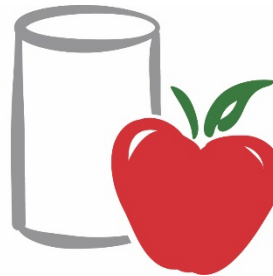


Duplicate Yourself!

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

Jesse Sharrard
Food Safety & Nutrition Manager
Greater Pittsburgh

**community
food bank**



MEMBER OF
**FEEDING
AMERICA**

Twitter:
@ChefJessePgh
#SNEB16

Cooking Skills = Nutrition Skills



"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." [†]

* Condrasky, M et al. "Development of Psychosocial Scales for Evaluating the Impact of a Culinary Nutrition Education Program on Cooking and Healthful Eating." *JNEB* 2011; 43,6:511-516

† Levy, J and Auld, G. "Cooking Classes Outperform Cooking Demonstrations for College Sophomores." *JNEB* 2004; 36: 197-203.

Photo Credit: Mark Dixon. www.lens.blue

How Best to Reach Our Audience?

Interaction Method	Most Likely to Use	Likely to Use	Not Likely to Use
Receive Recipes	37%	30%	33%
Read Newsletter	30%	46%	24%
Attend Demo	18%	37%	45%
Attend Class	13%	42%	45%

Source: Fapohunda, A. "Needs Assessment Report 2001." Greater Pittsburgh Community Food Bank; unpublished data.

Design Matters.

“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 Jell-O salads. 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.

© 2012 Greater Pittsburgh Community Food Bank
For more great recipes visit www.pittsburghfoodbank.org/recipesdatabase

Peach Pancakes

Delicious topped with thinly sliced peaches & a drizzle of honey

- 1 cup flour
- 2 eggs
- 1 cup quick oats
- 2 cups milk
- 2 Tbl baking powder
- 1 cup diced fresh or frozen peaches
- 1/2 tsp cinnamon (optional)
- 1/8 tsp salt
- 2 Tbl oil
- 2 Tbl sugar

1. Combine 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 lumps in batter.
2. Heat oil in a large skillet. Scoop 1/4-cupfuls of batter onto the hot oil. Cook for about 2-4 minutes or until small bubbles form in the batter and you can slide a spatula underneath the pancake.
3. Flip to the other side, and cook 2-3 more minutes.
4. Makes 21 pancakes. Refrigerate any leftovers in a plastic container and reheat in microwave or toaster oven. Cut recipe in half for a smaller batch.

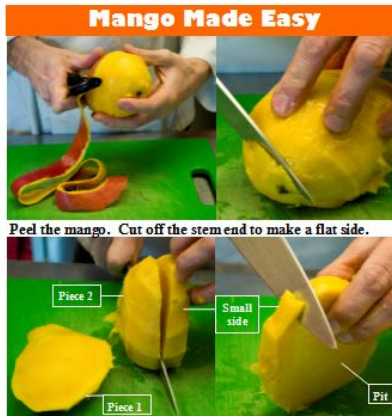
Serves 7

© 2012 Greater Pittsburgh Community Food Bank
For more great recipes visit www.pittsburghfoodbank.org/recipesdatabase

Nutrition Facts	
Serving Size 3 pancakes	
Servings Per Container About 7	
Amount Per Serving	
Calories 220	Calories from Fat 60
<small>% Daily Value*</small>	
Total Fat 7g	11%
Saturated Fat 1g	2%
Trans Fat 0g	
Cholesterol 55mg	18%
Sodium 430mg	18%
Total Carbohydrate 30g	11%
Dietary Fiber 2g	8%
Sugar 10g	
Protein 8g	
Vitamin A 6% • Vitamin C 4%	
Calcium 30% • Iron 10%	

2014

Mango Made Easy



Peel the mango. Cut off the stem end to make a flat side.

Stand the mango on its flat side. Cut 2 wide, flat pieces from the pit in the center of the fruit. Then, cut off the small sides.



Slice and serve!

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Stichting H.J. Heinz Company Foundation

2016

Tuscan Bean Soup

History: This recipe originated in Tuscany, Italy. Tuscan Bean Soup traditionally uses white beans, carrots, celery, onion, garlic and rosemary. To serve this soup in the traditional Tuscan way, spoon hot soup over a slice of crusty bread in a bowl.



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

More recipes are available at pittsburghfoodbank.org/RecipesDatabase



Don't have crushed tomatoes? Use diced or fresh tomatoes.

Try different greens in your soup such as cabbage, kale or collards.

Don't have white beans? Try red kidney beans, black beans or chickpeas.

Tuscan Bean Soup

- 2 Tbl oil
- 1 medium onion, chopped
- 4 garlic cloves, sliced thinly
- 2 medium carrots, sliced thinly
- 2 ribs celery, sliced thinly
- 1 tsp salt
- 1 (28 oz) can tomato puree or crushed tomatoes
- 6 cups combined kale, collard greens and/or cabbage
- 2 (15 oz) cans white beans, drained and rinsed
- 1 tsp dried rosemary (or other dried herbs)
- 4 cups low sodium chicken or vegetable stock
- 1 tsp salt
- 1 Tbl sugar (optional)
- Black pepper to taste

1. Heat a large pot over medium heat. Add oil, let it get hot. Add black pepper and onions to the oil with a small pinch of salt. Cook 10-12 minutes or until onions have softened and are starting to brown at edges.
2. Add the garlic, carrots, and celery with the remainder of the salt. Cook for 7-10 minutes or until vegetables have softened.
3. Add the tomatoes, greens, beans, rosemary, sugar and stock. Bring to a boil, then reduce heat to medium-low. Simmer for 30-40 minutes. Serve with bread.

Makes 10 servings

Leftover soup? Freeze soup and keep for up to a year.

Nutrition Facts	
Serving Size 1 1/2 cups	
Servings Per Container 10	
Amount Per Serving	
Calories 100	Calories from Fat 10
<small>% Daily Value*</small>	
Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 10g	2%
Dietary Fiber 0g	0%
Sugar 0g	0%
Protein 10g	20%
Vitamin A 10% • Vitamin C 10%	
Iron 10% • Iron 10%	

Add bread in the last five minutes of cooking to make your Bean Soup into a tasty Ribollita or "Tuscan Bread Soup."

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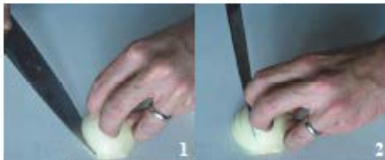


FEEDING AMERICA

One More Way Design Matters

How to Dice an Onion

No more chasing the onion around the cutting board!



Place the root end away from you. Angle your cuts around the outside of the onion but don't cut through the root.

This will give you strips of onion that are still connected at the root.

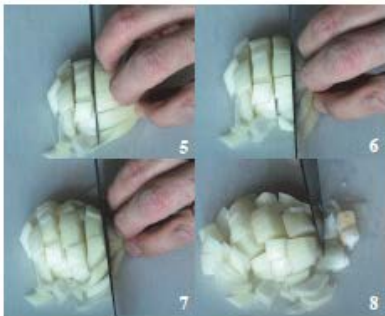
They will be easy to dice because the root holds them.



Simply turn the onion to the side and cut across the strips.

The onion will cut into evenly-sized pieces.

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



Brown 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!

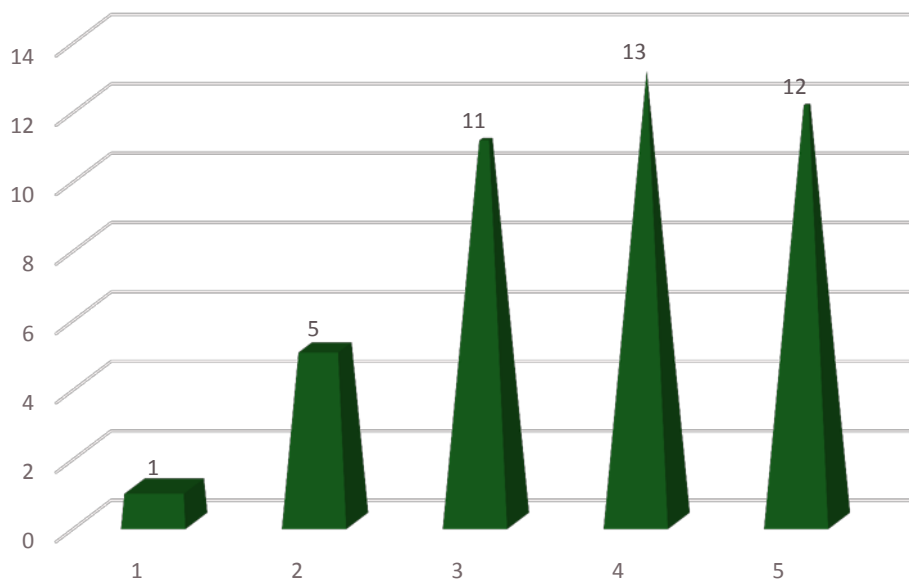


Return on Time Invested

	Live Demonstration	Publication Creation
Recipe Research, Testing	6-8 hours	6-8 hours
Demo Shopping, Prep	2 hours	2 hours
Demo Travel	1-2 hours	N/A
Demo Set-Up	0.5 hour	0.5 hour
Demo	1-2 hours	1-2 hours
Clean Up	1 hour	1 hour
Layout and Design	N/A	2-4 hours
Total Time Investment	11.5-15.5 hours	12.5-17.5 hours
Average Number Reached	12-50 people	500-10,000+ people

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

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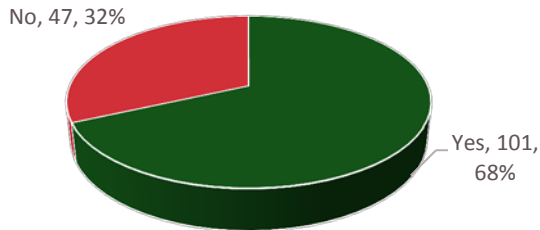
**community
food bank**



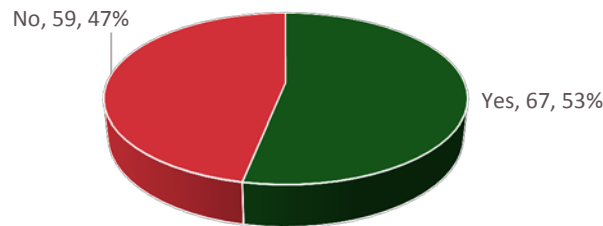
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Providing Effective Instruction

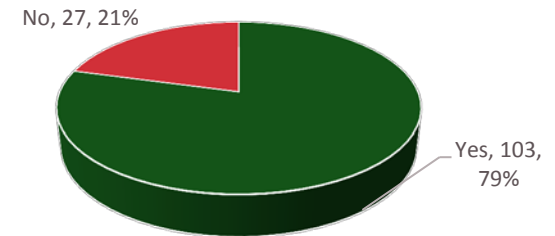
Have you used any of the photo recipe cards that you received from the food bank?



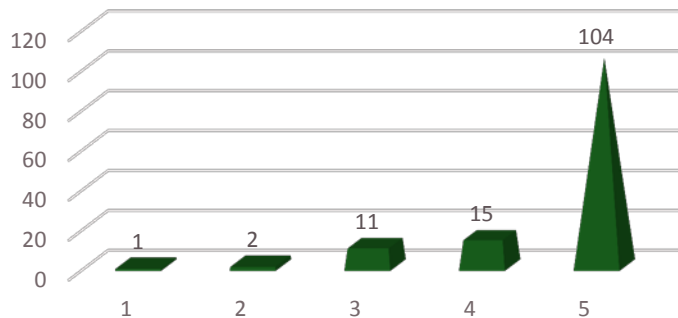
Did you learn new knife skills from the "how to cut" cards?



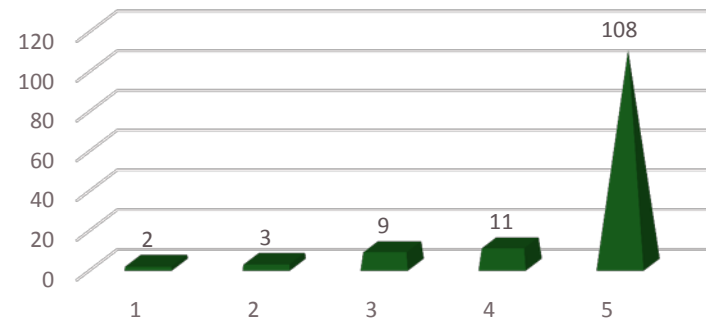
The recipe cards had instructions for a recipe I did not know how to cook before.



How helpful were the recipe cards as a whole?



How helpful did you find the photographs?



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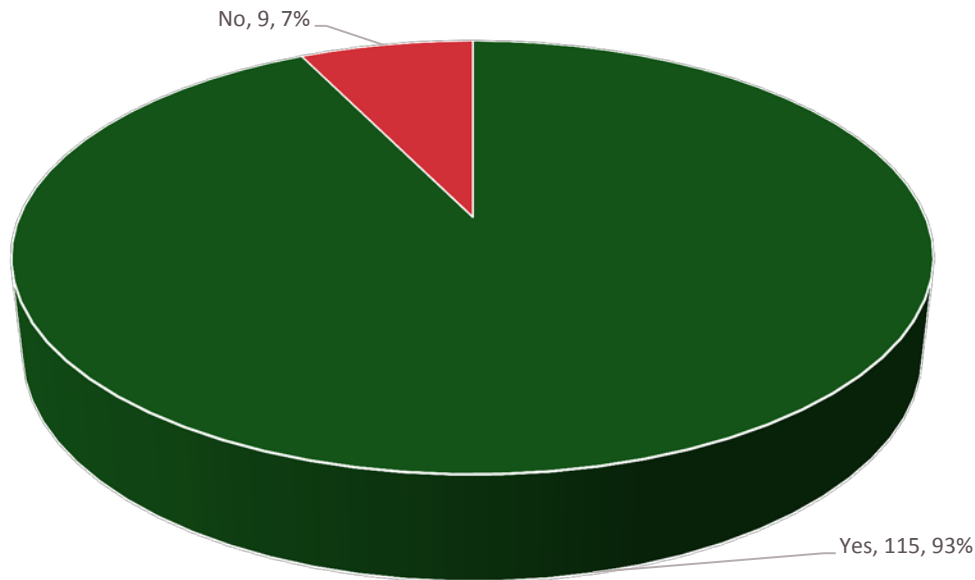
community food bank



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People Enjoy Receiving Photo Recipe Cards

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



“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

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Launchpad for Larger Publications

Spuds Illustrated

Chefs' Secrets Revealed:

how to: slice, dice, roast, mash, and bake like a pro!

Pick Your Potato— find out what cooking methods work best with the kinds of potatoes YOU have in your kitchen!

PLUS— Top 5 reasons to **NOT** peel!

Find your family's new favorite recipes inside!

Rolling Oats

HOT LIST

8 reasons oats rock.

Chef Kevin Watson of Pittsburgh's Savoy Restaurant: "It's a miracle food."



What is a rolled oat, anyway?

Produce eat 5

fruits & veggies

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



Pittsburghers share their FAVORITE fruits & veggies

NUTRITION INFO
Why should we eat more fruits and vegetables?

The inside on what adults and kids are saying.



PITTSBURGH'S FAVORITE FRUITS & VEGGIES RECIPES

Real people. Real recipes. Real delicious.

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Community Spokespeople



Scoop

ALL THE FOOD & BUZZ FROM PITTSBURGH PIRATES

NEW SEASON, NEW FOOD

Check out Francisco Cervelli, Mark Melancon and Andrew McCutchen's healthy and delicious recipes

RIGATONI
Pasta & Sauce

RIGATONI
community food bank

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

PEANUT BUTTER BANANA SUSHI
Mark Melancon

PEANUT BUTTER BANANA SUSHI
community food bank

Mark Melancon 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.

SUMMER GARDEN QUINOA SALAD
Andrew McCutchen

SUMMER GARDEN QUINOA SALAD
community food bank

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



John
broccoli and tomatoes

Dom
cabbage

Lenny
strawberries and apples

Jean
orange

Joyce
kale

granddaughter
bananas

Cindy
broccoli

Dolores
strawberries and kale



Teah
peaches

Jervon
broccoli

Shaun
oranges and green peppers

Joshua
peaches and broccoli

Yuca
peaches

Emmaline
peaches

Micah
orange

Amiya
oranges

Amir
sweet potatoes

Matteo
apples and peach

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Finding These Resources

<https://www.pittsburghfoodbank.org/resources/nutrition/>



Produce of Month
Every month, we will share two photo-illustrated produce tip cards for GPCFB produce inventory items.



Photo-Illustrated Tip and Recipe Cards
These tip and recipe cards will teach you new cooking skills to make cooking easier and more fun!



Produce Guides
Produce guides show you how to use and save your produce.



Knife Skills and Cooking Videos
Cut potatoes in perfect cubes! Dice onions without any tears! Make carrot sticks or cubes in seconds!



CAN newsletters
Cooking, Activity Nutrition newsletter is distributed monthly to our 400+ agencies.



Nutrition Publications
Here you can find all our nutrition publications such as magazines, games & health guides!

Just some of our cards...

Photo-Illustrated Tip and Recipe Cards

These recipe cards will teach you new cooking skills to make cooking easier and more fun!

17 recipe tip cards & "How to Cut" cards with recipes



Strawberry Tip Card
Includes: how to remove the stems of a strawberry with a straw, how to freeze strawberries for later and a healthy strawberry salad recipe as well as other recipe suggestions.



Cabbage Tip Card
Includes: different varieties of cabbage, how to remove the core and a healthy, tangy cabbage cut salad recipe.



Tomato Tip Card
Includes: how to core a tomato, how to peel a tomato and a easy tomato sauce recipe that you cook on the stove or in the microwave.



Sweet Potato Tip Card
Includes: how to wash potatoes, tips for how to store cut sweet potatoes in water, different ways to cut and use sweet potatoes and a sweet and savory roasted sweet potato recipe.



Green Beans Tip Card
Includes: tips on how to sort green beans before using in a stir fry or casserole, how to "blanch" green beans in hot water and a quick and easy roasted green bean recipe.



Colored Greens Tip Card
Includes: how to wash greens, how to tear greens from their tough stems, tips of reducing the bitterness of greens and an easy greens and tomatoes recipe.



Lettuce Tip Card
Includes: how to wash lettuce, how long to store washed lettuce, creative ways to use lettuce for taco shells and a tasty cooked lettuce recipe.



Eggplant Tip Card
Includes: tips for how to cut eggplant, how to salt and rinse eggplant and a tasty eggplant dip recipe.



Bananas Tip Card
Includes: how to store bananas for future recipes, how to strip bananas from browning and a sweet recipe including bananas.



Carrot Tip Card
Includes: how to make carrot baby food, how to make long carrot soup, apples, and a yummy carrot slice for sandwiches and buns!



Beet Tip Card
Includes: tips for beet greens, how to peel beets, how to boil beets and a healthy beet salad recipe.



Apple Tip Card
Includes: tips on cutting apples, how to strip apples from browning, and a kid-friendly applesauce recipe that can be cooked on the stove or in the microwave!



Carrot Tip Card
Includes: how to make carrot baby food, how to make long carrots crisp again, and a yummy carrot slice for sandwiches and buns!



Beet Tip Card
Includes: tips for beet greens, how to peel beets, how to boil beets and a healthy beet salad recipe.



Apple Tip Card
Includes: tips on cutting apples, how to strip apples from browning, and a kid-friendly applesauce recipe that can be cooked on the stove or in the microwave!



Chicken Coconut Curry
Recipe includes: chicken, tomatoes & coconut milk



Stir-fry (Korean Style-Fry)
Recipe includes: lettuce, cabbage, zucchini, mushrooms & rice



Salad
Recipe includes: lettuce, tomatoes, spinach, carrots & pears



Winter Squash Tip Card
Includes: tips on how to cut a winter squash, how to cook the squash in the microwave, and a cheesy squash recipe for lunch



How to Cut Potatoes
Recipe attached: Roasted Potatoes



How to Cut a Cabbage
Recipe attached: Coleslaw



Tuscan Bean Soup
Recipe includes: greens, tomatoes, celery, carrots, onions, beans & garlic



Sweet Potato Pancakes
Recipe includes: sweet potatoes, flour & eggs



Jambalaya
Recipe includes: chicken, rice, onions, celery, bell pepper & tomatoes



How to Cut Peppers
Recipe attached: Apple-garden Stir Fry



How to Cut Butternut Squash
Recipe attached: Savory Roasted Squash



How to Cut Onions
Recipe attached: French Onion Soup



Honey Pine
Recipe includes: potatoes, onions, carrots & broccoli



Meatloaf
Recipe includes: ground beef, onion, carrots, green peppers, onions & garlic



Granola Bars
Recipe includes: peanut butter, oats, cereal, nuts, coconut and honey



Lettuce Tip Card
Includes: how to wash lettuce, how long to store washed lettuce, creative ways to use lettuce for taco shells and a tasty cooked lettuce recipe.



Eggplant Tip Card
Includes: tips for how to cut eggplant, how to salt and rinse eggplant and a tasty eggplant dip recipe.



Bananas Tip Card
Includes: how to store bananas for future recipes, how to strip bananas from browning and a sweet recipe including bananas.



How to Cut Tomatoes
Recipe attached: Minestrone Soup



How to Cut Carrots
Recipe attached: Pan-fried Carrots



How to Cut Green Vegetables
Recipe attached: Pan-fried Green Vegetables



Beans and Greens
Recipe includes: onion, collard greens & beans



Butternut Squash with Cranberries & Apples
Recipe includes: squash, apples & cranberries



Homemade Pasta Sauce
Recipe includes: onions, garlic & tomatoes



Carrot Tip Card
Includes: how to make carrot baby food, how to make long carrot soup, apples, and a yummy carrot slice for sandwiches and buns!



Beet Tip Card
Includes: tips for beet greens, how to peel beets, how to boil beets and a healthy beet salad recipe.



Apple Tip Card
Includes: tips on cutting apples, how to strip apples from browning, and a kid-friendly applesauce recipe that can be cooked on the stove or in the microwave!



How to Cut Garlic
Recipe attached: Roasted Root Vegetables



Zucchini Apples
Recipe includes: zucchini



Cucumber Salad
Recipe includes: tomatoes & cucumbers



Harvest Soup
Recipe includes: onion, greens, beans & squash



Rajma
Recipe includes: cabbage, onion & apples



New Orleans Jambalaya
Recipe includes: chicken, peppers, celery, tomatoes & rice

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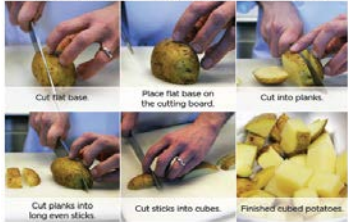
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Synthesis and Application

How to Cut a Potato



RO I

"All the OATS to KEEP YOU FIT"

FEATURES

- 4 Eat your way to health
- 7 Oats Rock

RECIPES

- 6 Kevin's Oat Risotto
- 8 No Roll Pie Crust

Kevin Watson says down the connections between food and health. Page 10

- Photos help
- Design matters
- Teamwork
- Ongoing improvement
- Verify your success



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