

# Cooking Demos at Farmers Markets

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# Background: Farmers Market Flash Program

- Funded by USDA Farmers Market SNAP Support Grant (FMSSG)



🍅 **ACTIVITIES** 🌶️ **TOURS** 🥦 **FOOD DEMOS** 🍇



Download the  
Toolkit [HERE](#).

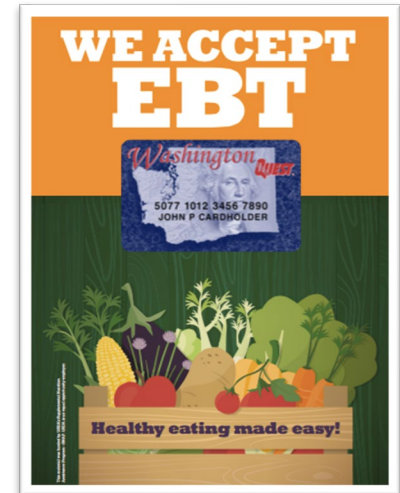
# Why Cooking Demonstrations?

- Introduce shoppers to new and unfamiliar food items
- Highlights products currently in season
- Share additional information about items featured in recipe
- Helps to increase confidence in purchasing products using SNAP and SNAP Market Match
- Engages shoppers at the market
- Encourages repeat shoppers!



# Strategies to Reach SNAP Shoppers

- Work with market staff at the market booth
- Place cooking demo close to market information booth
- Plan demos during week of high frequency of SNAP shoppers



# Creative Partnerships

- Museum of Northwest Art (MoNA)
  - Children's art walk
  - Art activities
  - Recipe cards



**MoNA**  
Museum of Northwest Art



# Getting Started

- Chef or program partner connect with farmers market manager
- Plan a site visit to the market
- Confirm what will be provided by the market and what will need to be brought the day-of
- Identify seasonal items that will be available at the upcoming market and plan a recipe



# Setting Up a Cooking Demo Kit

- Tablecloths
- Two-burner propane cooktop
- Sanitizing bucket with sanitizing tablets
- Handwashing Station: water container, catch bucket, soap, and paper towels
- Food handlers' gloves
- Fire extinguisher
- First aid kit
- Good-quality cutting board that can be sanitized
- Cutting utensils
- Serving utensils & sampling cups or plates
- Netted cover for food
- Plates, napkins, plastic ware for samples
- Salt and pepper
- Needed pots or pans
- Any ingredients not available at the market such as cooking oil, spices, etc...

**Source:** Cooking Demonstrations: Providing the Perfect Ingredients to Season Your Farmers' Market by Kansas Rural Center

# Cooking Demo on Market Day

- Arrive early to the farmers market
- Determine schedule & set up signage
- Assemble cooking demo station
- Familiarize yourself with which vendors are selling the food items needed
- Purchase ingredients





# Cooking Demo on Market Day

- Display & prepare food items
- Be interactive with your audience
- Distribute samples & recipe handouts



# Planning a recipe



Use a recipe that is 5 ingredients or less  
(excludes oil and basic spices)



## Where to find recipes

**SNAP-Ed Recipes (English/Spanish/Russian)**

<https://wasnap-ed.org/resources/recipes/>

**Additional SNAP-Ed Recipes (English/Spanish):**

<https://wasnap-ed.org/resources/recipes/a-bite-of-snap-ed/>





Thank you!