interests you most?

## Slide 25: Tips

### 1. Prepare Yourself

- Most vendors only take cash (smaller denominations) and accept SNAP/DUFB tokens.
- Many don't offer bags, so be sure to bring your own reusable bags.
- Leave your dog at home: the majority of markets don't allow them.
- Know your seasons so that you have the right expectations of what may be available beforehand.

<http://www.epicurious.com/archive/seasonalcooking/farmtotable/seasonalingredientmap>

### 2. Either Go Early...

So that you have your pick of the freshest and most varied produce, plan to get to the market when it first opens. ... **Or, Go Late** If you're not an early riser, then aim to arrive at the tail-end of the market, which is often when farmers make an effort to avoid taking produce home with them, start offering discounts on whatever's left.

### 3. Make a loop before you buy:

Unless you know your market well, never jump into buying the first produce you see. Caution against buying anything during your first few minutes at the market. Make a quick loop before purchasing anything, so you can taste samples of what's offered and compare prices.



**4. Talk to your farmer:**

- It isn't a farmers' market without the farmers, who are the best part. Having them present gives you an opportunity to ask questions about harvesting practices. They can tell you why their produce is or isn't certified organic, or offer their best tips for picking the best peaches.
- If you frequent the market regularly, you should absolutely introduce yourself. Talking to your farmer might even score you a better deal, and if you need to make bulk purchases, you might be able to work something out beforehand.

**5. Be mindful of etiquette.**

It's considered rude, for instance, to squeeze stone fruits or tomatoes (it tends to bruise them) and to open husks of corn before buying them (it causes the corn's sugars to convert to starch more quickly).

**6. Branch Out**

Buy one spontaneous ingredient after getting guidance from the farmer on how to cook with it.

**7. Bring a Friend**

Running errands at the grocery store might be a chore, but browsing the farmers' market is anything but. Bring friends along to socialize while browsing produce.

**8. Don't Lose Sight of the Produce**

While baked goods, desserts, refreshments, and bags of kettle corn may all seem tempting, keep in mind that not everything is better at the farmers' market.

**References:**



## SECTION TWO: TOOLS FOR YOU

### SESSION 4: PARTNERING WITH LOCAL FARMERS' MARKETS



## In this Session

- Talk to Your Farmers' Market Manager
- Partnering with Your Farmers' Market
  - Nutrition education at the market
  - Conduct cooking demonstrations
  - Provide recipes for what is in season
  - Provide free health screenings
  - Conduct tours of farmers' markets
  - Promote incentive programs
  - Distribute info about the market to your customers
  - Sign your customers up for mobile messaging
- References

### INTRODUCTION

Provide participants with an overview of the session

### PREPARATION / MATERIALS

- Powerpoint
- Laptop and projector
- Flip Chart

### TIME

30 minutes

### PARTICIPANT HANDOUTS

## Slide 28: Partnering with Local Farmers' Markets



Farmers' Market Managers are interested in events, information or activities you can do to draw people to the market. They are interested in activities that will attract families and individuals to the market.

## Slide 29: Talk to Your Farmers' Market Manager

Call or email your Farmers' Market Manager to answer any questions you may have.

## Slide 30:

Discussion with participants:

What are some things you have done or would like to do to partner with your Farmers' Market?

*\*\*Write down on flipchart paper. After the discussion, show next slide with list.*

## Slide 31: Ideas to Partner with your Farmers' Market

- Nutrition education at the market
- Conduct cooking demonstrations
- Provide recipes for what is in season
- Provide free health screenings
- Conduct tours of farmers market
- Promote incentive programs
- Distribute info about the market to your customers
- Sign your customers up for mobile messaging

### Did You Know?

- There are close to 70 Farmers' Markets in the state of New Mexico!
- Do you know how many are in your region? How many have you visited?

## References

## SECTION TWO: TOOLS FOR YOU

### SESSION 5: CONDUCTING A COOKING DEMONSTRATION

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“You don’t have to cook fancy or complicated masterpieces – just good food from fresh ingredients.”

--Julia Child

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## In this Session

- Introduction
- Demo versus Tasting
- How To:
  - Four Ps
  - Ten Keys to Effective Cooking Demos (handout)
  - Demo from DVD
- References

### INTRODUCTION

Provide participants with an overview of the session

### PREPARATION / MATERIALS

- Powerpoint
- Laptop and projector

### TIME

30 minutes

### Supplement

5.1 10 Keys to Effective Cooking Demos

### **Slide 32: How (and when) to conduct a cooking demonstration**

Wherever you are... classroom, clinic, or market!

### **Slide 33: Sampling, Tasting, or Demonstration**

#### Single Ingredient Samplings:

Fruits and vegetables new to participants are cut into bite-sized pieces for sampling. Often used when there is very limited space, equipment, and time. You can also sample different varieties of one type of fruit or vegetable.

#### Recipe Tastings:

A recipe is prepared in advance for tasting. Be sure equipment is available to ensure proper holding, storing, or heating temperatures are maintained. Precooked demonstrations are best for sites with limited equipment and space.

#### Cooking Demonstrations:

The entire recipe is prepared in front of participants. Be organized to make this type of demonstration a success. Consider the time it takes to prepare the recipe, the equipment at the facility, and the demonstrator's skill level.

### **Slide 34: How to conduct a cooking demo**

#### Review the Four Ps

1. Plan
  - Learn as much as possible about your audience and their interests
  - Visit the location of the event and scope out access to water, electricity, etc.
  - Choose a theme and a recipe
  - Write your main points or messages
2. Prepare
  - Make a grocery list
  - Make copies of handouts or recipes
3. Practice
  - Dry rehearsal
4. Passionate execution
  - Convey your words with passion, be engaging
  - Ask and answer questions



5.1: 10 Keys to Effective Cooking Demos

\*How to Demo from DVD

### **References**

## SECTION TWO: TOOLS FOR YOU

### SESSION 6: ENGAGING ACTIVITIES FOR WIC, SNAP, AND OTHER CUSTOMERS

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“A farmers market is kind of like a public square, and there is a nice social energy. There was a study done a couple years ago that found that people have 10 times as many conversations at the farmers market than they do at the supermarket.”

--Michael Pollan

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## In this Session

- Parents as Models
- Activities for WIC and SNAP Clients
- Mobile Messaging
- References

### INTRODUCTION

Provide participants with an overview of the session

### PREPARATION / MATERIALS

- Powerpoint
- Laptop and projector

### TIME

30 minutes

### PARTICIPANT HANDOUTS

**6.1** 10 Tips to Be a Healthy Role Model for Your Children

**6.2** Fun with Food

**6.3** Mobile Messaging Instructions



### **Slide 35: Engaging Activities for WIC, SNAP and other clients**

### **Slide 36: Parents as models**

- Bring kids to the market
- Have kids pick out something they want to eat or try for the first time
- Parents model healthy eating
- Have kids help when cooking or preparing food

### **Slide 37: Be a good example for the children in your life**

Let kids pick out produce they want to eat

### **Slide 38: How to engage WIC, SNAP, and other customers**

Review possible activities (for children and adults)

- Fruit Bingo
- Veggie Walk

### **Slide 39: Mobile Messaging**

Collect the name and phone numbers of your clients/customers who are interested in receiving weekly text reminders and messages about the local Farmers' Market.

Email the phone numbers to Amara Nash at [amara@farmersmarketsnm.org](mailto:amara@farmersmarketsnm.org)

Your clients/customers will receive:

- Weekly text reminder of market date and time
- Market events and entertainment
- Featured produce
- Weekly specials

## SECTION TWO: TOOLS FOR YOU

### SESSION 7: SNAP DOUBLE UP FOOD BUCKS INCENTIVE PROGRAM

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“Good food is a right, not a privilege. It brings children into a positive relationship with their health, community, and environment.”

--Alice Waters

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## In this Session

- SNAP Double Up Food Bucks (DUFb) Incentive Program
- WIC Checks and Senior Checks
- References

### INTRODUCTION

Provide participants with an overview of the session

### PREPARATION / MATERIALS

- Powerpoint
- Laptop and projector

### TIME

30 minutes

### PARTICIPANT HANDOUTS

#### 7.1 SNAP/WIC and Senior Programs

## **Slide 40: Incentive Programs**

### **Slide 41: SNAP Double Up Food Bucks (DUFb)**

What it is and how it works.

Visit [www.DoubleUpNM.org](http://www.DoubleUpNM.org) for information about the program, including which markets, farm stands, grocery stores and CSAs in the area have DUFb.

Low-income communities have less access to fresh, healthy foods. Double Up Food Bucks provides an incentive to use SNAP benefits at markets filled with fresh food rather than stores with few healthy choices. This not only stretches residents' food dollars, it keeps those food dollars in the local community, supporting local farmers.

With Double Up Food Bucks, shoppers use SNAP benefit cards to purchase fresh foods at farmers' markets, select grocery stores, farm stands and CSAs. For every \$2 spent, they receive \$2 in DUFb, with no limit! This money can then be used to buy more fresh, locally grown fruits and vegetables.

At a Farmers' Market the customer receives silver tokens that act as currency in the market. They can exchange these tokens for the equivalent value of fresh fruits and vegetables.

At a grocery stores and farm stands the customer receives an automatic discount at the register for their locally grown fresh fruits and vegetables. The customer must make sure that the cashier knows they are going to use their EBT card.

### **Slide 42: SNAP, WIC and Senior programs**

- Distribute WIC checks at farmers' markets
- Have farmers' markets at or near WIC office day checks are delivered
- Showcase farmers' markets products at WIC office

## **References**

# SECTION TWO: TOOLS FOR YOU

## WHAT'S IN YOUR TOOLKIT

- NMFMA DVDs
- Powerpoint presentation
- NMFMA Guide to Local Food
- Recipes
- Double Up Food Bucks website ( [www.DoubleupNM.org](http://www.DoubleupNM.org) )
- Handouts
  - Fiber
  - Power of Color
  - USDA's 10 Tips.....
  - Tips for Preserving
  - Substitutions
  - Seasonal Produce Lists
  - Farmer's Market Shopping Tips
  - Fun with Food
  - SNAP/WIC/ Senior programs
  - Resource List