



Demonstration Tips

Preparation is the most important part of any demonstration. If you know your subject and are well organized, your demonstration will flow smoothly. Make the last minute details easier by planning ahead. Then you can concentrate on your audience and your demonstration.

1. Choose recipes that are quick, easy and use the minimum amount of ingredients and utensils, while still being nutritious and tasty. Consider the equipment and amount of space you will have.
2. There are several ways of demonstrating. The tray method has been found to be the most convenient. For each dish to be prepared, have a tray that holds everything needed for that one dish.
3. Note cards are handy as tray reminders, listing all utensils, food materials needed for that recipe.
4. Have sanitizing towelettes or paper towels handy to wipe sticky fingers.
5. When possible, have all dry ingredients measured into plastic bags or small bowls with lids beforehand. Your purpose is to show a particular technique, not how to measure ingredients. (Try the clear plastic bags.)
6. Have all of the cutting and chopping done ahead of time in a clean kitchen area, except for any part of the recipe where a technique is important to the recipe or to the facts you are stressing. (When doing this demonstrative technique, do not use that food for cooking in the demo. This will protect you when the health department asks questions about food prep.)
7. Hand out printed recipes for your audience. Whenever possible, translate recipes to the languages spoken by your audience.
8. Be familiar with recipe. Read thoroughly. Prepare beforehand as trial.
9. Be prepared to pass out sample for tasting.

Equipment You May Need for Farmers Market

FOOD DEMONSTRATIONS

- Folding table
- Table cloth
- UMass Extension banner and string to attach
- Recipe handouts
 - Recipe of the Day (Demonstration recipe)
 - Various other recipes
- Brochures - WIC/Agriculture Farmer's market brochures/5-A-Day/ "What is Extension" brochure
- Additional nutrition information and handouts
- Apron
- Name tags
- Fry pan/wok - depending on recipe
- Heavy duty extension cord (if electricity available)
- Masking tape
- Tent (optional)
- Butane burner
- Butane fuel (2 cans)
- Measuring cups and spoons
- Cutting boards
- Pot holders
- Basket
- Sample of ingredients for recipe of the day (to go in the basket)
- Recipe/ brochure display stands
- Ingredients for recipe
- Cooler
- Ice
- Refrigerator/freezer thermometer
- Cooking utensils (plastic)
- Business cards

*All produce is washed, cut and prepared in the office before leaving, for food safety purposes.

*Vegetables/food for demos should be stored in several medium/large tupperware type containers.

UTENSILS/ACCESSORIES

For Serving:

- Plastic cups, forks, spoons
- Napkins
- Small paper plates
- Serving utensils (at least 2)
- Rubber gloves (not latex)
- Sharp knife w/protective covering
- Mixing bowl

*Read through your recipe to determine what you may need.

For Cleaning:

- Paper towels
- Rubbish bag
- Saran wrap/Reynolds wrap
- Baggies
- Trash can
- Hand sanitizer
- Sanitizing cleaning wipes