



GENERAL GUIDELINES FOR FOOD DEMONSTRATIONS AT DIRECT MARKETING VENUES

Food demonstrations at direct marketing venues serve multiple purposes. Using local foods available at farmers markets, CSAs, or other outlets is a way to educate consumers about seasonality and cooking with local foods. Demonstrations also serve to increase farmer revenues by using locally available foods, which stimulate consumer purchases. Finally, while food demonstrations educate consumers about food and nutrition, they also promote proper at-home food safety practices by modeling proper behavior. As such, food demonstrations are excellent marketing tools for both the market and the participating farmers.

Food demonstrations, such as cooking demonstrations or other food events, are typically market sponsored, using either Cornell Cooperative Extension educators, local guest chefs or other food service professionals. To conduct a food demonstration in the market or any other venue that is open to the public, the following guidelines are recommended and in many cases, required:

License or permit required:

- Department of Health Temporary Food Service permit is required IF foods prepared on site will be sampled. Contact the local health department for local requirements.

Demonstration site:

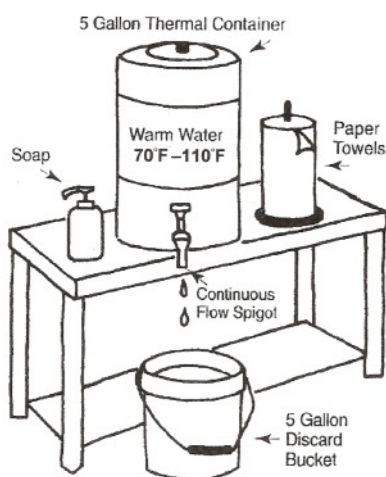
- Food Preparation site (booth) must be covered with a canopy or tent to minimize airborne contamination.
- If the booth is on grass, gravel or soil, a temporary floor must be used and can include rubber floor mats, tight wooden flooring or removable platforms. The flooring should be cleanable.
- Booths set up on pavement must be swept clean before set up.
- Covered waste receptacles must be used for garbage generated through the demonstration and for sampling waste.
- Only food handlers may be allowed in the demonstration booth.
- All food and supplies must be stored and displayed at least 18 inches off the ground.



Sanitation:

- Start with proper food preparation. Thoroughly rinse fresh produce with potable, running water, including those with skins and rinds that are not eaten. Rub firm-skin fruits and vegetables under running water with a clean vegetable brush.
- Use clean tools. Equipment, utensils and work surfaces must be clean and sanitized, and in good condition. Food contact surfaces should be cleaned with soap and water followed by an approved sanitizer and allowed to air dry before and in-between use. Single use paper towels can be used on food contact surfaces. Grills or other cook tops must be clean and in working condition. All tools should be constructed with materials that can be cleaned and sanitized easily to encourage proper sanitation practices at food demonstrations.
- Use safe practices. All propane tanks must be certified and chained to prevent toppling and potential damage to tank. Hot surfaces should be kept out of reach of the public.
- Personal hygiene is important. All individuals involved in food preparation should have clean body, hair and clothes and be free from any signs of illness or open sores. Hands should be washed before beginning food preparation and any time they become soiled, i.e. after using restroom facilities, handling live animals, raw meat, or after eating and drinking. Note that anti-bacterial gels are not a substitute for hand washing.
- A hand wash station in the booth is required. It can be a permanent facility or a temporary station (see illustration below), but must have warm water at a minimum of 105°F in a container with a valve permitting free-flowing water when activated, soap, disposable hand towels, and a means of collecting "gray" (waste) water.
- Any utensils used for cutting should be kept in sanitizing solution (70-135 ppm chlorine in water) between each use. Sanitizer concentrations must be monitored, using test strips, and replenished when concentration falls below 70 ppm.

Temporary Hand Washing Station



What is the recommended method for washing hands?

Wet hands with potable, warm water, apply soap, and work up a lather. Rub hands together for at least 20 seconds. Clean under the nails and between the fingers. Rub fingertips of each hand in suds on palm of opposite hand. Rinse under potable, running water. Dry hands with a single-use towel.

What is an adequate sanitizing solution?

1-2 teaspoon household bleach (5.25% sodium hypochlorite) per 1 gallon potable water at approximately 75°F will achieve a solution of at least 100 parts per million (ppm). Note more bleach is *not* better, between 70 – 135 ppm is an acceptable range. As sanitizer breaks down over time, use test strips from sanitizer test kits or a pool test kit to ensure sanitizer strength. Bleach solutions cannot be allowed to fall below 50 ppm.

Preparation:

- Choose a recipe or menu that minimizes the use of potentially hazardous foods, such as raw meats, and emphasizes locally grown foods in season.
- Food ingredients must be from an approved source. No home canned or home prepared foods may be used.
- Prepare foods, i.e. cut and chop, using a permitted or licensed facility ahead of time.
- Cook and maintain all foods according to proper temperature. Use an instant read food thermometer to ensure accuracy.
 - Hot foods must be kept at 140°F or higher at all times*
 - Cold foods must be kept at 41°F or colder
 - Shell eggs must be maintained at 45°F or colder
 - Frozen foods must be kept at 0°F or colder until cooked
- Any foods held outside of the appropriate temperature range for 2 hours or more, must be discarded.
- Ice used for holding foods cold must be made with potable water and cannot be reused in drinks. Melted ice must be allowed to run off with no foods held in melted ice water.
- No bare hand contact or handling of ready to eat food is permitted. Use disposable food grade gloves tongs, deli paper or napkins to prevent bare hand contact. Gloves should be replaced whenever soiled, torn, changing tasks, or after 4 hours of continual use.
- Use single serve packets of condiments.
- Protect all food from dust, insects and consumer contamination by covering the food and supervising consumer sampling.
- Sampling must be conducted according to Food Sampling Guidelines.



**There are differences in temperature requirements determined by the regulatory agency. The recommendations above comply with the NYS Department of Agriculture and Markets, as well as the NYS Department of Health.*