CHEF AT THE MARKET TOOLKIT

INFO FOR MANAGERS & CHEF HANDBOOK

Local Food Safety & Fire Permitting info | Sample Food Calculations
Recipe Resources | Sample Letter to Chefs | Sample Surveys

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Organizing a chef demonstration at your market can increase attendance, create a buzz within your community, and give a noticeable boost to your farmers sales. Cooking demonstrations offer your market goers the opportunity to interact with and sample ingredients from local farmers that they may not otherwise have been able to experience.

Inside this toolkit you will find helpful information for the market manager as well as the Chefs taking part in your demonstration. These events are meant to be a partnership between your market, local chefs, and your farmers. When coordinated properly chef demos can benefit all involved!

Below you will find an outline of information included in this toolkit.

**Chef at The Market - Info for Managers**

Helpful tips geared towards the market manager and info to guide them through the Chef at the Market process. Including:
- Securing Funding for equipment/demos
- Sponsorship opportunities and sample sponsor letter
- Additional funding opportunities and WSFMA resources

**Chef at The Market - Chef Handbook**

The Chef Handbook includes helpful information directed at potential chefs you may approach in the community to take part in your Chef at the Market Demonstrations. Including:
- Introduction to what a demonstration entails.
- The goals of a demonstration at the market
- How to conduct a food demonstration at the market
- Easy, low-cost recipe ideas for your chefs

**Also included in the toolkit are other helpful resources:**

- Appendix A: Food Safety and Fire Permitting Information
- Appendix B: Sample Food Calculations
- Appendix C: Recipe Resources
- Appendix D: Sample Letter to Chefs
- Appendix E: Sample Chef Survey
- Appendix F: Sample Customer Demo Survey
Introduction

Food demonstrations are taking place at farmers markets across the country. Managers are using these events to engage their community and draw more attendees to the market, while also boosting market sales. A Food Demonstration at a farmers market can be a great opportunity for everyone involved. Chefs get to highlight their cooking skills and promote their organization, farmers get to share their produce, community members get to sample locally sourced foods, and markets get the opportunity to increase promotional activities.

Along with supporting everyone involved, chef demos can fulfill the needs of grant supported programs such as SNAP-Ed or FINI in providing healthy food education to promote increased consumption of fruits and vegetables.

Before implementing a chef demo program at your market, you will need to consult local health and fire marshal offices to understand your local codes/requirements and secure any necessary permits. Specifically, if you intend to distribute samples of the products cooked by your chef. See Appendix A: local food safety & fire permitting.

Securing Equipment for your Demonstration

Your market may want to partner with other organizations in the area to help secure your demo needs whether it be for food items or equipment. If you are just starting out equipment needs can be expensive. Approaching a local business as a sponsor may help you secure the funds you need to sustain your chef demo program into the future. The same is true for ongoing food costs. Local restaurants are a great place to start when thinking about a seasonal sponsor for your “Chef at the Market” demo program.

Deciding on Sponsorships

You will first need to decide the frequency you will be offering the Chef Demo at your market (1x per month? 2x per month?). Once that has been decided you will want to estimate your food costs (see Appendix B: sample food calculations), as well as equipment costs (if it's your first year). Also, think about whether you will be providing a special banner to promote your Chef Demo sponsors. If so, you will want to build that cost into your sponsorship amount.

Sponsor Benefits:

You can entice potential sponsors by providing them with unique benefits. Some benefit ideas include:
- Recognition and mention in market e-newsletters (if applicable)
- Logo & mention in social media and blog posts
- Logo and link on market website
- Promotional materials at the Market Info Booth
- Banner displayed at market (in chef demo tent/area)
Sample Sponsor Letter

(NAME OF BUSINESS)
(BUSINESS ADDRESS)

(DATE / YEAR)

Dear (NAME of BUSINESS REP),

The planning of the (NAME OF MARKET)’s (YEAR) season has already begun and we are looking for community sponsors.

During the (LAST YEAR) season, an average of (NUMBER OF ATTENDEES) people visited the market each week with even more market goers during peak months and special market event days. The farmers market is a place for the community to come together, shop local, and support our farmers and artisan vendors. It is also a place for the community to come learn.

The (NAME OF MARKET) is excited to announce our (#OF YEARS GOING) year of providing the Chef at the Market program. Chef At The Market is an opportunity for local chefs to demonstrate simple and delicious food, using local ingredients from our farmers at the market, and give our customers the opportunity to sample their creations. The goal is to share easy, low-cost recipes that can be made at home, and engage our community to learn more about where their food comes from and how to use it.

We are reaching out to your business in hopes of partnering in the (YEAR) season, ensuring that we can continue bringing these fun and educational activities to our community. If you are interested in formally supporting the market with a (AMOUNT OF SPONSORSHIP) Chef at the Market Sponsorship, you and your company will receive the following benefits:

- Benefit #1
- Benefit #2……

Thank you in advance for your consideration. We hope to hear from you soon about how we can partner with you this year!

Sincerely,

(NAME)
(TITLE)
(CONTACT INFO)
Additional Funding for Chef Demos

If you are a market participating in the Regional Lead program through the Washington State Farmers Market Association (WSFMA) your regional lead may be available to assist you with planning or hosting chef demos at your farmers market. Contact your regional lead for more information about this option. Visit the WSFMA website to see all of the markets included in the Regional Lead Program and identify your regional lead. Also see the WSFMA Cooking Demo Guide for more ideas on how to run a Chef Demonstration at your market.

Click for WSFMA Website  
Click for WSFMA Cooking Demo Guide

Cooking on a Budget

The chef you work with for your demonstrations will likely have lots of great recipe ideas up their sleeves. Ask your chef to primarily use ingredients from your farmers market so as to showcase local food and help your customers learn to cook the produce, grain, meat, seafood and other items available at market.

Let market farmers know ahead of time if you plan to ask for food donations for your chef demonstration. Advanced notification will give farmers the chance to harvest additional produce for your demonstration or bring seconds from their farm, which they would not sell due to blemishes.

Reach out to your local food bank to extend your chef demonstration budget and assist market shoppers who are low-income in preparing healthy, affordable meals. Your local food bank or a local grocery store may be able to donate staple food items needed for your demos that are not available at market. Bulk grains, beans, pasta, cooking oil, spices and other staple foods are available at your food bank. Market demos incorporating these bulk ingredients help shoppers see that eating locally grown, healthy food can be affordable even on a budget.

See Appendix C: Additional recipe ideas from WSFMA to share with your Chef’s.

Helpful Tip:

The Good and Cheap cookbook by Leanne Brown has many recipes that incorporate fresh produce as well as bulk foods. You can find this cookbook online in PDF format or ask your regional lead if they are able to provide some Good and Cheap cookbooks for your farmers market.
Introduction

This section of the toolkit is geared towards the market supporting their partner chefs as well as providing other tools for current and potential chefs.

We have outlined some basic principles for a food demo that can be shared with your partner chefs. The purpose of this Chef Handbook is to provide guidance for successful and educational food demos at your market. It contains goals, expectations, messaging, how-to, and examples of recipes. Adapt content to your market’s needs.

Choosing a Chef

Once you have decided on doing a Chef at the Market program and have figured out the equipment and funding needs, you will need to solicit local chefs from your community.

Come up with a list of the top 5 or even 10 local chefs in your area. Center on ones that you know are already supporting and buying from local farmers for their restaurants. Sending out request letters along with following up in person or by phone is a great way to start building these relationships. See Appendix D: Letter to Chefs for a starting point.

It is also a good idea to solicit feedback after each event from both your partner chefs along with those attending your demo. See Appendix E: Chef Survey and Appendix F: Customer Demo Survey for examples of ways to get feedback and improve your events.

Goals of a Chef Demo

Goals of a Chef Demo include:

• Teach Farmers Market attendees about fruits and vegetables that are in season
• Prepare locally sourced food for tasting
• Provide recipes that are low cost and healthy, as well as those that support farmers market produce
• Identify how recipe fits with the USDA’s MyPlate guidelines
6 Keys to a Successful Food Demonstration

1. Obtain a Food Handler’s Card and Temporary Food Service Permit from the local Health District and follow all food safety guidelines. (Side note: Temporary Food Service Permit can be taken on by the market and issued by season. If you will be working with just one chef for the season they may be able to provide this piece for your demo especially if they cater food for special events in your community).

2. Know your audience – How much experience or knowledge do they have? What do you want them to learn during the demonstration?

3. Have a clear and simple message.

4. Be organized and prepared.

5. Use appropriate handouts and recipes reinforcing the nutritious message.

6. Let participants taste the food when the recipe is completed.

Healthy Messaging Supported by Chef Demos

- Eat from every food group, every day
- Eat a variety of colorful fruits and vegetables
- Make half your plate fruits and vegetables

Market Responsibilities

The market will set-up and supply the following (adjust list to your market):

- Canopy for cooking area and tables/work surfaces
- Gas cooktop
- Sanitation supplies
- Hand washing station
- Paper towels
- Vegetable washing station
- Market tokens (or funds) to purchase produce
- Sampling utensils and napkins
- Signage for the event
- Chairs for audience
How to Conduct a Food Demonstration

Planning & Preparing
1. Determine what you would like to cook
2. Connect with the market manager about recipes, theme, and if you would like produce ahead of time. We would be more than happy to make copies of your recipe for you.
3. Practice cooking the recipe at home and describing your process.
4. Make a list of preparation and cooking equipment you need to bring. Please make sure to bring:
   • Cooking utensils – such as knives, cutting boards, bowls, etc.
   • Your permits (if applicable – or under market permitting)
   • Additional ingredients that are not available at the market
   • Information about your business for promotion

The Day Before the Demonstration
1. Shop for recipe ingredients if you need to bring in outside food. Check with market manager on dollar amounts.
2. Prepare ingredients that require cleaning, cutting, or mixing. Store in airtight containers at proper storage temperatures.
3. Pack needed equipment.

The Day of the Demonstration
1. Dress appropriately (Hair back, limited jewelry, clean nails, long sleeves, apron, and closed toe shoes).
2. Arrive early for preparation and cooking station set-up.
3. Check in with market manager when you arrive.
4. Make sure the sanitation and handwashing stations are properly set-up.

During the Demonstration
1. During cooking demonstration:
   • Give the audience an overview of the demonstration you will be making today.
   • Include information of the farm that provided the produce. Market assistants will identify the farms for customers that donated the produce on that day.
   • Include health information on the food you are using in your recipe making sure to focus on MyPlate guidelines for a balanced meal.
   • Explain each step that you do in preparing the meal, remember that many in your audience may not be able to see your cook station.
   • Discuss alternative substitutes for ingredients when appropriate (e.g., varying produce, cooking styles, adding protein, etc.)
   • Show finished version before serving.
2. Tasting the food:
   • Serve in 2-3 bite samples
   • Describe flavor of food.
3. Ask about questions
4. Fill out market survey so we can continue to improve on supporting our amazing chef volunteers.
Recipe Ideas

You’re encouraged to bring your own recipes and ideas to the chef demos. We have provided some tips and recipes to help provide some guidance if needed.

Also see Appendix C: Additional Recipes or visit the WSFMA website for more recipe resources.

Helpful Tips:
- Choose recipes that don’t require specialized kitchen appliances
- Choose recipes that can be done in about 15-30 minutes. Also consider prep before hand
- Remember that you will most likely be doing two chef demos during the day (dependent on market schedule), so plan accordingly.
- Choose recipes that include ingredients that the average person would have in their kitchen. If using a recipe that calls for a unique spice or special ingredient, give the audience ideas on where they could find it in their community or alternative options.

Recipes

Teriyaki Stir-Fry Zoodles
http://allrecipes.com/recipe/246527/paleo-teriyaki-stir-fry-zoodles-gluten-free/?internalSource=popular&referringContentType=home%20page

Spiral Zucchini Salad
http://allrecipes.com/recipe/244975/spiral-zucchini-salad/?internalSource=previously%20viewed&referringContentType=home%20page

Squash Zoodler Omlet
http://allrecipes.com/recipe/241261/squash-zoodler-omelet/?internalSource=previously%20viewed&referringContentType=home%20page&clickId=cardslot%2020

Zucchini Patties
http://allrecipes.com/recipe/13941/zucchini-patties/?internalSource=search%20result&referringContentType=search%20results&clickId=cardslot%20206

Mid-Summer Italian Bread Salad (PanzanellaSalad)
http://allrecipes.com/recipe/16226/mid-summer-italian-bread-salad/
<table>
<thead>
<tr>
<th>County</th>
<th>Health District</th>
<th>Fire Marshal / Permitting</th>
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<tbody>
<tr>
<td></td>
<td>Jefferson County Public Health 615 Sheridan Street Port Townsend, WA 98368</td>
<td>Jefferson County Community Development 621 Sheridan Street Port Townsend, WA 98368</td>
</tr>
<tr>
<td></td>
<td>Community Health: (360) 385-9400 Environmental Health: (360) 385-9444 General Email: <a href="mailto:info@jeffersoncountypublichealth.org">info@jeffersoncountypublichealth.org</a></td>
<td>General Line: 360-379-4450 Email: <a href="mailto:dcd@co.jefferson.wa.us">dcd@co.jefferson.wa.us</a></td>
</tr>
<tr>
<td></td>
<td>Kitsap Public Health District 345 6th Street, Suite 300 Bremerton, WA 98337 (360) 728-2235</td>
<td>Kitsap County Dept. of Community Development 614 Division St Port Orchard, WA 98366 General Line: (360) 337-5777 Email: <a href="mailto:Help@Kitsap1.com">Help@Kitsap1.com</a></td>
</tr>
<tr>
<td>Clallam County</td>
<td><a href="http://www.clallam.net/hhs/EnvironmentalHealth/food.html">http://www.clallam.net/hhs/EnvironmentalHealth/food.html</a></td>
<td><a href="http://www.clallam.net/DCD/index.html">http://www.clallam.net/DCD/index.html</a></td>
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<td></td>
<td>Clallam County Health &amp; Human Services 111 E. 3rd Street Port Angeles, WA 98362</td>
<td>Clallam County Dept. of Community Development 223 East 4th Street, Suite 5 Port Angeles Washington 98362 General Line: 360-417-2277 Email: <a href="mailto:dcdadmin@co.clallam.wa.us">dcdadmin@co.clallam.wa.us</a></td>
</tr>
<tr>
<td></td>
<td>Environmental Health (360) 417-2258 Human Services (360) 417-2303 Public Health Office (PA: 111 E. 3rd St) (360) 417-2274 Public Health Office (Forks: 140 C St) (360) 374-3121</td>
<td></td>
</tr>
<tr>
<td>Mason County</td>
<td><a href="http://www.co.mason.wa.us/health/environmental/food/">http://www.co.mason.wa.us/health/environmental/food/</a></td>
<td><a href="https://www.co.mason.wa.us/community-services/fire-marshall/index.php">https://www.co.mason.wa.us/community-services/fire-marshall/index.php</a></td>
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<tr>
<td></td>
<td>Mason County Public Health 415 N 6th St Shelton, WA 98584 Shelton: (360) 427-9670 ext 400 Belfair: (360) 275-4467 ext 400 Elma: (360) 482-5269 ext 400</td>
<td>Mason County Community Services 615 W Alder St Shelton, WA 98584 General Line: (360) 427-9670 ext. 352 Email: Specific personnel on website</td>
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When planning, you will need to determine how many samples and how much food to prepare. Individual serving sizes will vary from recipe to recipe so pay close attention to the recipe and what is required.

The table provided below is an example of how to calculate the number of times a recipe should be repeated if you expect to provide samples for 200 people.

**Cheat Sheet:** a sample size is either two liquid ounces (if serving beverages or soup) or approximately one fourth of your recipes indicated serving size.

<table>
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<th>Description</th>
<th>Example</th>
<th>Calculations</th>
</tr>
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<tbody>
<tr>
<td>Calculate the number of samples needed for your demo</td>
<td>If a smoothie recipe makes 4 one-cup servings, then it equates to around 16 samples.</td>
<td>( \frac{\text{# of samples per serving}}{\text{# of servings per recipe}} \times \frac{\text{# of servings per recipe}}{\text{total samples per recipe}} )</td>
</tr>
<tr>
<td>Calculate the number of times the recipe needs to be prepared.</td>
<td>200 people + 16 samples per recipe = 12.5 times the recipe needs to be repeated.</td>
<td>( \frac{\text{# of people to serve}}{\text{Total Samples per recipe}} \times \frac{\text{Total Samples per recipe}}{\text{# of times to make the recipe}} )</td>
</tr>
<tr>
<td>Note: you will need to estimate how many attendees you think will take part in your demo.</td>
<td>Note: It is always a good idea to round up to account for spillage.</td>
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APPENDIX C: RECIPES

SUMMER WATERMELON, PEACH AND HEIRLOOM TOMATO SALAD
Recipe adapted by Jen Brown (WSFMA)

INGREDIENTS
3 cups seeded watermelon, in bite-size chunks
1½ cups heirloom tomato, in bite-size chunks (try different colors for visual appeal)
1½ cups peeled, chopped peaches
½ red onion, slivered
Handful each fresh basil and mint chiffonade (sliced in thin ribbons)
¼ cup fresh lime juice
Pinch sea salt
Black pepper
Pinch ground chipotle pepper (optional)
¼ cup olive oil

DIRECTIONS
Combine chopped fruit, onion and herbs in a big bowl. Whisk together lime juice, seasonings and olive oil in a small bowl. Combine with fruit mixture and let sit 10 minutes before serving.
Serves 4-6.

SUMMER WATERMELON, PEACH AND HEIRLOOM TOMATO SALAD

Substitutions and Additions
■ Feel free to substitute any fresh stone fruit or melon you like
■ Replace the lime juice with white balsamic or a lovely fruit vinegar from your local farmers market
■ Substitute Thai basil for the more common Italian variety
■ Add chunks of your favorite fresh or salty cheese: feta, goat, mizithra, cotija, etc.
SPANISH TORTILLA WITH GREENS
(Adapted from recipes by Nikki Herberger for Carnation Farmers Market and Gourmet Magazine)

INGREDIENTS
1 cup olive oil (really!)
1 medium onion sliced, or 1 bunch green onions, chopped
1 large clove garlic, sliced
1# fingerling or new potatoes, scrubbed, halved length-wise, and sliced ¼” thick
1 bunch greens (spinach, kale, chard, pea vine...)
7 large eggs
Salt & black pepper

DIRECTIONS
In a 10” nonstick or seasoned cast iron skillet, heat olive oil over medium heat. Add onions and cook for a few minutes until fragrant. Add garlic, potatoes and 1 tsp. of salt, shaking pan to distribute evenly. Potatoes should be just barely covered with olive oil. Bring to a simmer, turn heat to medium low and poach the potatoes until tender, 12–15 minutes. Don’t let them brown or crisp. Drain in a colander, reserving the oil.
While potatoes are cooking, wash and chop greens. Cook in a pot of boiling salted water for a few minutes until bright green and tender (time varies with type of greens). Drain and rinse with cold water. Set aside to cool. Squeeze out excess water and add to potatoes in colander.
In a large bowl, whisk the eggs with ¼ tsp. salt and ground pepper to taste. Add in potatoes and greens and mix.
Wipe skillet clean, add several tablespoons of drained oil and heat on medium-high until oil just begins to smoke. Add egg mixture, turn heat to low, and cook, covered, for about 12 minutes. The bottom and edges will be cooked and the middle will still be loose. There are two ways to finish your tortilla (2nd on back).
1. Pre-heat your broiler, place skillet on top oven rack, and broil until cooked through, 5-7 minutes.
Slide tortilla onto a plate and serve warm or room temperature, cut into wedges.

SPANISH TORTILLA WITH GREENS
Alternate finish
■ Remove skillet from heat and let stand, covered, for 15 minutes. Loosen tortilla around the edges and in the middle with a spatula, slide onto a large plate, then invert skillet over tortilla and flip back into skillet. Cook on low, covered, until cooked through. (If needed, drizzle a little more of the reserved olive oil around the edges.)

Substitutions and Additions
■ Substitute sweet potatoes for fingerlings, use kale for greens, and add 1 tsp. hot sauce to egg mixture
■ Substitute spring onions and garlic scapes for the onion for a late spring version
■ Substitute grated, lightly sautéed zucchini, squeezed and drained of liquid for the greens and toss in a handful of chopped parsley when adding to potato/egg mixture
■ Add chopped, leftover cooked chicken, shrimp or fish and a handful of chopped fresh herbs to the potato/egg mixture right before adding to the skillet

Washington State Farmers Market Association
www.wafarmersmarkets.com
Partial funding provided by WSDA through the USDA Specialty Crop Block Grant Program
APPENDIX D: LETTER TO CHEFS

MARKET LOGO OR LETTERHEAD HERE

Stretch your creative culinary talents by participating in Chef at the Market as a featured chef!

Cook up and demonstrate a delicious dish at YOUR MARKET LOCATION using in-season, local products from the YOUR MARKET NAME. This is a great opportunity to spotlight your business and connect with an audience of local food lovers, while supporting your local market.

Dates: Chef at Market is held FREQUENCY (Once a month, weekly, etc) during the DAY OF THE WEEK market. The market runs from TIME-TIME, and the demonstration is scheduled to take place during the busy hour at TIME(s) OF DEMO. We are looking for featured chefs for DATE(s).

How does it work? NAME OF YOUR MARKET will supply the following to facilitate a great Chef at the Market demonstration:

EXAMPLES: (Adjust this list to your market needs)

- Canopy for cooking area
- Sampling cups, plastic spoons/forks, napkins
- Chairs for audience
- Vegetable Washing Station
- Work surfaces
- Gas cook top
- $30 in market tokens to defray cost of ingredients
- “Chef at Market” Signage, including chalkboard to list your featured producers
- Potable water
- Hand Washing Station
- Paper towels

The Featured Chef will provide the following to ensure an engaging experience for attendees:

EXAMPLES: (Adjust this list to your market needs)

- Recipe printed out to share or written recipe on chalkboard
- Ingredients procured from market vendors
- Cooking utensils – knives, bowls, pans, cutting boards, serving/portioning utensils, etc.
- Prepared presentation
- Signage advertising yourself/your business
- Your time!
- Valid Food Handler’s permit
- Temporary Food Establishment Permit / catering license – (if the market does not provide on a seasonal basis)

Please email YOUR EMAIL HERE if you would like to participate! We look forward to hearing from you!
Chef Survey

This can, and should, be customized to your markets needs

What additional support would you have liked from your market or manager?

Was the time commitment for your chef demo reasonable? If no, what changes do you think can be made?

What was your favorite part of the chef demo process?

What was your least favorite part?

Would you do a demo again? If not, why?

Additional Comments:
Customer Demo Survey

This can, and should, be customized to your markets needs

Was this your first time attending a Chef at the Market Demonstration?

Do you feel you learned something new through taking part in the demonstration?

What was your favorite part of the demo?

What was your least favorite part of the demo?

Did the demonstration encourage you to purchase new products that you might not have otherwise used in cooking? If so what ones?

Would you attend future Chef at the Market Demonstrations?