

The New Mexico Farmers' Marketing Association

COCINA!

Participant Manual Handouts





COCINA! TABLE OF CONTENTS

Section One: For your Customers:

- Understanding the importance of color in La 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

La Cocina! Tools

- NMFMA DVDs
- Powerpoint presentation
- NMFMA Guide to Local Food
- Recipes
- Double Up Food Bucks website (www.DoubleupNM.org)
- Handouts
 - Fiber
 - Power of Color
 - USDA's 10 Tips....
 - Tips for Preserving
 - Substitutions
 - Farmer's Market Shopping Tips
 - Fun with Food
 - 10 Keys for Successful Cooking demos
 - SNAP/WIC/ Senior programs
 - Mobile messaging Instructions
 - Resource List

*POWER OF COLOR**

**LIVE A MORE
COLORFUL LIFE!**



* Accessed from Tarrant County Public Health at: <http://access.tarrantcounty.com/en/public-health/chronic-disease-prevention/nutrition/live-a-more-colorful-life.html>



| RED FRUITS AND VEGETABLES | NUTRIENTS | BENEFITS |
|---------------------------|--|--|
| Tomatoes | Lycopene, Vitamins C, A and K, potassium and fiber | Aids in development of healthy teeth, bones, skin and hair, helps to lower blood pressure and cholesterol levels, and some cancers. |
| Red Onions | Full of antioxidants, namely quercetin, a flavanoid | Helps to lower cholesterol, thin the blood, and helps to prevent hardening of the arteries. Helps prevent the progression of cancer tumors. |
| Red Bell Peppers | Vitamins A, C, K and Carotenoids | Powerful antioxidants which can help prevent cancer and other diseases |
| Beets | A good source of Dietary Fiber, Vitamin C, Iron, Magnesium and Potassium, Folate and Manganese | Aids in the protection against birth defects, osteoporosis, cancer, Alzheimer's, also help to lower cholesterol and blood pressure. |
| Radishes | Silicon, Sulfur | Helps to stimulate circulation and liver function, natural kidney cleansers, dissolve mucus, and treat thyroid imbalances. |
| Rhubarb | Fiber, Protein, Vitamins K, C, Calcium, Potassium, antioxidant and anti-inflammatory | Aids in the absorption of the bad cholesterol; helps prevent the growth of several different kinds of tumors. |
| Watermelon | Rich in Carotenoids (mostly Lycopene), Folic Acid, Vitamin C, Calcium, Magnesium, Phosphorus, Potassium, Sodium and B5 | Helps to lower incidence in prostate and oral cancers. Lycopene may also help reduce risks of cardiovascular disease. Basically very cleansing, alkalizing, diuretic and mineralizing. |
| Strawberries | Vitamins A, C and B6, Fiber, Potassium, Folate, Various anti-oxidants and flavonoids | Helps to protect against heart disease and cancer. Fiber, both soluble and insoluble, also helps lowers the risk of both cardiovascular diseases and hypertension. |
| Red Apples | Vitamin C, Beta-Carotene, Iron, Potassium and Fiber | A good source of antioxidants, also good for heart, memory function and to help maintain urinary tract health. |

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|-------------|--|---|
| Cherries | Beta-Carotene, Vitamin C, Potassium, Magnesium, Iron, Fiber and Folate, Melatonin | High levels of anti-inflammatory and antioxidant properties helps reduce risk factors for heart disease, diabetes and certain cancers, also helps regulate the body's natural sleep patterns, aid with jet lag, helps to prevent memory loss and delay the aging process. |
| Red Grapes | Vitamins C and B, also a good source of Manganese and Potassium, also high in Flavanoids | Helps improve anti-inflammatory, anti-cancer, antiviral, antibacterial properties, as well as protects against heart disease. |
| Raspberries | Rich in Antioxidants, Manganese and Vitamin C, Salicylic Acid | Aids in lowering the risk of age-related macular degeneration and heart disease, anti-aging, slow down atherosclerosis. Helps with inflammation and pain, also helps restrain proliferation of cancer cells and even the formation of tumors in various parts of the body, including the colon. |
| Cranberries | Loaded with different Antioxidants | Helps lower your cholesterol and reduce the risk of heart disease, stroke, may protect from certain cancers, gum disease, urinary tract infections and stomach ulcers. |



| GREEN FRUITS AND VEGETABLES | NUTRIENTS | BENEFITS |
|-----------------------------|--|--|
| Asparagus | High in Vitamins K, C and A, Riboflavin, Thiamine, Niacin, B6, Potassium, Iron, also Phosphorus and Fiber | Helps prevent birth defects, a diuretic, anti-inflammatory for arthritis, asthma, rheumatism, and even water retention, PMS, aging. |
| Avocado | Oleic Acid, Carotenoid Lutein, Zeaxanthin, Alpha-Carotene and Beta-Carotene plus significant quantities of Tocopherols (Vitamin E) | Helps to lower cholesterol, tocopherols inhibited the growth of prostate and breast cancer, help guard against high blood pressure, heart disease or stroke. |
| Bell Peppers | A good source of Vitamins B6, C and K, Beta-Carotene, Thiamine, Folic Acid and Phytochemicals | Can provide protection against cataracts, helps prevent blood clot formation and reduce the risk of heart attacks and strokes. |
| Broccoli | High amount of Vitamin C, Folic Acid, Potassium, Calcium, Fiber, Beta-Carotene | Helps prevent and control Alzheimer's, diabetes, osteoporosis, stomach and colon cancer, malignant tumors, lung cancer, heart disease, arthritis, and even the aging process. |
| Bok Choy | High in Vitamins A, C, B-Carotene, Calcium, Dietary Fiber and Folic Acid | Helps to reduce risk of certain cancer and cataracts, aids in healthy digestion, helps to prevent birth defects. |
| Cabbage | Vitamin C, Folic Acid, Potassium and Fiber | Aids in inhibition of infections and ulcers, boosts the immune system, reduces risk of colon cancer, a cleansing agent for the digestive system, helps to prevent birth defects. |
| Celery | An excellent source of Vitamin C and Fiber, a good source of some B-Vitamins, Potassium, Folic Acid and Coumarins | Can be effective in cancer prevention, coumarin compound helps to lower blood pressure, enhances activity of certain white blood cells. |
| Collard Greens | An excellent source of Fiber, | Helps protect against cancer, heart |

| | | |
|---|--|---|
| | Vitamins B6 and C, Carotenes, Chlorophyll, and Manganese | disease, cataracts, to keep the immune system strong. |
| Cucumbers | A very good source of Vitamins A, C, Folic Acid, Fiber and variety of minerals including Magnesium, Silica, Molybdenum and Potassium | Helps strengthen connective tissue, effective for various skin problems, helpful for swollen eyes, burns and dermatitis helps to prevent water retention. |
| Green Apples | Pectin, Potassium, Folic Acid and Vitamin C | Helps promote heart health, helps maintain a healthy blood pressure, acts as a liver and gall bladder cleanser, may aid in softening gallstones. |
| Green Beans | Are an excellent source of Manganese, Vitamins K and C. A good source of Dietary Fiber, Potassium, Iron and Folate, Calcium, and Protein | Helps promote bone health, helps lower high blood pressure, reduces risk of atherosclerosis, and helps prevent colon cancer and is also a very strong anti-inflammatory. |
| Honey Dew Melon | Excellent source of Vitamin C, Potassium, Copper and B Vitamins | Helpful in maintaining healthy blood pressure and healthy skin. |
| Kale | Full of essential vitamins A, C and K as well as minerals like copper, potassium, iron, manganese and phosphorus. | Lowers glucose levels, increase insulin sensitivity. Vitamin K is important when it comes to blood clotting. A single cup of kale contains 7 times the RDA for vitamin K. |
| Lettuce (Chinese lettuce, romaine, iceberg lettuce) | A good source of Chlorophyll, Vitamin K, Fiber, Choline and Folic Acid | Aids in treatment of insomnia, fiber aids digestion, helps reduce risk of cancer, heart disease, stroke and cataracts, and helps prevent spina bifida and anemia. |
| Pears | A very good source of Fiber, Vitamins B2, C, E, Copper and Potassium and Pectin | Helps maintain your immune system, reduces the risk of age-related macular degeneration and cataracts. |
| Peas | Good source of Protein, Vitamins B, C, K, Carotenes, Magnesium, Phosphorus, Iron, Potassium and Lutein | Can help maintain your immune system, helps reduce the risk of age-related macular degeneration and cataracts. |
| Zucchini | Contains Vitamin C, Lutein and Fiber | A powerful antioxidant, also promotes eye health, has anti-inflammatory properties and helps prevent the risk of having multiple sclerosis. |



| ORANGE/YELLOW FRUITS AND VEGETABLES | NUTRIENTS | BENEFITS |
|-------------------------------------|--|--|
| Apricots | Full of Beta-Carotene, Fiber, Vitamin C and Lycopene | Helps protect the heart and eyes, Helps prevent and treat constipation, and also helps reduce the risk of developing prostate cancer. |
| Cantaloupe | A good source of Vitamins A and C, Niacin, Thiamine, B6, Potassium, Folic Acid, Pantothenic Acid and Fiber | Aids in building a strong immune system and healthy vision. Helps in the maintenance of new cells, especially during pregnancy. |
| Peaches and Nectarines | Good sources of Carotenes, Potassium, Flavanoids, Natural Sugars, Lycopene and Lutein | Helps prevent heart disease, macular degeneration and cancer. |
| Oranges / Tangerines | An excellent source of Vitamin C and Flavanoids. A good source of Fiber, Pectin, Carotenes, Potassium and B Vitamins | Can be especially beneficial for the immune system, lens of the eye, adrenal glands, connective tissues, the reproductive organs and in promoting overall good health. |
| Lemons | An excellent source of Vitamin C. They are also a good source of Vitamin B6, Folic Acid, Potassium, Limonene and Flavanoids | Contains anticancer properties and can be effective in dissolving gallstones. |
| Carrots | An excellent source of Fiber, Carotene, Vitamin K, and Biotin, also a good source of Vitamins B6, C, Potassium and Thiamine. | Helps protect against heart disease, cancer, macular degeneration and development of senile cataracts and also promotes good vision. |
| Sweet Potatoes | An excellent source of Carotenes, Vitamins B6 and C. A good source of Dietary Fiber. | A valuable food that can aid in boosting antioxidants in the body. |
| Orange Bell Peppers | Good source of Vitamin C, Thiamine, Vitamin B6, Beta Carotene, Folic Acid and Phytochemicals | Aids in protection against cataracts, prevent blood clot formation and reduce the risk of heart attack. |



| PURPLE FRUITS AND VEGETABLES | NUTRIENTS | BENEFITS |
|------------------------------|---|---|
| Blackberries | Polyphenols, Anthocyanins, Manganese, Vitamin C and Fiber | Antioxidant-rich helps against lung inflammation, anti-thrombosis and CVD. |
| Blueberries | Vitamins C, E, Anthocyanins, Phenolics | Powerful antioxidant that helps with anti-inflammatory and anti-aging properties. |
| Grapes | Flavanoids, Anthocyanins, Phytochemicals and Fiber | Helps reduce the risk of blood clots, LDL cholesterol; helps maintain a healthy blood pressure. |
| Eggplant | A very good source of Vitamins B1, B6, Niacin Potassium, Magnesium, Fiber Phosphorus, Folic Acid, Manganese | Has shown inhibitory effects on the growth of some cancers, effectiveness in lowering cholesterol. |
| Purple Sweet Potatoes | A good source of Anthocyanins, Fiber | Have the highest antioxidant activity among sweet potato varieties |
| Purple Onions | Phytochemicals, Phenols, Flavanoids, Selenium, Sulfides | Helps prevent tumor formation and cancer cell proliferation; also helps to lower the risk of major chronic diseases. |
| Prunes | Fiber, Sorbitol, Beta Carotene, Potassium | Helps maintain a healthy colon and slow the aging process, promote cardiovascular and bone health. |
| Plums | Potassium, Vitamin C, Neochlorogenic, Chlorogenic Acid | Helps prevent the growth of cancerous cells and tumors in the body, also helps protect against asthma, osteoarthritis, rheumatoid arthritis and macular degeneration. |
| Figs | Potassium, Calcium, Magnesium, Iron, Copper, Manganese and Fiber | An oxidant that has been known to act as a laxative, diuretic. Is digestible and helps to cleanse blood, also helps regulate blood pressure. |



| WHITE/TAN FRUITS AND VEGETABLES | NUTRIENTS | BENEFITS |
|---------------------------------|---|--|
| Bananas | Potassium, Vitamin B, Fiber, Tryptophan, Iron | Helps maintain normal blood pressure and heart function, also promotes bone health, protects against stomach ulcers and ulcer damage as well as acts as mood enhancers. |
| Cauliflower | Glucosinolates and Thiocyanates, Allicin, Selenium, Folate, Fiber | Aids in improving heart health, helps reduce the risk of strokes and helps to maintain a healthy cholesterol level, also strengthens immune system. |
| Jicama | Flavanoids, Vitamin C | A powerful antioxidant and anti-inflammatory. |
| Mushrooms | Riboflavin, Niacin and Selenium | Helps stimulate the immune system, helps fight infection and demonstrates anti-tumor activity. |
| Onions | Thiosulfinates, Sulfides, Sulfoxides and other Odoriferous Sulfur Compounds | Antimicrobial properties, May treat angina, coughs, bacterial infections, and breathing problems, also used for the treatment of poor appetite and to prevent atherosclerosis. |
| Garlic | Manganese, Vitamins B6 and C and Selenium, rich in Sulfur Compounds | Has an anti-viral, anti-bacterial and anti-fungal property. It is also a powerful antioxidant and can act as an immune booster with anti-inflammatory properties. |
| Turnips | Vitamin C, Fiber, Folic Acid, Manganese, Pantothenic Acid and Copper, Thiamine, Potassium, Niacin and Magnesium, Vitamins B6 and E, Folic Acid and Riboflavin | Helps maintain a good immune function, also helps prevent cardiovascular disease, asthma symptoms, all forms of cancer, skin problems and eye disorders |
| White Potatoes | Fiber, Potassium and Vitamin C and Phytochemicals | Helps lower serum cholesterol, reduces oxidative stress and lessen certain degenerative diseases. |



COCINA! FIBER

FIBER IN FOODS

(per100g)



BEANS
FIBER 16 (g)



ALMONDS
FIBER 12 (g)



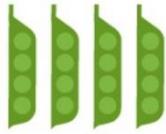
AVOCADO
FIBER 7 (g)



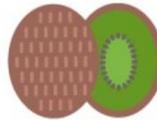
RASP BERRY
FIBER 6 (g)



GUAVA
FIBER 5 (g)



GREEN PEAS
FIBER 5 (g)



KIWI
FIBER 3 (g)



BROCCOLI
FIBER 2.6 (g)



ORANGES
FIBER 2.4 (g)



KALE
FIBER 2 (g)



BROWN RICE
FIBER 1.8 (g)



OATMEAL
FIBER 1.7 (g)

A diet high in fiber may help decrease the risk of heart disease, obesity and diabetes, and have been linked to a lower incidence of some types of cancer.

10 tips

Nutrition Education Series

add more vegetables to your day



10 tips to help you eat more vegetables

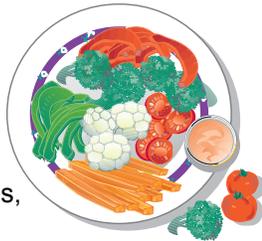
It's easy to eat more vegetables! Eating vegetables is important because they provide vitamins and minerals and most are low in calories. To fit more vegetables in your meals, follow these simple tips. It is easier than you may think.

1 discover fast ways to cook

Cook fresh or frozen vegetables in the microwave for a quick-and-easy dish to add to any meal. Steam green beans, carrots, or broccoli in a bowl with a small amount of water in the microwave for a quick side dish.

2 be ahead of the game

Cut up a batch of bell peppers, carrots, or broccoli. Pre-package them to use when time is limited. You can enjoy them on a salad, with hummus, or in a veggie wrap.



3 choose vegetables rich in color

Brighten your plate with vegetables that are red, orange, or dark green. They are full of vitamins and minerals. Try acorn squash, cherry tomatoes, sweet potatoes, or collard greens. They not only taste great but also are good for you, too.

4 check the freezer aisle

Frozen vegetables are quick and easy to use and are just as nutritious as fresh veggies. Try adding frozen corn, peas, green beans, spinach, or sugar snap peas to some of your favorite dishes or eat as a side dish.

5 stock up on veggies

Canned vegetables are a great addition to any meal, so keep on hand canned tomatoes, kidney beans, garbanzo beans, mushrooms, and beets. Select those labeled as "reduced sodium," "low sodium," or "no salt added."



6 make your garden salad glow with color

Brighten your salad by using colorful vegetables such as black beans, sliced red bell peppers, shredded radishes, chopped red cabbage, or watercress. Your salad will not only look good but taste good, too.



7 sip on some vegetable soup

Heat it and eat it. Try tomato, butternut squash, or garden vegetable soup. Look for reduced- or low-sodium soups.

8 while you're out

If dinner is away from home, no need to worry. When ordering, ask for an extra side of vegetables or side salad instead of the typical fried side dish.

9 savor the flavor of seasonal vegetables

Buy vegetables that are in season for maximum flavor at a lower cost. Check your local supermarket specials for the best-in-season buys. Or visit your local farmer's market.



10 try something new

You never know what you may like. Choose a new vegetable—add it to your recipe or look up how to fix it online.

Handout 1.3

10 tips

Nutrition
Education Series

focus on fruits

10 tips to help you eat more fruits



Eating fruit provides health benefits. People who eat more vegetables and fruits as part of an overall healthy diet are likely to have a reduced risk of some chronic diseases. Fruits provide nutrients vital for health, such as potassium, dietary fiber, vitamin C, and folate (folic acid). Most fruits are naturally low in fat, sodium, and calories. None have cholesterol. Any fruit or 100% fruit juice counts as a part of the Fruit Group. Fruits may be fresh, canned, frozen, or dried, and may be whole, cut-up, or pureed.

1 keep visible reminders

Keep a bowl of whole fruit on the table, counter, or in the refrigerator.



2 think about taste

Buy fresh fruits in season when they may be less expensive and at their peak flavor. Add fruits to sweeten a recipe.

3 think about variety

Buy fruits that are dried, frozen, and canned (in water or 100% juice) as well as fresh, so that you always have a supply on hand.



4 don't forget the fiber

Make most of your choices whole or cut-up fruit, rather than juice, for the benefits that dietary fiber provides.



5 be a good role model

Set a good example for children by eating fruit every day with meals or as snacks.

6 include fruit at breakfast

At breakfast, top your cereal with bananas, peaches, or strawberries; add blueberries to pancakes; drink 100% orange or grapefruit juice. Or, try a fruit mixed with fat-free or low-fat yogurt.



7 try fruit at lunch

At lunch, pack a tangerine, banana, or grapes to eat, or choose fruits from a salad bar. Individual containers of fruits like peaches or applesauce are easy and convenient.

8 experiment with fruit at dinner, too

At dinner, add crushed pineapple to coleslaw, or include orange sections, dried cranberries, or grapes in a tossed salad.

9 snack on fruits

Dried fruits make great snacks. They are easy to carry and store well.



10 keep fruits safe

Rinse fruits before preparing or eating them. Under clean, running water, rub fruits briskly to remove dirt and surface microorganisms. After rinsing, dry with a clean towel.

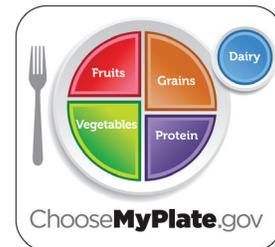


Handout 1.4

10 tips

Nutrition
Education Series

liven up your meals with vegetables and fruits



10 tips to improve your meals with vegetables and fruits

Discover the many benefits of adding vegetables and fruits to your meals. They are low in fat and calories, while providing fiber and other key nutrients. Most Americans should eat more than 3 cups—and for some, up to 6 cups—of vegetables and fruits each day. Vegetables and fruits don't just add nutrition to meals. They can also add color, flavor, and texture. Explore these creative ways to bring healthy foods to your table.

1 fire up the grill

Use the grill to cook vegetables and fruits. Try grilling mushrooms, carrots, peppers, or potatoes on a kabob skewer. Brush with oil to keep them from drying out. Grilled fruits like peaches, pineapple, or mangos add great flavor to a cookout.

2 expand the flavor of your casseroles

Mix vegetables such as sauteed onions, peas, pinto beans, or tomatoes into your favorite dish for that extra flavor.



3 planning something Italian?

Add extra vegetables to your pasta dish. Slip some peppers, spinach, red beans, onions, or cherry tomatoes into your traditional tomato sauce. Vegetables provide texture and low-calorie bulk that satisfies.

4 get creative with your salad

Toss in shredded carrots, strawberries, spinach, watercress, orange segments, or sweet peas for a flavorful, fun salad.

5 salad bars aren't just for salads

Try eating sliced fruit from the salad bar as your dessert when dining out. This will help you avoid any baked desserts that are high in calories.

6 get in on the stir-frying fun

Try something new! Stir-fry your veggies—like broccoli, carrots, sugar snap peas, mushrooms, or green beans—for a quick-and-easy addition to any meal.

7 add them to your sandwiches

Whether it is a sandwich or wrap, vegetables make great additions to both. Try sliced tomatoes, romaine lettuce, or avocado on your everyday sandwich or wrap for extra flavor.



8 be creative with your baked goods

Add apples, bananas, blueberries, or pears to your favorite muffin recipe for a treat.

9 make a tasty fruit smoothie

For dessert, blend strawberries, blueberries, or raspberries with frozen bananas and 100% fruit juice for a delicious frozen fruit smoothie.



10 liven up an omelet

Boost the color and flavor of your morning omelet with vegetables. Simply chop, saute, and add them to the egg as it cooks. Try combining different vegetables, such as mushrooms, spinach, onions, or bell peppers.

Handout 1.5



COCINA! Produce Preservation

1. Invest in Produce Saving Storage: Strawberries, blueberries, romaine and iceberg lettuce, and watermelon last at least 50% longer when stored in these containers vs. original packaging. And getting an extra week or so out of fruits and veggies allows these storage containers to pay for themselves in a couple of grocery trips.
2. Water is Your Enemy (If you are a fruit): Putting water on any fresh fruit will speed up deterioration by 50 percent. Do not wash a fruit until it will be eaten or used in a recipe. (Especially with berries and grapes.) Want to have fruit on-demand – then only prepare a small amount at a time.
3. Water is Your Friend (If you are a leafy green item): on the other hand, lettuce, herbs, or green onions will last longer with a little water.
 - Wrap stems of romaine lettuce in a wet paper towel and place in a resealable bag.
 - Place a damp paper towel in the bottom of your lettuce produce saver.
 - Place herbs or green onions root end first in a small glass with water and wrap with a plastic bag and rubber band to increase freshness.
4. Not all Fruits and Veggies Get Along: Certain fruits and veggies give off a gas that makes other fruits and veggies ripen faster.
 - Apples release ethylene gas which makes broccoli, cucumbers, greens and cauliflower spoil faster.
 - Onions and potatoes each produce a gas that makes the other one spoil faster.

You don't have to remember all the tips and tricks to making produce last longer since there are produce storage guides to help out. But making a small investment in produce keepers and following a few simple tips can help lengthen produce's life days, and even a couple of weeks.

Cooking Techniques To Preserve Produce

- **Blanching:** Although you can slice and stash many vegetables in freezer bags, some do best with blanching — a quick immersion in boiling water by a plunge into ice water to stop the cooking process.
- **Sauteing:** Some vegetables need quick cooking over medium-high heat before saving. Use a neutral oil (grapeseed, safflower), or butter. You can even “saute” in a small quantity of hot broth or stock.

Pay Attention To Size When Saving Fresh Produce

- **Mince:** cut something into less than 1/8 inch pieces using a rocking knife motion.
- **Dice:** cut something into small, even pieces around 1/8 to 1/4 inch, also performed with a rocking motion.
- **Chop:** cut something into bite-sized pieces, as close to uniform as possible, with a chopping — not rocking — motion.



How To Freeze Produce

Apples: Core, peel and slice them, then dip them in 1 gallon of water into which you've squeezed the juice of one large lemon. Spread on a cookie sheet to freeze individually then store them in freezer containers.

Beets: Wash them thoroughly and remove the leaves to within 1 inch of the beet top. Cook beets in boiling water until tender, 30- 45 minutes. Cool, then promptly slip the peel off and cut away the tap-root. Cut into slices or cubes, freeze in one layer, then pack into freezer containers.

Bell peppers (green, red, yellow): Wash and remove core, seeds and membrane. Slice or chop as desired, spread on a cookie sheet and freeze. Slip frozen pieces into a freezer container and store.

Berries: Rinse, drain well and spread on a cookie sheet to freeze. Transfer to freezer containers.

Carrots: Scrub thoroughly and peel if desired. Blanch in hot water (5 minutes for whole carrots, 2 minutes for slices) then plunge into ice water. Drain, spread on a cookie sheet and freeze.

Corn, kernels: Blanch whole ears of corn for 5 minutes and plunge into ice water. Slice kernels from cob, spread on a cookie sheet to freeze, then store in freezer containers.

Eggplant: Peel and slice into circles. Blanch for 5 minutes in 1 gallon of water and 1/2 cup of freshly squeezed lemon juice. Plunge into ice water, drain and spread circles on a cookie sheet to freeze. Slip into a freezer container for storage.

Melons: Scoop balls of melon and dunk them in 1 gallon of water and the juice of a freshly squeezed lemon. Remove with slotted spoon, set on a cookie sheet and freeze them before transferring to freezer containers.

Pears: Use only ripe pears. Wash and peel them, then cut them into quarters and remove the core. In a sauce pan combine 1 cup water and 2/3 cup sugar. Add pears and heat (but do not boil). Remove pears with a slotted spoon, transfer them to cookie sheets to freeze. Cool the syrup. When pear slices are frozen move them to a freezer container and top them with the cooled sugar-syrup.

Potatoes, grated: Blanch in boiling water for 3 minutes, rinse in cold water and drain well. Pat dry with paper towel to remove excess moisture. Spread on cookie sheet, freeze, and store in freezer containers.

Sweet potatoes: Peel, cut into slices and blanch for 3 minutes. Rinse in ice water and spread on cookie sheet to freeze separately. Store in freezer containers.

Tomatoes: Using a paring knife, gently cut an X into the blossom-end of the tomato then plunge into a pot of boiling water for 1 minute. Remove and transfer to a bowl of ice water. Slip the skins off. Core each tomato and cut in half, remove the seeds. Cut into slices or dice, spread on cookie sheet to freeze.

Zucchini, grated: Steam over boiling water for 3 minutes, rinse in ice water and drain well. Spread on cookie sheet to freeze then scoop into freezer containers. **Zucchini, sliced:** Blanch for 3 minutes in hot water and rinse in ice bath. Drain, spread on cookie sheet to freeze individually and store in freezer containers.

*Freezing produce is worth the time since you'll be able to stock up when fresh fruits and vegetables are on sale during peak seasons. AND you'll have a head start on using them in recipes since they'll already be sliced, diced or chopped!



COCINA! SUBSTITUTION LIST

| Item | Substitution |
|------------------|--|
| Apple | Any variety, pear, red grapes, black grapes, cherries, blackberries, blueberries |
| Arugula (Rocket) | Spinach, kale, watercress |
| Avocado | Roasted veggies (squash, mushroom, eggplant), banana, olive |
| Banana | Avocado |
| Beets (Beetroot) | Golden beets, red cabbage, tomato, radish |
| Blueberries | Blackberries, strawberries, raspberries, cherries |
| Broccoli | Cauliflower, green cabbage |
| Butternut squash | Pumpkin, carrot, sweet potato, acorn squash, spaghetti squash |
| Cantaloupe | Mango, papaya, peach |
| Carrots | Sweet potato/yam, winter squash, pumpkin, parsnip |
| Celery | Cucumber, zucchini, jicama |
| Cherries | Raspberries, strawberries, blackberries |
| Collard Greens | Mustard greens, kale, beet greens, dandelion greens |
| Cranberries | Cherries, raspberries |
| Cucumber | Celery, zucchini, jicama |
| Eggplant | Mushrooms |



| | |
|------------------|--|
| Fennel | Celeriac root, kohlrabi, jicama, daikon, endive |
| Garlic | Shallot |
| Ginger | Lemon |
| Grapefruit | Another variety of grapefruit, clementine, orange, tangerine, blood orange, star fruit |
| Green Beans | Asparagus, long bean, french bean |
| Green cabbage | Red/purple cabbage, kale, arugula, watercress, endive |
| Green peppers | Red or yellow peppers, mushrooms |
| Honeydew (Melon) | Green grapes |
| Kale | Arugula, watercress, spinach, Swiss chard, green cabbage, greens |
| Kiwifruit | Mango, orange, tangerine, lime |
| Lemon | Ginger |
| Lime | Lemon, orange, clementine/tangerine |
| Mango | Papaya, kiwifruit |
| Onion | Garlic, leeks, shallot |
| Orange | Grapefruit, clementine, tangerine, kiwifruit, mango, papaya |
| Parsley | Cilantro, kale, arugula |
| Parsnips | Turnip, parsley root, celeriac root |
| Peaches | Nectarines, plums |



| | |
|---------------------|---|
| Pear | Apple, celery root, peach, plum |
| Pineapple | Orange, grapefruit, mango |
| Portobello Mushroom | Any variety mushroom, eggplant |
| Radish | Red cabbage |
| Red/purple cabbage | Green cabbage, radish, cauliflower, broccoli, radicchio |
| Spinach | Kale, Swiss chard, romaine lettuce |
| Strawberries | Raspberries, blackberries, cherries |
| Summer Squash | Zucchini, cucumber |
| Tangerines | Orange, grapefruit |
| Tomato | Radish, red pepper, watermelon |
| Watermelon | Red grapefruit, cantaloupe, honeydew, tomato, radish |

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

10 tips

Nutrition
Education Series

eating better on a budget



10 tips to help you stretch your food dollars

Get the most for your food budget! There are many ways to save money on the foods that you eat. The three main steps are planning before you shop, purchasing the items at the best price, and preparing meals that stretch your food dollars.

1 plan, plan, plan!

Before you head to the grocery store, plan your meals for the week. Include meals like stews, casseroles, or stir-fries, which “stretch” expensive items into more portions. Check to see what foods you already have and make a list for what you need to buy.



2 get the best price

Check the local newspaper, online, and at the store for sales and coupons. Ask about a loyalty card for extra savings at stores where you shop. Look for specials or sales on meat and seafood—often the most expensive items on your list.

3 compare and contrast

Locate the “Unit Price” on the shelf directly below the product. Use it to compare different brands and different sizes of the same brand to determine which is more economical.

4 buy in bulk

It is almost always cheaper to buy foods in bulk. Smart choices are family packs of chicken, steak, or fish and larger bags of potatoes and frozen vegetables. Before you shop, remember to check if you have enough freezer space.

5 buy in season

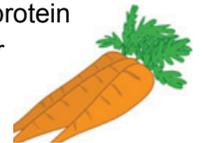
Buying fruits and vegetables in season can lower the cost and add to the freshness! If you are not going to use them all right away, buy some that still need time to ripen.

6 convenience costs... go back to the basics

Convenience foods like frozen dinners, pre-cut vegetables, and instant rice, oatmeal, or grits will cost you more than if you were to make them from scratch. Take the time to prepare your own—and save!

7 easy on your wallet

Certain foods are typically low-cost options all year round. Try beans for a less expensive protein food. For vegetables, buy carrots, greens, or potatoes. As for fruits, apples and bananas are good choices.



8 cook once...eat all week!

Prepare a large batch of favorite recipes on your day off (double or triple the recipe). Freeze in individual containers. Use them throughout the week and you won't have to spend money on take-out meals.

9 get your creative juices flowing

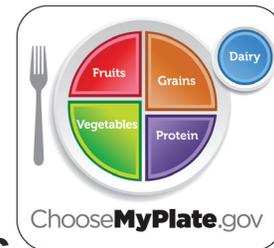
Spice up your leftovers—use them in new ways. For example, try leftover chicken in a stir-fry or over a garden salad, or to make chicken chili. Remember, throwing away food is throwing away your money!

10 eating out

Restaurants can be expensive. Save money by getting the early bird special, going out for lunch instead of dinner, or looking for “2 for 1” deals. Stick to water instead of ordering other beverages, which add to the bill.

Handout 2.3

smart shopping for veggies and fruits



10 tips for affordable vegetables and fruits

It is possible to fit vegetables and fruits into any budget. Making nutritious choices does not have to hurt your wallet. Getting enough of these foods promotes health and can reduce your risk of certain diseases. There are many low-cost ways to meet your fruit and vegetable needs.

1 celebrate the season

Use fresh vegetables and fruits that are in season. They are easy to get, have more flavor, and are usually less expensive. Your local farmer's market is a great source of seasonal produce.



2 why pay full price?

Check the local newspaper, online, and at the store for sales, coupons, and specials that will cut food costs. Often, you can get more for less by visiting larger grocery stores (discount grocers if available).

3 stick to your list

Plan out your meals ahead of time and make a grocery list. You will save money by buying only what you need. Don't shop when you're hungry. Shopping after eating will make it easier to pass on the tempting snack foods. You'll have more of your food budget for vegetables and fruits.

4 try canned or frozen

Compare the price and the number of servings from fresh, canned, and frozen forms of the same veggie or fruit. Canned and frozen items may be less expensive than fresh. For canned items, choose fruit canned in 100% fruit juice and vegetables with "low sodium" or "no salt added" on the label.



5 buy small amounts frequently

Some fresh vegetables and fruits don't last long. Buy small amounts more often to ensure you can eat the foods without throwing any away.

6 buy in bulk when items are on sale

For fresh vegetables or fruits you use often, a large size bag is the better buy. Canned or frozen fruits or vegetables can be bought in large quantities when they are on sale, since they last much longer.

7 store brands = savings

Opt for store brands when possible. You will get the same or similar product for a cheaper price. If your grocery store has a membership card, sign up for even more savings.

8 keep it simple

Buy vegetables and fruits in their simplest form. Pre-cut, pre-washed, ready-to-eat, and processed foods are convenient, but often cost much more than when purchased in their basic forms.



9 plant your own

Start a garden—in the yard or a pot on the deck—for fresh, inexpensive, flavorful additions to meals. Herbs, cucumbers, peppers, or tomatoes are good options for beginners. Browse through a local library or online for more information on starting a garden.



10 plan and cook smart

Prepare and freeze vegetable soups, stews, or other dishes in advance. This saves time and money. Add leftover vegetables to casseroles or blend them to make soup. Overripe fruit is great for smoothies or baking.

Handout 2.4

USDA's Nutrition Assistance Programs: *Eat Right When Money's Tight*

FOOD AND NUTRITION SERVICE JANUARY 2012



CHECK OUT

- **MyPlate** at www.ChooseMyPlate.gov
Features practical information and tips to help Americans build healthier diets. MyPlate is designed to remind Americans to eat healthfully.
- **Community Corner** on the SNAP-Ed Connection at www.snap.nal.usda.gov
Find information, tips, and tools for making healthy lifestyle choices.
- **Recipe Finder** at <http://recipefinder.nal.usda.gov>
Contains over 600 low cost, nutritious, and delicious recipes in both English and Spanish.
- **The SNAP pre-screening tool** at www.snap-step1.usda.gov
See if you qualify for SNAP benefits and how much you might receive.
- Find the **location of your nearest SNAP office** at www.fns.usda.gov/snap/outreach/default.htm

Now More Than Ever, USDA's Nutrition Assistance Programs Can Help

Many families are concerned about the rising cost of food. Read on for tips on how to stretch your food dollars through budgeting, food selection, and low-cost recipes. If you are struggling to put food on the table, USDA's nutrition assistance programs may help.



Use foods you already have to plan menus.
Add missing foods to your shopping list.

Resources: Available For Food

- Know how much money you have to spend on food.
- Make a shopping list based on the money you have to spend.
- Buy only the amounts of fresh foods you can use before it spoils.
- Consider frozen or shelf stable items that last longer.

Planning: Making Meals With Foods On Hand

Before going to the grocery store, check what foods you already have.

Once you know what foods you have, ask these questions:

- What meals and recipes can I make using the foods I have?

- Can I mix foods together to make a tasty and nutritious meal?

- Which foods do my family need for good health?

Then:

- Plan what recipes you will make using your list of foods.

- Use other foods on your list such as vegetables, fruits, and whole grains to complete the menu.

- Once you plan your menus, make a new list for missing foods you need to buy.



Fruits and vegetables are usually less expensive when they are in season. Farmer's Markets always carry what is in season.



Look for bargains on day old bread. It costs less but is still nutritious.

Shopping: Before, During, and After

Before Shopping

- Make a shopping list. This helps you stick to your budget.
- Plan your meals. Planning helps put leftovers to good use.
- Look for coupons, sales, and store specials.
- For added savings sign up for the store discount card.

During Shopping

- Don't shop when you are hungry. It's easier to stick to your shopping list.
- Try store brands. They usually cost less.
- Compare products for the best deal.
- Check sell by dates. Buy the freshest food possible. It lasts longer.

After Shopping

- Store food right away to preserve freshness.
- Freeze food to prevent spoiling.
- Divide foods into small portions for children and elderly to prevent waste.
- Use foods with the earliest expiration dates first.

Tips: Best Buys for Cost and Nutrition

Breads and Grains

- Look for bargains on day old bread. It costs less but is still nutritious.
- Buy regular rice, oatmeal, and grits instead of instant to save on money, sugar, and calories.

Vegetables and Salad

- Buy large bags of frozen vegetables. Seal tightly in the freezer between uses.
- Avoid pre-bagged salad mixes. They are usually more expensive and spoil faster.

Fruits

- Buy fresh fruits in season when they generally cost less.
- Frozen and canned fruits are a smart choice all year round.

Low-Fat Milk Products

- Buy fresh, low-fat milk, yogurt, and cheese in the largest size that can be used before spoiling. Larger containers cost less than smaller sizes.
- Ultra-pasteurized milk has a longer expiration date and won't spoil as fast.

Meat and Beans

- Dried beans and peas are a good source of protein and fiber. They last a long time without spoiling.
- Chuck or bottom round roast has less fat and is cheaper than sirloin.
- Look for specials at the meat counter. Buy meat on sale for big savings.
- Buy meat in large bulk packages to save money. Freeze portions you might not use right away to prevent spoiling.



USDA's nutrition assistance programs provide assistance to millions of American households struggling to balance their budgets.



For more information, visit the SNAP-Ed Connection Web site.

USDA Nutrition Assistance Programs Can Help Make Ends Meet

You may qualify for more than Supplemental Nutrition Assistance Program (SNAP) benefits. If you get SNAP benefits and have children in school, they qualify for free lunch and breakfast. If you are low-income and pregnant, breastfeeding, a new mom or have children under five years old, you might qualify for Women, Infants and Children (WIC) benefits. The Emergency Food Assistance Program (TEFAP) is a Federal program that provides food to low-income persons. For more information on these programs, contact:

SNAP - Supplemental Nutrition Assistance Program

- For: Eligible low-income people and their families
- Call **1-800-221-5689**
- To find your nearest SNAP office visit:
www.fns.usda.gov/snap/outreach/default.htm

WIC - Special Supplemental Nutrition Program for Women, Infants and Children

- For: Eligible low-income pregnant or breastfeeding women, new moms, and children under age 5
- Visit: www.fns.usda.gov/wic/contacts/tollfreenumbers.htm

School Nutrition Programs

- For: Eligible low-income school-aged children
- Contact your local school or school district

TEFAP - The Emergency Food Assistance Program

- For: Eligible low-income persons
- Visit: www.fns.usda.gov/fdd/programs/tefap/tefap_eligibility.htm

Resources for SNAP Partners, Educators, and the Community

The SNAP-Ed Connection is an online resource center which contains information on healthy eating, using your food dollar wisely, and over 600 low cost recipes in English and Spanish. Visit the SNAP-Ed Connection at:

<http://snap.nal.usda.gov>



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Healthy food no more costly than junk food, government finds

USA TODAY

May 18, 2012

Contrary to popular belief, many healthy foods are no more expensive than junk food, according to a large new government analysis. Researchers at the Department of Agriculture's Economic Research Service (ERS) analyzed more than 4,000 retail foods and found that when measured in price per edible pound, fruits, vegetables, grains and dairy were cheaper than most proteins and foods high in saturated fat, added sugars and sodium.

In fact, carrots, onions, pinto beans, lettuce, mashed potatoes, bananas and orange juice are all less expensive per portion than soft drinks, ice cream, chocolate candy, French fries, sweet rolls and deep-fat fried chicken patties, the report says.

"We have all heard that eating a healthy diet is expensive, and people have used that as an excuse for not eating a healthy diet, ... but healthy foods do not necessarily cost more than less healthy foods," says Andrea Carlson, an economist and co-author of the report from the U.S. Department of Agriculture's Economic Research Service. "The price of potato chips is nearly twice as expensive as the price of carrots by portion size," she says.

Carlson and her colleague Elizabeth Frazão gathered national pricing data on more than 4,000 foods and then ranked the foods by price based on calories, weight and portion size.

They placed the foods into the five food groups — grains, dairy, protein, fruits and vegetables. They added a category for unhealthy foods, which included items that did not fit the other categories or were high in sugar, sodium and/or saturated fat such as cookies, candy, desserts, granola bars and many ready-to-eat cereals.

When using weight and portion size as the guide, many healthy foods were not any more costly than unhealthy ones, Carlson says. You can always find healthy foods that are cheap and healthy foods that are expensive. The same is true of less healthy foods. She says one of the best ways to think of food costs is to consider portion size: "How much do you have to pay to put something on your plate?"



Overall, the economists found:

- o When considering portion size, the ranking from least to most expensive is: grains, dairy, vegetables, fruit, protein and less healthy foods. Protein and less healthy foods are very close in cost.
- o Grains, such as bread, oatmeal, pasta and rice, are the cheapest foods no matter how you measure by portion, weight or calories.
- o Protein, such as meat, chicken and fish, is the most expensive food by portion size, but there are low-cost proteins such as beans and eggs.
- o When looking at price per portion, fruits and vegetables are lower in price overall than unhealthy foods. Like every food group, there are cheap veggies and fruits, and pricey ones. Cheap unhealthy foods and more expensive ones.
- o When trying to eat a healthy diet based on the government's dietary guidelines, protein and vegetables are the most expensive recommendations to meet, followed by fruit, she says.

One of the reasons: The vegetable recommendation has high amounts, about 2½ cups for someone eating a 2,000-calorie-a-day diet, and so it takes a lot of food to meet that goal.

Previous research has just looked at price per calories and found that healthy foods are more expensive, but Carlson says price per calorie isn't a fair measure. For example, a half cup of broccoli has 27 calories while a one-ounce bag of potato chips has 154 calories. To consume 100 calories of broccoli, you'd have to eat almost two cups and that's more than what most people normally eat in one sitting, she says.

Most people allocate only about of 20% to 25% of their food budget to fruits and vegetables, but the government recommends that it should be more like 40%. A registered dietitian in Chicago says that the latest report "is great information to help bust the myth that it costs too much to eat healthy. Many of my clients are surprised to find that their grocery bills don't go up when they swap processed goods for fresh foods, especially when they buy in-season produce and they're eating ideal portions, meaning three ounces of cooked chicken, rather than six."

Just giving up soda to drink fresh-brewed hot or iced tea, or water with a wedge of in-season citrus fruit can be a huge cost savings, she says. "And many of the healthiest superfoods in the market are inexpensive, such as beans and brown rice."

With just a little preplanning before going grocery shopping, you can save at least 25% on your bill and eat healthfully. "The tradeoff may be that you have to spend a few more minutes in the kitchen doing food preparation."

Source: U.S. Department of Agriculture's Economic Research Service



COCINA! SHOPPING WISELY AT THE MARKET

The easiest way to eat local is to shop at a farmer's market. By doing so, you're supporting local farmers and getting involved with your community. In the same way you have to learn supermarket tricks, it's important to know how to shop savvy at the farmer's market.



Prepare Yourself

Come prepared for the market: most vendors only take cash, and often only in smaller denominations. (Some are beginning to accept food stamps, too.) Many don't offer bags, so be sure to bring your own reusable bags. Also, leave your dog at home: the majority of markets don't allow them.

Most of all, though, you'll want to know your seasons so that you have the right expectations of what's going to be in stock

beforehand. I get a weekly newsletter from my local market that explicitly says what's plentiful and at its peak, what's available in limited supply, what items are winding down for the season, and what special, limited-time items can't be missed. Even if your market doesn't offer that, it's useful to review a seasonal eating chart to get an idea of what will be in supply.

If your market has an info booth, check in there first; you might find they offer chef-led cooking demos, veggie valet, and evening classes, many of them at no charge.

Either Go Early or Go Late

So that you have your pick of the freshest and most varied produce, plan to get to the market when it first opens. (It's also the best time to purchase fresh meat or dairy, before it's been sitting out in a tent for hours.) If you're not an early riser, then aim to arrive at the tail-end of the market, which is often when farmers and stands, in an effort to avoid taking produce home with them, start offering discounts on whatever's left. Steer clear of shopping during the thick of market hours, when stalls will be the most congested.

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 30 minutes at the market. That's a little extreme, but you should make a quick loop before purchasing anything, just so you can get the lay of the land, taste samples of what's on offer, and compare prices. People often skip this critical part and get spend-happy on the first, say, tomatoes they see, only to find tastier ones for a lower price an hour later on the other side of the market. That leads to overbuying, overspending, and potentially wasted food — and nobody wants that.



Talk to Your Farmer

It isn't a farmer's 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, explain the difference between a raspberry and a tayberry, 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. I've chatted with farmers about recipes, and shown them what I've made from purchases the week before. Cultivating those relationships are the fastest way to getting VIP treatment.

Etiquette, etiquette, etiquette!

When you're scouring through piles of fruits and vegetables, be mindful of etiquette. It's considered rude, for instance, to squeeze fruits or tomatoes (it tends to bruise them) and to open corn husks before buying them (it causes the corn's sugars to convert to starch more quickly).



Branch Out

From time to time, purchase out of curiosity! Buy one spontaneous ingredient after getting guidance from the farmer on how to cook with it. This is especially appropriate when what you are looking for is not in season and you can substitute with something that is readily available.

Bring a Friend

Running errands at the grocery store might be a chore, but browsing the farmer's market is anything but. In fact, I like to bring friends along to socialize while browsing produce. It's also useful if you know you're going to be tempted to buy lots of stuff; that way, you can go in on fruits and vegetables together, and split them at the end.

Don't Lose Sight of the Produce

It's easy to want to sketch out elaborate menus ahead of time, but be prepared to be flexible, just in case the tomatoes you wanted don't actually look that great, but the summer squash turns out to be well-priced.

In general, when cooking food from the farmer's market, I lean toward simple preparations. Muddling a fruit or vegetable's flavors with too many other ingredients would defeat the purpose. Sure, one could make strawberry jam with ripe wild strawberries, but why do that when you can better taste their peak freshness in simple kale salad with pine nuts instead?



Look for produce that is as intact as possible, like carrots and beets with their greens still attached. They'll stay fresh for longer, and as a bonus the green tops make delicious pestos and sautés, too.

Finally, while baked goods, desserts, refreshments, and those ubiquitous bags of kettle corn may all seem tempting, keep in mind that not everything is better at the farmer's market.

Find the Right Market For You

Limiting your visits to one farmer's market is like only shopping at one supermarket, so visit multiple markets to find out which one best suits your needs. Larger, well-known farmer's markets offer lots of variety and plenty of bustling energy, and often they're fantastic not just for shopping but for incredible dining as well. But smaller farmer's markets have their advantages, too: while they may offer less selection, they often have better deals.



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.



Cooking Demos

Cooking demonstrations are a great activity to host at farmers markets. They usually involve some kind of food preparation and recipe distribution. There is nothing better for showcasing food that is on vendors' tables than to have someone preparing the food for sampling and providing information. If you're cooking hot food, the smell alone will help sell food. Recipes are usually simple—which is important for showing customers how easy it is to make great tasting food.

Single Ingredient Sampling

If you don't have the resources for a full cooking demonstration, you could do a single ingredient sampling. Fruits, vegetables, or other healthful foods that may be new to the audience are cut into bite-sized pieces for sampling. This type of food demonstration is often used with limited space and equipment.

Benefits of Cooking Demos

- Educate customers about the great taste of local, seasonal food at market
- Educate customers about the ease of preparation
- Educate customers about how to prepare new or less familiar types of produce
- Educate customers about nutrition
- Provide family entertainment, interactive event
- A great event to promote at area health clinics, gyms, community centers, newspapers, etc.
- Partner with area chefs and showcase their bond to fresh food

***Average Demo Cost:** \$22 (not including cooking tools, propane, human time)

Resources Required

Human Resources:

- Someone to plan the recipes, to make copies of recipes, and to bring equipment
- Someone to cook at the market
- Someone to help handout samples, answer questions
- Someone to collect produce from the vendors

Hard goods:

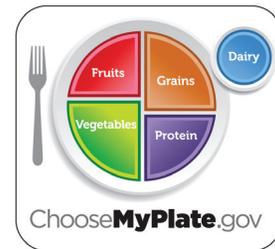
- A cooking set up. This usually means a table, a burner/grill, a pan or wok, utensils, etc.
- Food from the vendors: If possible, pay for the food with a grant or out of market funds. If necessary, vendors may be willing to donate.
- Signage that tells customers what is being cooked, and which vendors provided the food
- Copies of recipes to hand out
- Time: Preparation 1 and 3 hours; at market 4-5 hours; Breakdown and washing 1- 2 hours;
- Overall, an average demo can take 8 hours from preparation to clean up.

Who Can Help

- Cooperative Extension has home economists who may be willing to help
- A local health clinic may have community health workers they are willing to have help
- Market volunteers
- Create a "Cook with the Chef" program and they will do the cooking—you coordinate and promote

be a healthy role model for children

10 tips for setting good examples

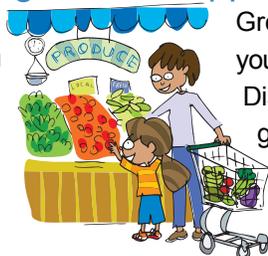


You are the most important influence on your child. You can do many things to help your children develop healthy eating habits for life. Offering a variety of foods helps children get the nutrients they need from every food group. They will also be more likely to try new foods and to like more foods. When children develop a taste for many types of foods, it's easier to plan family meals. Cook together, eat together, talk together, and make mealtime a family time!

1 show by example

Eat vegetables, fruits, and whole grains with meals or as snacks. Let your child see that you like to munch on raw vegetables.

2 go food shopping together



Grocery shopping can teach your child about food and nutrition. Discuss where vegetables, fruits, grains, dairy, and protein foods come from. Let your children make healthy choices.

3 get creative in the kitchen

Cut food into fun and easy shapes with cookie cutters. Name a food your child helps make. Serve “Janie’s Salad” or “Jackie’s Sweet Potatoes” for dinner. Encourage your child to invent new snacks. Make your own trail mixes from dry whole-grain, low-sugar cereal and dried fruit.

4 offer the same foods for everyone

Stop being a “short-order cook” by making different dishes to please children. It’s easier to plan family meals when everyone eats the same foods.



5 reward with attention, not food

Show your love with hugs and kisses. Comfort with hugs and talks. Choose not to offer sweets as rewards. It lets your child think sweets or dessert foods are better than other foods. When meals are not eaten, kids do not need “extras”—such as candy or cookies—as replacement foods.

6 focus on each other at the table

Talk about fun and happy things at mealtime. Turn off the television. Take phone calls later. Try to make eating meals a stress-free time.



7 listen to your child

If your child says he or she is hungry, offer a small, healthy snack—even if it is not a scheduled time to eat. Offer choices. Ask “Which would you like for dinner: broccoli or cauliflower?” instead of “Do you want broccoli for dinner?”

8 limit screen time

Allow no more than 2 hours a day of screen time like TV and computer games. Get up and move during commercials to get some physical activity.

9 encourage physical activity

Make physical activity fun for the whole family. Involve your children in the planning. Walk, run, and play with your child—instead of sitting on the sidelines. Set an example by being physically active and using safety gear, like bike helmets.



10 be a good food role model

Try new foods yourself. Describe its taste, texture, and smell. Offer one new food at a time. Serve something your child likes along with the new food. Offer new foods at the beginning of a meal, when your child is very hungry. Avoid lecturing or forcing your child to eat.

Handout 6.1

Fun with Food Activities

This fun with food guide includes games and other ideas to make eating and food more fun.

Arrange food into funny faces. For example, create mashed potato hair or beard, hard boiled eggs for eyes and green beans for hair. Kids (and adults!) love the surprise!



Make kabobs into caterpillars. Use a tomato or mushroom for the head. (below)



Stock up on **fun cookie cutters**. Cut whatever you can into fun shapes. Kids love this and it is so simple it is worth implementing in your meals. (above)



- Do international dinner nights. Create a menu and make a "big" deal out of dinner.
- Picnics are a great way for kids to get involved in food prep.
- Let kids decide how to arrange fruit or vegetable platters.
- Using fruit kids already love and changing it a little to suit a theme or holiday is a simple way to make food fun.

<http://www.kids-cooking-activities.com/fun-with-food.html#games>

Fruit and Veggie Walk

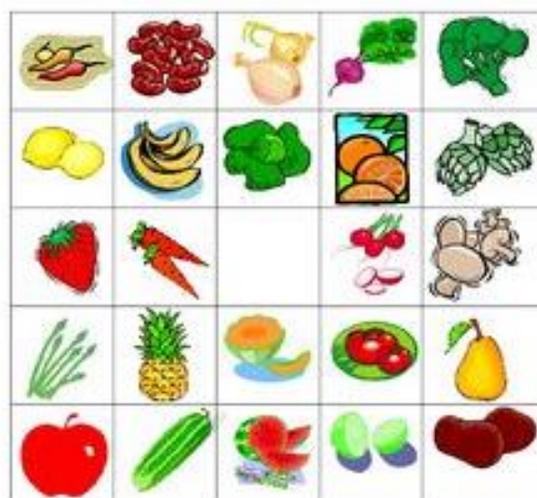
Set a minimum number to play. For example, if you have 8 posters (each one with a laminated photo of a fruit or veggie) on the ground, you may decide at least 6 players needed per game. Players stand on one of the floor posters. When the music is played the participants walk around the circle on the posters. When the music stops, so do the players. The volunteer then draws out a fruit or veggie from a bowl to see who wins! The player whose fruit or veggie is drawn wins their choice of fruit or veggie!

Fruit and Veggie Bingo

Materials

- Fruit and Vegetable Bingo Cards
 - Dried beans
 - Pictures of the different fruits and vegetables on the Bingo cards
 - Fruits and vegetables cut for snacks
1. Distribute copies of the seven different Bingo cards to students.
 2. Randomly call out the names of the different fruits and vegetables on the cards
 3. Have students cover the appropriate square with a dried bean
 4. Reward students who successfully call out “Bingo” with a choice of their favorite fruit or vegetable snack.

http://www.abcteach.com/cmd/track_content.php?id=17939





COCINA! Mobile Messages

It's a mobile world: Mobile messaging is an easy way that your clients and customers can be reminded that it is YOUR LOCAL FARMERS' MARKET DAY with a customized message to their mobile phone!

- Each week the Market Manager will send a text with:
 - Reminder of market date, time and location
 - Market events and entertainment
 - Featured produce
 - Weekly specials

- It is free to your clients and customers! This year (and for at least a few years, maybe longer) the NMFMA will pay for the service

- There are a few ways to collect phone numbers:
 - Use the attached log to get client/customer information
 - Have clients/customers fill out a post card with their information

- Email client information (name, phone number and email address if they wish to receive a newsletter) to Denise Miller dmiller@farmersmarketsnm.org



COCINA! Mobile Message Log

Instructions: Scan completed log and email or type information directly into body of email and send to Denise Miller at the New Mexico Farmers Marketing Association
dmiller@farmersmarketsnm.org

| NAME (Please print) | PHONE NUMBER To receive text message | EMAIL To receive NMFMA newsletter | MAILING ADDRESS | Have you visited a NM Farmers Market in the last year? Yes or No |
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SNAP, WIC and Senior Nutrition Program

SNAP (SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM)

Also referred to as “EBT” and formerly known as “food stamps,” about half of the farmers’ markets in New Mexico are now able to accept SNAP benefits. SNAP can be used at participating farmers' markets just like at the grocery store for items such as fruits, vegetables, meats, cheeses, breads, jams, and other foods. Simply swipe your EBT card at the terminal located at the market’s information booth and decide how much you would like to have withdrawn from your account. The person at the booth will give you that amount in \$1 tokens that can be spent on any eligible foods at the market. To find out which markets accept EBT cards, check our [market list](#) and look for the balloon card symbol.

Eligibility & How to Apply

SNAP is available for anyone who meets the income requirements. Simply download the [application](#) here, fill it out, and return it to your local [Human Services Department office](#) by mail, fax, or in person. You will need the following documents to complete your application:

- ✓ Proof of household income;
- ✓ A photo ID for the person filing the application;
- ✓ A SSN for all household members for whom you are applying for benefits, and One of the following from the past 12 months:
 - ✓ Highest gas or electric bill for 30 day's of service,
 - ✓ Account history printout from a propane company, or receipts for two propane fills
 - ✓ A disconnect notice, if you have received one, or the cost of starting utility service at your home.



For more information about SNAP and other income assistance programs available in New Mexico, visit www.hsd.state.nm.us or call the help-line at (800) 432-6217.

WIC FARMERS' MARKET NUTRITION PROGRAM



The Women, Infant, Children Farmers’ Market Nutrition Program (WIC FMNP) offers WIC clients \$25 worth of checks that can be used to purchase fresh fruits and vegetables at participating New Mexico farmers’ markets between July 1st and November 15th of the current market season. Checks come in \$5 increments and no change can be given. To find out which markets accept WIC FMNP checks, look for the WIC/Senior check symbol.

Eligibility & How to Apply

To qualify for WIC benefits, you must meet the following criteria:

- ✓ Live in New Mexico. WIC participants usually receive services in the county where they live (U.S. citizenship is not a requirement for eligibility)
- ✓ Be a Pregnant, Breastfeeding or Postpartum woman, an infant under one year of age or a child less than 5 years of age. (Parents, step-parents, guardians, and foster parents of children under 5 can apply for their children)
- ✓ Meet the [income guidelines](#). Households with incomes at or below 185% of the federal poverty income level are eligible. WIC determines income based on gross income. WIC counts all of the members of a household, related or non-related. WIC counts an unborn baby as a household member.

Be at nutritional risk. WIC participants receive an initial health and diet screening at a WIC clinic to determine nutritional risk. WIC uses two main categories of nutritional risk: 1) medically-based risks such as history of poor pregnancy outcome, underweight status, or iron deficiency anemia, and 2) diet-based risk factors such as poor eating habits which can lead to poor nutritional and health status. Participants will be counseled at WIC about these risks and the outcome influenced by nutrition education and nutritious foods provided by WIC.



*Participants must apply in person. More information can be found at nmwic.org/ or by calling (866) 867-3124.

SENIOR FARMERS' MARKET NUTRITION PROGRAM

The Senior Farmers' Market Nutrition Program (SFMNP) is available for income-eligible seniors age 60 and over and provides participants with \$25 worth of checks that can be used to purchase fresh fruits and vegetables as well as honey at participating farmers' markets between July 1st and November 15th of the current market season. Checks come in \$5 increments and no change can be given. Participants may send a proxy to shop for them if they are not able to go to the market themselves.



Eligibility & How to Apply

Individuals who qualify and are enrolled in the state's Commodity Supplemental Food Program (CSFP) as well as seniors age 60 and over who live at or below 185% of the Federal Poverty Level are eligible to receive SFMNP checks. Those who are not currently enrolled in CSFP will need to provide proof of identification, residency and income. To find out which markets accept WIC FMNP checks, look for the WIC/Senior check symbol in our market list.

To apply for CSFP or only the SFMNP checks to spend at the farmers' market, contact your regional CSFP provider. Please note that some locations may not receive SFMNP checks if they are located too far from a participating farmers' market.

Central and Northern New Mexico

Echo Inc.

(505) 242-6777

Albuquerque, NM

Serves: Albuquerque, Belen, Bernalillo, Estancia, Grants, Jemez, Las Vegas, Medenales, Mora, Moriarty, Peñasco, Questa, Ranchitos, Ribera, Santa Fe, Santa Rosa, Shalom, Socorro, Taos

Eastern New Mexico

Salvation Army

(575) 622-8700

Roswell, NM

Serves: Alto, Artesia, Carlsbad, Carrizozo, Clovis, Elida, Fort Sumner, Good Sams, Hobbs, Jal, Lovington, Melrose, Mescalero, Polo, Portales, Roswell, Ruidoso Downs, San Jose, San Patricio, Vaughn

Northwestern New Mexico

Echo Inc.

(505) 326-3770

Farmington, NM

Serves: Appleridge, Aztec, Bloomfield, Chama, Coyote, Crownpoint, Cuba, Dulce, Farmington, Gallup, Lake Valley, Nageezi, Newcomb

Southern New Mexico

Loaves & Fishes

(575) 523-1272

Las Cruces, NM

Serves: Alamogordo, Anthony, Butterfield, Chaparral, Columbus, Del Cerro, Deming, Hatch, Las Cruces, Lordsburg, Placitas, Radium Springs, Silver City, Sunland Park, Truth or Consequences, Tularosa



Resources

Find more resources at:
www.nmfarmersmarkets.org

FOR FARMERS' MARKET SHOPPERS

[Albuquerque Master Gardeners](#) - Ask the local experts!

[Cooperative Extension Service](#) - Provides educational and informational outreach to all communities in the state of New Mexico

[Dave's Garden](#) - Information "for gardeners... by gardeners"

[Delish.com](#) - Thousands of recipes, menus, cooking shortcuts, dinner ideas, tips, and more for home cooks hungry for easy family meals

[Epicurious.com](#) - 100,000 recipes from magazines, cookbooks, chefs, and home cooks

[Farm to Table](#) - Promotes locally based agriculture in New Mexico through education, community outreach and networking

[PartSelect](#) - Home guide to composting

[Pesticide Action Network](#) - The Pesticide Action Network (PAN) Pesticide Database is your one-stop location for toxicity and regulatory information for pesticides, fungicides and other chemicals that could be used on your food

[The Old School](#) - The Old School offers low-cost classes in sustainable and frugal living in Albuquerque. Classes cover a wide range of topics including canning, composting, and raising backyard chickens

FOR COMMUNITY EDUCATORS

[SNAP-Ed Connection](#) - The SNAP-Ed Connection is a dynamic online resource center for state and local SNAP-Ed providers. SNAP-Ed Connection is funded by USDA's Food and Nutrition Service (FNS) and maintained at the National Agricultural Library's Food and Nutrition Information Center.

[Live a More Colorful Life!](#) – An initiative by Tarrant County Public Health to educate consumers about the benefits of incorporating a wide and colorful array of fruits and vegetables into their daily diets. On this web page you'll find easy-to-access information, including tips for selecting fresh fruits and vegetables, recipes from chefs and nutritionists, and features highlighting specific produce that is in-season locally.

[Click n' Go Educational Materials](#) - Nutrition education and training materials that you can download and print from the internet.

[Nutrition Education for Older Adults](#) - In 2008, the Food and Nutrition Service (FNS) released Eat Smart, Live Strong, an intervention designed to improve fruit and vegetable consumption and physical activity among 60-74 year olds participating in or eligible for FNS nutrition assistance programs.

[Cooking with Kids](#) - Cooking with Kids uses hands-on methods to teach elementary school students about the joy of delicious healthy foods. Find family friendly recipes and information for educators.

Also see “Toolkits” below

RECIPES USING LOCAL PRODUCE

[Recipe Finder Database](#) - Database of recipes submitted by nutrition and health professionals and organizations. Recipes can be searched by cost, audience, and kitchen equipment needed (e.g., microwave only).

[New Mexico Farmers Market Association](#) – visit the NM Farmers Market Association’s website for seasonal recipes. Or, visit your local farmers market where there are often recipes available from individual farmers or at the information table.

TOOLKITS

[Cooking Up Community: Nutrition Education in Emergency Food Programs](#) (2012) – This toolkit contains resources and information about innovative nutrition education programming by organizations around the country. These models can serve as examples and inspiration to create new programming or as sources for collaboration and ideas.

[Eat Healthy, Be Active Community Workshops](#) - Six 1-hour workshops were developed, based on the *Dietary Guidelines for Americans, 2010* and *2008 Physical Activity Guidelines for Americans*. Each workshop includes a lesson plan, learning objectives, talking points, hands-on activities, videos, and handouts. The workshops are designed for community educators, health promoters, dietitians/nutritionists, cooperative extension agents, and others to teach to adults in a wide variety of community settings.