

Farm Fresh & Fabulous

A Farmers' Market Culinary & Nutrition Curriculum

By



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**Special thanks to the following for their
contribution to the development of this program:**

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PART ONE - A LETTER FROM OUR FOUNDER

You are about to begin a fun-filled workshop series that demonstrates meal concepts inspired by fresh, local, seasonal produce sold at farmers' markets. Adults, families and kids – anyone who enjoys eating - will take away something valuable via:

Farm Fresh & Fabulous.

This FamilyCook Productions (FCP) culinary and nutrition demonstration curriculum is designed for a basic environment – a tabletop in any farmer's market. It was created at the request of the Bronx District Public Health office to acquaint visitors to neighborhood farmers' markets with easy and appealing meal preparations using a wide variety of fresh produce. Through demonstration of the preparation of simple and delicious recipe concepts, farmers' market shoppers and their children develop:

- simple meal concepts using fresh ingredients that can be varied as new veggies come into season;
- a few basic cooking skills and tips (knife skills demonstration, how to cut up unusual ingredients, using grater for raw root veggies etc.);
- nutrition fundamentals related to produce consumption that are fun and easy to understand;
- an adventurous nature about trying new foods;
- an understanding that children will eat more healthful foods if they participate in preparing them;
- an appreciation for the origin of the food they eat and the value of local agriculture to their health

The program addresses the notion that cooking healthful foods can really taste good, and does not have to be complicated or time-consuming. The curriculum guides you, the Demonstrator, in preparing 6 different seasonal meals—2 per demonstration—at a farmers' market, **designed to accommodate 4-6 kids and/or adults to assist in the preparation with you.** Each full demonstration, done in cycles of 3, includes both a salad-type concept (two of which can be full meals) and a hot preparation concept designed to be fast, easy and healthful utilizing a wide variety of produce with infinite variations.

The curriculum draws on FamilyCook Productions' field-tested techniques that guarantee safety, success and adult and children's acceptance. These techniques have been 10 years in development. They are subtle but create a reliable structure for collaborative recipe preparation that produces a non-chaotic, fun experience for participants that results in a delicious new dish – hence immediate gratification! Participating parents and kids – anyone - enjoy an opportunity to explore their hand at cooking as well as their veggie likes and dislikes.

Through your participation in the program, you join a growing legion of professionals in the education, food and nutrition communities who are committed to teaching the next generation about food and healthful eating. These professionals know that the best way to teach this is to offer experiential opportunities – hands on, tasting, smelling, exploring textures and varieties!

Online support for this curriculum is available from FamilyCook Productions via email by contacting Support@FamilyCookProductions.com. We wish you great success with your farmers' market demonstrations as you empower market shoppers to take charge of their health and enjoy a new, healthier relationship with food.

Cordially,

Lynn Fredericks
Founder,
FamilyCook Productions, NYC

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PART ONE: PROGRAM GOALS AND OVERVIEW

This curriculum involves a series of cooking demonstrations and recipe concepts designed to engage farmers market shoppers in helping prepare, taste and explore meals using fresh, seasonal produce. It also imparts nutrition concepts and messages as they relate to the benefits of fresh produce consumption.

The program goals are as follows:

1. Help market shoppers and their children understand that their well being, long-term good health and effectiveness are directly connected to the food they eat.
2. Develop an adventurous attitude toward trying new, fresh ingredients through hands-on exploration of foods.
3. Learn some basic culinary skills around preparation of fresh produce.
4. Recognize that if children are involved in selecting and preparing fresh produce they are more likely to eat it.
5. Establish an understanding of the seasonality of foods and an ability to distinguish which foods can be produced in their geographic region as they learn to value regional agriculture and support it through shopping at farmers markets.

Here is an overview of the 3 demonstrations in *Farm Fresh & Fabulous* curriculum:

The goals of each lesson are essentially the same:

Nutrition

- ❖ Explain the concept of ‘eating all your colors’ of fresh fruits and vegetables, due to their associated phytochemicals or important nutrients related to color pigment
- ❖ Encourage parents & kids to use the “Did I Eat My Colors Today?” magnet tracker to encourage eating more of a variety of fresh fruits and vegetables
- ❖ Encourage families to use the Health Bucks to purchase one of the new ingredients they experienced in the demo.

Family Food Values

- ❖ Be inspired about their kids helping in the kitchen to create more family time and improve family nutrition



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PART ONE: PROGRAM GOALS AND OVERVIEW

- ❖ Value the sharing of meals with family and friends

Culinary Skills

- ❖ Become comfortable with the recipe concept demonstrated
- ❖ Understand how various types of vegetables used in the recipe can be substituted as various items go out and other new items come into season.
- ❖ Gain additional competency and confidence to use more professional knife skills with produce to make recipes using produce items less intimidating.

1) Recipe Strategy A Description

- ❖ **Salade Nicoise:** this is a French ‘composed salad’ concept where an assortment of fresh ingredients as well as canned tuna or beans, hard-boiled eggs, olives etc. are all arranged very attractively on a platter as an entire meal – great for the hot summer months.
- ❖ **Fricassee:** a concept where fresh produce and (optional) meat or shellfish are braised in a mixture of olive oil and chicken or vegetable broth. First leafy greens are wilted, followed by potatoes or other harder vegetables, with fragile peapods and herbs added at the end. Cooks in minutes and is both good for you and very satisfying.

2) Recipe Strategy B Description

- ❖ **Chopped Salad:** a salad concept utilized ‘chopped’ romaine, with a wide variety of fresh produce (mostly raw) chopped and added, along with such flavorful ingredient as sun-dried tomatoes or roasted peppers and some grated cheese. Everything is mixed together and tossed in a simple balsamic or lemon vinaigrette.
- ❖ **Frittata:** a very quick stove-top or quick over recipe made in one skillet. Egg based, a variety of items are added (some sautéed or wilted first) and cooked like an omelet that is not turned over. Some grated cheese on top finishes the meal – an optional protein source such as ham, chicken, or shrimp may be sautéed and added for a very delicious quick supper.

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PART ONE: PROGRAM GOALS AND OVERVIEW

3) Recipe Strategy C Description

- ❖ **Yogurt Dip:** This healthful snack concept involves a yogurt based dip inspired by middle eastern cuisines. Herbs, chopped spinach (or other greens), raisins, nuts and other flavorings are combined to form a thick dip for toasted or fresh pita bread. The dip can be kept covered in the refrigerator for approximately one week.
- ❖ **Stir Fry:** Asian Stir fry concepts served with rice (in this case we specify whole grain brown rice) are popular and very versatile. This demo utilized no animal-based proteins but the demonstrator explains that beef, chicken or shrimp can easily be added. The concept can utilize a wide variety of produce and market shoppers learn how to infuse aromatics (garlic, ginger etc.) first to flavor the oil, then vegetables are added in the order of longest-cooking first. Delicate veggies are last, then soy and oyster sauce, scallions and in a snap the whole thing is ready to serve over rice. Tofu is used to demonstrate a healthy, non-fat protein alternative.