

Produced in New York Program Rules & Regulations

Program Introduction/ Purpose: NYS Fair ‘Produced in New York’ (PiNY) program is designed to showcase the wide variety and use of agricultural products grown in New York State. PiNY is a marvelous opportunity for youth to demonstrate their food preparation skills while promoting a tasty recipe featuring NYS food products. During PiNY program, individual 4-H members do a “silent demonstration” concurrently with several of their peers. Individual participants are evaluated on their demonstration skills, finished product, and completed menu planning sheet.

NOTE: Cloverbuds may participate but will not be judged and do not have to complete a menu plan. The PiNY experience helps younger 4-Hers begin to feel more comfortable presenting to a State Fair crowd; provides older youth with the opportunity to tackle more complicated recipes; helps youth develop their skills and knowledge of food prep and presentation, and challenges youth to create an original recipe using NYS agricultural products. 4-H members 8 – 19 years of age are eligible to receive Exhibitor Premium for participation in this program. In order to receive premium, exhibitor must complete and submit EIS card at time of demonstration.

- ▶ Recipe Selection:
 - Recipes should follow U.S. Dietary Guidelines / Food Pyramid, and feature product/s produced in NYS (fruit, vegetables, grains, milk products, meat, eggs, honey, maple syrup, etc.)
 - Originality – Creativity and imagination help make foods appealing and tasty. Participants are encouraged to use recipes from 4-H projects, family recipes or your own variation. You may be asked to explain the source of your ‘statement of origin’, as well as changes made, family preferences, etc.
 - Recipes taken from a cookbook bring up the issue of copyright concerns. To make it an original, three changes or modifications must be made to the recipe. (Example: slightly ore cinnamon, omitting salt, using honey in place of sugar).
 - Participants are encouraged to use recipes with lower amounts of sugar, fat, sodium, and increased amounts of fiber and complex carbohydrates. Consider using fortifiers and those ingredients, which add nutritive value, such as vegetables, fruits, nuts, whole grains, etc.

Equipment: participants are expected to furnish supplies and equipment necessary to prepare and exhibit their product, including trays, extension cords, potholders, etc. Ranges, ovens and refrigerators may be available. Contestants should plan accordingly. There will be one microwave oven for participants to use.

Presentation:

- Approximately (2 – 4) participants prepare their product before the audience at the same time, in a silent non-verbal presentation. Participants should be aware that the Program Coordinator / Master Of Ceremonies / Emcee and the public and may be asking questions. Participants may have a poster, but a poster is not mandatory.

- Time allotment: up to 40 minutes. Each participant will utilize their time according to the complexity of their particular recipe. Participants are encouraged to use a variety of demonstration skills.

At the conclusion of the presentation, participant will indicate verbally “this concludes my presentation”, and should ask audience for questions or comments. Once all questions have been answered, participant will move their finished product to the assigned (display) area for judges to taste and evaluate. A completed Menu Planning Sheet should be placed with the finished product.

- q Participant will be expected to clean up their demonstration area immediately after their presentation has ended.

Product:

The finished product will be displayed upon conclusion of the presentation.

The finished product may be prepared and brought from home: OR may be the result of the demonstration itself.

Product will be on display for viewing only, so please consider an attractive setting. In the interest of public health and safety, the decision has been made not to offer samples to the public.

Dress:

Dress appropriately for a food demonstration. No long sleeves or loose clothing. Clothing should be neat and simple. It is recommended that an apron be worn. A short-sleeved, white shirt or blouse is recommended. (No shirt with a slogan) Avoid wearing jewelry on hands and arms, or any jewelry that is dangling or distracting. Wearing a watch is fine.

Hair should be worn away from the face and secured with a hair net, scarf or hat.

Appearance and clothing should not be distracting.

Coordinating colors (towels, apron, labels, containers, scarf or hat) all add to the total affect.

Plastic or latex gloves are required. But, it is expected that participants will demonstrate proper hand washing /sanitizing techniques at the beginning of their demonstration.

Evaluation Criteria: Individual presentations will be formally evaluated. These evaluation pointers can help you prepare for your demonstration.

Recipe: Original, complete and easy to follow, promotes a New York grown/produced product, follows U.S. Dietary Guidelines, source is properly noted, and ingredients are listed in order of use.

Menu Planning Sheet with menu plan, statement of origin and nutrition statement

Finished product: overall appearance, taste and consistency/texture, attractive presentation.

Demonstrator: appearance, poise /ability to respond to questions asked.

Preparation: organization (orderly plan of work and placement of equipment); techniques and manual skills.

Work area and results: work area neat, with demonstration techniques in full view of audience.

General Food Demonstration Suggestions:
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- Demonstrate hand washing / sanitizing techniques at the beginning of the demonstration.
- Use suitable containers for ingredients
- Loosen or remove caps and tops before beginning
- Cover commercial labels or use uniform containers with labels identifying ingredients.
- Label ingredients such as salt, sugar, and baking powder, so you don't make a mistake. It helps to label both front and back so both you and the audience can read them.
- Use transparent or clear bowls whenever possible.
- Choose the best equipment for the job (ex. Standard measuring and mixing equipment)
- Use rubber spatula to clean bowls.
- Work quietly (cloth under bowl deadens sound; wooden spoons are quieter than metal ones).
- Be neat (example: work on wax paper and use paper bag for waste).
- Bring a damp cloth or sponge for spills to be used as needed.
- Cover trays with towels at the beginning and end of your demonstration.
- Remember to look at your audience! Smile and make eye contact.
- Use safe and proper measuring techniques and preparation skills.