Duplicate Yourself!

Reach 100,000+ People
By Going Virtual with your Demos

Jesse Sharrard
Food Safety & Nutrition Manager
Greater Pittsburgh

food bank
“Studies reveal that the capacity for maintaining a healthful diet by following dietary recommendations may be related to cooking skill.” *

“Studies have also shown that [having] cooking skills lead[s] to increased cooking frequency, improved knowledge, preferences, and self-efficacy toward interest in cooking and decreased food costs.”


Photo Credit: Mark Dixon. www.lens.blue
How Best to Reach Our Audience?

<table>
<thead>
<tr>
<th>Interaction Method</th>
<th>Most Likely to Use</th>
<th>Likely to Use</th>
<th>Not Likely to Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receive Recipes</td>
<td>37%</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Read Newsletter</td>
<td>30%</td>
<td>46%</td>
<td>24%</td>
</tr>
<tr>
<td>Attend Demo</td>
<td>18%</td>
<td>37%</td>
<td>45%</td>
</tr>
<tr>
<td>Attend Class</td>
<td>13%</td>
<td>42%</td>
<td>45%</td>
</tr>
</tbody>
</table>

"They've always been a great resource and they've become so much more professional, and dare I say pretty, in the last few months. Our pantry customers are much more interested in them, and more inclined to take them, because they are so visually appealing."

—Response received as part of 2016 recipe card evaluation survey

**2012**

**Peaches**

Peaches are a sweet summer treat that also have some potassium, vitamin A, and vitamin C. They are great on breakfast cereal, ice cream, or yogurt; in pancakes or a pie; or just eaten out of hand.

To store: If your peaches are not yet ripe, RIPEN in a paper bag at room temperature until ripe. Check them daily! Store ripe peaches in crisper drawer in refrigerator. Peaches should be firm and smell sweet.

Preparation:

BLEND with other fruits and yogurt for a refreshing summer smoothie.

Enjoy RAW in a fruit salad or even in a salad with roasted beets. Add sliced fruit to a quinoa salad. Finely chop peaches and red onion together for a quick salsa.

FREEZE to enjoy in colder months. Peel and slice peaches. Place in a single layer on a cookie sheet and freeze overnight, then transfer into freezer bags.

To GRILL, brush halved, pitted peaches with vegetable oil and cook over medium heat until tender. Sprinkle with cinnamon-sugar and serve.

**Peach Pancakes**

Delicious topped with thinly sliced peaches & a drizzle of honey

- 1 cup flour
- 2 eggs
- 1 cup quick oats
- 2 Tbsp baking powder
- 1/2 tsp cinnamon (optional)
- 1/8 tsp salt
- 2 Tbsp sugar
- 1 cup dry ingredients in a separate bowl, mix eggs, milk, peaches, and oil. Pour liquid mixture into dry ingredients, and stir until just combined. There will be some lumps in batter.
- Heat oil in a large skillet. Scoop 1/4 cupful of batter onto the hot oil and cook for about 2-3 minutes or until small bubbles form on the edges and you can slide a spatula underneath the pancake.
- Flip to the other side, and cook 2-3 more minutes.
- Makes 24 pancakes. Refrigerate or freeze in a plastic container and reheat in microwave or toaster oven. Cut recipe in half for a smaller batch.

**Servings 7**

**Nutrition Facts**

- Total Fat 24g
- Saturated Fat 0g
- Cholesterol 0mg
- Sodium 210mg
- Carbohydrates 48g
- Fiber 0g
- Sugar 0g
- Protein 0g

*Percentage of Daily Value (DV)*

- 10% Vitamin A
- 2% Calcium
- 2% Iron

*Calories from Fat 12%

*Reduced-fat peaches used*

*Estimated Per Serving

**2014**

**Mango Made Easy**

**2016**

**Tuscan Bean Soup**

Add color by using a variety of fresh or canned vegetables in this recipe.

**Nutrition Facts**

- Total Fat 22g
- Saturated Fat 4g
- Cholesterol 0mg
- Sodium 300mg
- Carbohydrates 55g
- Fiber 12g
- Sugar 3g
- Protein 5g

*Percentage of Daily Value (DV)*

- 4% Vitamin A
- 10% Calcium
- 10% Iron

*Estimated Per Serving

**Greater Pittsburgh Community Food Bank**

The Greater Pittsburgh Community Food Bank is a member of Feeding America, a nationwide network of more than 200 food banks that depend on donations of food and funding to distribute food to those in need.

**RSS Feeds**

**greaterpittsburghfoodbank.org/nutrition**

**RSS Feeds**

**greaterpittsburghfoodbank.org/nutrition**
How to Dice an Onion

No more chasing the onion around the cutting board!

1. Cut off the root.
2. Cut in half through the root.
3. The skin should peel right off.
4. Place the root end away from you. Angle your cuts around the outside of the onion but don’t cut through the root.
5. This will give you strips of onion that are still connected at the root.
6. They will be easy to dice because the root holds them.
7. Simply turn the onion to the side and cut across the strips.
8. The onion will cut into evenly-sized pieces.
9. Because you are not chasing the onion around the cutting board, you may find that you have fewer tears while cutting onions.

Try turning your diced onions into French Onion Soup! The recipe is on the back.

How To Dice an Onion

- Cut off root end and stem of onion.
- Cut onion in half through the root end.
- The skin should peel off very easily.
- Angle your cuts around the onion.
- Don’t cut through the root.
- The root will hold the strips of onion together.
- Turn the onion to the side and cut across the strips.
- You will cut the onion into pieces that are all pretty much the same size.

This method should take you less time to do, and because you’re not making any extra cuts, you may notice that you cry fewer tears!

Grown diced onions in a little bit of oil and add them to:
- Macaroni & Cheese
- Pasta Sauce
- Tuna Skillet Dinner
- Soups and Stews
- Collard Greens
- Sausages
- Jambalaya
- Guacamole
- And More!
## Return on Time Invested

<table>
<thead>
<tr>
<th></th>
<th>Live Demonstration</th>
<th>Publication Creation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recipe Research, Testing</td>
<td>6-8 hours</td>
<td>6-8 hours</td>
</tr>
<tr>
<td>Demo Shopping, Prep</td>
<td>2 hours</td>
<td>2 hours</td>
</tr>
<tr>
<td>Demo Travel</td>
<td>1-2 hours</td>
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</tr>
<tr>
<td>Demo Set-Up</td>
<td>0.5 hour</td>
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</tr>
<tr>
<td>Demo</td>
<td>1-2 hours</td>
<td>1-2 hours</td>
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<tr>
<td>Clean Up</td>
<td>1 hour</td>
<td>1 hour</td>
</tr>
<tr>
<td>Layout and Design</td>
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<td>2-4 hours</td>
</tr>
<tr>
<td><strong>Total Time Investment</strong></td>
<td><strong>11.5-15.5 hours</strong></td>
<td><strong>12.5-17.5 hours</strong></td>
</tr>
<tr>
<td><strong>Average Number Reached</strong></td>
<td><strong>12-50 people</strong></td>
<td><strong>500-10,000+ people</strong></td>
</tr>
</tbody>
</table>
Materials Help Agencies Launch Initiatives

How were the recipe cards received at your agency?

“We expanded on the idea and have a group that comes up with our own recipe cards and a tasting.”

“The people in the community loved the recipe books the kids put together with the cards.”

“We have used them at our nutrition workshops and our consumers are excited to get them.”

—Responses received as part of 2016 recipe card evaluation survey
Providing Effective Instruction

Have you used any of the photo recipe cards that you received from the food bank?

- Yes, 101, 68%
- No, 47, 32%

Did you learn new knife skills from the "how to cut" cards?

- Yes, 67, 53%
- No, 59, 47%

The recipe cards had instructions for a recipe I did not know how to cook before.

- Yes, 103, 79%
- No, 27, 21%

How helpful were the recipe cards as a whole?

- Not helpful (1), Somewhat helpful (2), Helpful (3), Very helpful (4), Extremely helpful (5)

How helpful did you find the photographs?

- Not helpful (1), Somewhat helpful (2), Helpful (3), Very helpful (4), Extremely helpful (5)
People Enjoy Receiving Photo Recipe Cards

Would you like more recipe cards in the future at your pantry?

- Yes, 115, 93%
- No, 9, 7%

“I like to see them on the info board when waiting for food. I go home and get my cards out after going to the pantry. The pictures make me look at them.”

“Life savers, sometimes you don't how or what to cook- very helpful.”

“The winter squash was very good. I never tried it before.”

“The cards help me cut stuff with my bad hands.”

—Responses received as part of 2016 recipe card evaluation survey
Launchpad for Larger Publications

Spuds Illustrated
Chefs’ Secrets Revealed:
how to: slice, dice, roast, mash, and bake like a pro!
Find your family’s new favorite recipes inside!

Rolling Oats
HOT LIST
5 reasons oats rock.
What’s a rolled oat, anyway?

Produce
eat 5 fruits & veggies
PITTSBURGH’S FAVORITE FRUITS & VEGGIES RECIPES
Real people. Real recipes. Real delicious.

Inside: Pittsburgh Pirates give us the SCOOP on their favorite recipes

Greater Pittsburgh Community Food Bank
Community Spokespeople

Scoop

NEW SEASON, NEW FOOD
Check out Francisco Cerelli, Mark Melanson and Andrew McCutchen’s healthy and delicious recipes.

Francisco Cerelli is the catcher for the Pirates. His favorite recipe is Rigatoni Pasta Pie that includes a spicy ground beef/tomato sauce.

Mark Melanson is one of the pitchers for the Pirates. His favorite recipe is Peanut Butter Banana Sushi, a kid-friendly recipe that is simple to make.

Andrew McCutchen is center fielder for the Pirates. His favorite recipe is Summer Garden Quinoa Salad with fresh tomatoes and zucchini.

food tracks

RED CARPET REPORT
Individuals and families showing off their favorite fruits and vegetables

Lenny strawberries and apples

John broccoli and tomatoes

Dom cabbage

Jean orange

Joyce banana

Granddaughter tomatoes and zucchini

Cindy broccoli

Dobro broccoli and raw

Amiya orange

Emmanuel peas

Shaun oranges and green peppers

Jervon bell pepper

Veda peaches

Teah peaches

Emmanuel peas

Micoa orange

Tessa cucumbers

Amir sweet potatoes

Tessa asparagus and bell pepper

Tessa cucumbers

Tessa cucumbers
Finding These Resources

https://www.pittsburghfoodbank.org/resources/nutrition/
Just some of our cards...
Synthesis and Application

• Photos help
• Design matters
• Teamwork
• Ongoing improvement
• Verify your success
Contact Information

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