Creating Scrumptious and Reliable Recipes

Recipe development conjures up images of peaceful mornings in country kitchens creating mouth-watering concoctions from freshly laid eggs and crisp garden produce. In reality, recipe development starts with an inkling of an idea that is converted into measurements and words on a computer, one or more trips to the grocery store and then, repeatedly testing the recipe until it is perfect. Finally, the recipe is rewritten with both accuracy and personal style, which hopefully, inspires others to successfully recreate that inkling of an idea in their kitchen.

Developing recipes requires more than being a great cook—it’s a creative adventure that integrates scientific principles. Whether a dietitian, chef, home economist, food service supervisor or food scientist, a recipe developer must use the same basic practices to create new recipes. This article examines the reasons to create new recipes, skills and equipment needed to develop recipes, where to get new ideas, how to accurately test recipes, writing recipes and ethics of recipe development.

Starting the process

The value of a recipe lies in the market it can create for a book, blog, magazine, restaurant or food product, so before brainstorming recipe ideas, know the recipe strategy. Does the recipe need to showcase a product? Must it convey a message or feeling, such as comfort, warmth, fun or joy? Should a home cook be able to prepare it in 30 minutes or less? Are there nutrition parameters for the recipe? Are there restrictions on the number of ingredients? Should it use only ingredients available through certain food service suppliers, grocery store types or farmers markets?

The success of a newly developed recipe depends on it meeting the needs of its target audience. Different types of households or food service operations

Marcia K. Stanley, MS, RD, Culinary Dietitian LLC

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“Are you a chef?”
“No.”
“Then how did you become chair of the FCP?”

In his book, Outliers, Malcolm Gladwell suggests that it takes 10,000 hours to master something. From earning a Girl Scout cooking badge, receiving a blue ribbon from the fair, teaching undergrads in the Food’s Lab, contributing a biweekly column in a regional newspaper, serving on FCP Executive Committee and as an affiliate president, attending culinary workshops, writing a book, and earning a master’s degree in food science and human nutrition, I’ve surpassed the 10,000 mark. With diverse backgrounds, skills and experience, many of us have it within ourselves to provide leadership. Being a chef is not required, but being a food enthusiast certainly helps.

How fitting the theme for this issue of Tastings is all things culinary. Yum! It completely supports the mission of FCP: to empower members to be the nation’s food, culinary and nutrition leaders. As we set today’s table to enjoy, value, and use food responsibly, the 2,300+ FCP members can continue to meet our mission.

This issue of Tastings features two interviews on the value of culinary skills. As your subgroup chairs present, talking, teaching, and training about food and how to use it — throughout the food chain — is essential for nutrition education.

Speaking of education, is FNCE® on your agenda? Nashville provides a great backdrop for FCP. Friday, we’ll dine with a former Top Chef contestant at Sinema Restaurant. On Saturday, we’ll breakfast on southern biscuits, tour the farmer’s market, taste chocolate, and sip spirits. Our Networking event will be at the Country Music Hall of Fame. The FCP Spotlight session, Waste Not, Want Not: Farm to Fork Solutions to Reduce Food Waste will deliver solutions you can use at home, at work, and with your clients. Even our member breakfast will provide opportunities to learn. I invite you to join us. Registration is open on our website.

The tagline of my business, LiveBest, is: You must be present to win. To me that means that you need to show up in your own life, to live with intention to live the life you want. My top goal is that FCP “show up” by being relevant to our members. We are rich with talented people, beneficial programs and valuable resources. Upcoming and archived webinars, electronic mailing lists, newsletters and social media, recipe contests, and our brand new Supermarket Business and Industry Skills to Thrive: Certificate of Training program by the Academy of Nutrition and Dietetics all can help you advance your career. I am delighted to be serving with the creative, talented, energetic members of the Executive Committee and our staff. I’d love to hear from you on what’s working and what could be tweaked so we can make FCP better than ever. In the meantime, share the deliciousness of what you’re cooking on our Facebook page. Looking forward to working with you and continuing to grow as a food and culinary expert!

Judy Barbe, MS, RDN, 2015-2016 FCP Chair
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Editor’s Letter

Looking at FCP’s “About Us” web page, you will find the following:
FCP is committed to developing food expertise throughout the profession of dietetics by:

• Increasing food and culinary skills and knowledge among Academy of Nutrition and Dietetics members;
• Enhancing our ability to shape the food choices and impact the nutritional status of the public;
• Improving the quality of life and health of the public; and
• Expanding career opportunities for members.

The theme of this season’s Tastings, Culinary Careers and Applications, embodies this mission and what FCP is all about. Discover how the many facets that our members work apply FCP’s mission to those settings. Read on to learn how a FCP founding member exemplifies this mission into her career....

We hope you learn and become inspired by this issue of Tastings to continue FCP’s vision, and perhaps use these applications to further enhance your career. Enjoy!

Caroline Margolis, RD  
2015 – 2016 FCP Tastings Editor  
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Creating Scrumptious and Reliable Recipes

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have varying cooking skills, kitchen equipment, ingredient availability, time constraints and cost considerations. Recipes targeting retirees with two-person households should be different from recipes for households of young families. Recipes for gourmet magazines may use more advanced skills, extensive kitchen equipment and expensive ingredients than those targeting after-work cooks. Restaurants need signature recipes that fit their image, create repeated consumer visits and are profitable. Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) recipes should use less expensive ingredients, basic kitchen utensils and provide key nutrients.

Creating the recipe

Now that you know what your recipe must achieve, the creative process begins! While keeping the recipe strategy and target audience in mind, think about food combinations that you would like to eat. Look at restaurant menus, the latest food magazines, television cooking shows, social media outlets, read food trends or cruise the aisles of grocery stores to gather ideas about flavors and ingredients. Then jot down your original recipe ideas.

Guard against copying ideas at this point in the recipe development process. It’s easy to get excited about an existing recipe or dish and suddenly that idea appears in your list of concepts. Review your recipe list and scratch out any that you might have borrowed. Then narrow your selection of ideas to those that sound most delicious and best fit the recipe strategy and target audience.

Finally apply the basic principles of food science and put those ideas on paper. It is essential to have a strong food science background to create the original formula for the first test of a recipe and to eventually revise any recipes that don’t work. Knowing details, such as how to keep red cabbage from turning blue or which leavening is best for muffins, helps solve many cooking dilemmas before they occur. And skills, such as tasting a scone and knowing that it was over-kneaded, speed the recipe revision process. If your food science is rusty, study a textbook or one of the food science books in the resource list.

Write the original formula of your recipe on a worksheet that you’ve developed. Whether on paper or your computer, the worksheet should be easy to use and include:

• Date
• Purpose of recipe
• Working title of recipe
• Test number
• Specific ingredients and ingredient quantities
• Detailed step-by-step preparation instructions
• Yield and number of servings
• Pan sizes and equipment used
• Temperature of oven and/or range-top
• Timings for preparation, refrigeration, baking, cooking and cooling
• Testing results and suggestions for the next test.

Other items may be added to the worksheet for individual projects, as needed. During testing, the worksheet must be in your kitchen, so that you can keep detailed notes of every step of recipe preparation, what the food looks like during various preparation steps, ideas for recipe revision and the results of your test. The more information on a worksheet, the easier it is to edit a recipe later.
Creating Scrumptious and Reliable Recipes

Testing the recipe

During testing, shop in the same outlets typically used by the recipe's end user—that allows you to know which products are readily available to the person who will be preparing the recipe. For food service recipes, shop through national distributors. For home cooks, unless you are doing a project for a specialty store or farmer’s market, purchase national brands, not store brands, at full service grocery stores. National brands provide consistency across the country. If it is necessary to use a specialty product for the success of your recipe, always try to give options for that product. Keep in mind that the end user of your recipe may live in a small rural town with limited choices instead of a city with a plethora of market options.

Use commonly available pan sizes for your recipe or provide options for specialty cookware. Most recipe users will not purchase a new pan just to try out your recipe. If you are not familiar with common pan sizes, go to the outlet where the intended recipe user shops and see what is readily available.

Keep current on safe food handling practices and incorporate these techniques into your recipes. The U.S. Department of Agriculture (USDA) provides the most reliable information. If you have questions look at governmental web sites, such as http://www.foodsafety.gov/keep/index.html.

For accurate testing results that others can reproduce, it is imperative to keep your kitchen equipment in top working order and up-to-date. That doesn’t mean that you need to test recipes with the most expensive appliances. Instead you need to test recipes on well-maintained equipment that is similar to what the recipe's end user is likely to own. If the end user is a home cook, you want equipment that is middle range. For food service operations or restaurants, test with equipment commonly used, such as commercial convection ovens, steam-jacketed kettles or commercial deep-fryers. Remember that a school cafeteria is likely to have different equipment from an upscale restaurant or commercial bakery.

Assuring the accuracy of cooking equipment is equally important. Use appropriate appliance thermometers to frequently substantiate the temperatures of your refrigerator, freezer and oven. According to the FDA\(^1\), your freezer should be 0°F (-18°C) and your refrigerator at or below 40°F (4°C).

Verify that your oven cycles around the set temperature. Set the oven to 350°F. When the oven indicates that it has reached the desired temperature, record the temperature indicated by the oven thermometer every 20 minutes without opening the oven door. When you have 4 readings, average the recorded temperatures. If the average temperature is between 325°F and 375°F, your oven is okay. If the average temperature is outside of that range, call a professional to calibrate the oven or check the owner’s manual to see how to calibrate it yourself.

Testing the recipe

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Accurate and appropriate ingredient measuring ensures that your final recipe will produce consistent quality and quantity. Use standard measures applicable to your target audience. Consumer recipes should use cups, tablespoons and teaspoons for most ingredients. Measure liquids in glass or clear plastic cups designed for liquids, bending down to check the measurement at eye level. Measure dry or solid ingredients in standardized metal or plastic cups that are exactly the volume required. Pounds and ounces are appropriate for meats, fish and poultry. Occasionally, for ease of the consumer, count is a proper measure, such as 1 medium apple or 1 clove of garlic. Giving the number of packages and specific sizes is also correct, but be aware that package sizes change occasionally and vary by manufacturer. Food service recipes usually require weight and volume measures. According to the Culinary Institute of America\(^2\), count may be used as a unit of measurement in quantity recipes only if the food has been packaged according to established standards.

Once you have prepared your recipe and are satisfied with it, it’s time to get the opinion of others. If it is available, use a formal taste panel. Otherwise, have your family members or friends taste the finished product and get their opinions. Seldom does a recipe work perfectly on its first test, so use comments gathered from the tasting to make adjustments for your next recipe test.

Occasionally, clients may ask you to use recipe testers representative of the end users. If so, send your recipes to the testers at the point in the process that will give you the maximum feedback. Testers from different parts of the country will know about ingredient availability and can be excellent judges of how the recipe tastes and looks, and if it is user-friendly. Consider providing a testing worksheet that guides specific feedback, such as accuracy and clarity in directions, ease of preparation, yield, etc.
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Writing the recipe

After all of your effort to create the perfect recipe, write it in a manner that's easily understood by the end user. Again, start by knowing your audience. Recipes for children and beginning cooks need more details than those for experienced home cooks. And recipes for professional chefs need a different style. If you are unsure what style is appropriate for your recipe, look at existing publications. A variety of children's cook books will give you an idea of how much explanation to include in a child's recipe. For home cooks, check out several of the classic cook books, such as Better Homes and Gardens New Cook Book or Joy of Cooking. For chefs look at books for professionals produced by the Culinary Institute of America or other recognized culinary schools.

No matter who is your target audience, accuracy and clarity are essential in the written recipe. Remember this is not like a recipe to be shared with a neighbor—it's unlikely that the end user of your recipe will phone with questions. Mistakes in your recipe or misunderstanding of the recipe method will cost users time and money and, if your recipe is published, it may hurt the reputation of the publication and your reputation as a recipe developer.

For accuracy, double check all of the ingredient amounts against the latest tested version of the recipe worksheet. Be sure that all of the ingredients that are in the recipe ingredient list are used in the recipe method and vice versa. Sidestep confusion by spelling out words and avoiding abbreviations—not all cooks know that T means tablespoon and t means teaspoon. List ingredients in the order they are used in the recipe method, this helps avoid confusion.

For clarity, write your tested recipe in an established style. Food corporations or publishers may provide you with a style sheet—follow it! If you are freelancing for a company, ask them at the beginning of a project for a style sheet. It may save you many hours of effort and frustration. When a style sheet is not provided, review the company's published recipes and attempt to follow their style as closely as possible. Or, if you are writing the recipe for your own blog or publication, develop your own style sheet. Ostmann and Baker⁴ suggest making your recipe style straight-forward and easy-to-follow.

Break any long and elaborate explanations down into a series of short sentences using simple words.

All recipe writers have a responsibility to respect trademarks and brand names. Use generic terms for ingredients unless you have permission to use the brand name in your recipe. Generic terms are not protected by trademark registration and give recipe users the option of using whatever brand he or she prefers. Again, if you are working for a publisher or food corporation, they often will provide you with a list of generic terms. However, if you need to develop your own list, start by referring to the recipe writing books on the resource list for suggestions.

Finally proofread your final written recipe. Be sure that ingredients are listed in order of use. Confirm that all important information—oven and cooking temperatures, chilling times, pan sizes, how long to mix ingredients, number of servings and serving sizes—is included in the recipe. Scrutinize the recipe for typos. If you are new to recipe development, it's a good idea to ask a friend to read or prepare your recipe without guidance from you. They can provide you details on any steps that are confusing, allowing you the opportunity to rewrite and improve your recipe.

With the advent of recipe blogs, discussions of recipe development ethics have increased. Many home cooks are not concerned about the origins of a recipe. Their primary concern is the pleasure of sharing well-prepared foods with friends. However, food writers and chefs do care about recipe origins. Ostmann and Baker⁴ indicate that legal ownership of recipes is a muddy area. Copyright protects how an idea is expressed, but does not cover the idea. Since recipes are ideas, some argue that they cannot be copyrighted. Others feel that the recipe method, but not the ingredient list, is an original artistic expression and can be copyrighted. Common recipes, such as pie crust or white sauce, are so generic that they are considered in the public domain.

Through the years, a general rule of thumb for original recipe development has evolved, according to Ostmann and Baker⁴. It says that three major ingredient changes must be made in a recipe to make it your own. When using this rule, it is still appropriate to indicate that your recipe was “inspired by” or “adapted from” the original recipe.

Recipe development is a creative and satisfying endeavor. To turn it into a career, you need to have published recipes. Many freelancers start with their own blog or by creating recipes for no pay for local publications. Once you have published recipes, you can then query food corporations or publishers about their needs. Professional associations, such as the International Association of Culinary Professionals (www.iacp.com) and the Food and Culinary Practice Group, are a good source for networking with those who hire recipe developers.
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Resource List

Books:

International Association of Culinary Professionals Webinars (You must be an IACP member to access.)
1. How to Ethically Rework Recipes for Publication; Bonnie Benwick, deputy food editor and recipe editor, Washington Post; April 8, 2015.
2. Developing Your Recipes for the Media: How to Connect with Food Editors, and Deliver What they Want; Kristine Kidd; February 7, 2013.
3. Behind the Scenes in the Test Kitchen; Lynn Blanchard, Meredith Corporation; Becky Wahlund, Land O’Lakes; Gretchen Homan, Wilton Brands; October 17, 2012.
4. How to Craft Recipes and Head Notes in Your Own Voice and Style; Francis Lam; May 9, 2012.

Author Biography:
Marcia K. Stanley, MS, RD, is a food industry consultant who translates food- and nutrition-science into customer-friendly messages. She develops recipes, writes about food, analyzes nutrient content of recipes, plans publications and works on various food-related projects. With more than 30 years of consumer recipe experience, she works from her home in Shelby Township, MI. Contact her at marcia@culinarydietitian.com.

After reading the continuing professional education article(s), please answer the quiz questions by linking here.
A minimum of 80% of quiz questions must be answered correctly to receive credit for this activity. Quiz results are reviewed monthly. If you successfully meet the 80% pass rate, your CPE certificate will be sent to you via email.

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References List
Member Spotlight

Suzanne Vieira, MS, RD, LDN

1. What kind of education and training did you need to prepare you for your last position?

My undergraduate degree was a combined food and nutrition dietetics program with a minor in education which provided a solid foundation for the rest of my career. I see my career in chapters. Each chapter became a stepping stone to the next career advancement. The most important criteria for my entire career was a strong passion for food.

- **Chapter One:** after graduating with my B.S. degree I was a middle-school home arts teacher teaching co-ed home economics classes.
- **Chapter Two:** I completed my master's degree and became a registered dietitian. I then worked as an outpatient community dietitian where we created a strong community program that included supermarket tours, cooking classes, radio shows and more. This was a new program for the hospital that really blossomed into a community health care program.
- **Chapter Three:** In 1990 I took a position at Johnson and Wales University to teach nutrition courses to chefs. It was a 2 year culinary program and I taught nutrition and food sanitation courses that supported the chef's curriculum.

2. How did you become the Director of the Culinary Nutrition Program?

I worked at Johnson and Wales for 23 years beginning with teaching nutrition courses. I advanced to the Department Chair in nutrition and in 1995 I began, along with my team, developing the 4 year Culinary Nutrition degree. In 1999 we were able to launch the program which became the first program of its kind in the country. As the Culinary Nutrition Program began, we then applied to the Academy of Nutrition and Dietetics (then the American Dietetic Association) CADE program for developmental accreditation. We received full accreditation in 2004 and I simultaneously became the program director. This program was the first dietetics program to be accredited with a culinary focus. In 2013 I retired, but continued to consult for several months.

3. What were the most challenging and most rewarding aspects of your job?

The most challenging part of my job was when I had to convince the University leadership that it would be beneficial to create the program and that the students would stay beyond the 2 year culinary program. I would move forward and then have set backs, but I was very passionate about the program and the importance of incorporating dietetics with the culinary education.

The most rewarding part of my position was watching the program graduates apply and get accepted into dietetic internship programs, passing the RD exam, and seeing the very unique positions they received at the start of their careers. Students graduating from our program work in diverse settings, for example, clinical settings as oncology and bariatric dietitians, chef/RDs for major sports teams, television, consultants to 4 star restaurants in NYC, and other arenas. Many of the graduates are now research chef/RDs for major food companies and chain restaurants. One of our graduates now works at McDonalds as a corporate executive chef and dietitian.

4. What do you consider to be the most important member benefit of FCP?

Networking with like-minded professionals is the best benefit. When I first began attending FNCE®, there was not any place for RDs working in the restaurant industry. I answered Mary Abbott Hess’s call to become part of the initial planning group to create a food focused practice group. As a founding member, I was the first secretary of the FCP DPG and became the third chair in 2000.

5. What skills do you feel FCP members need to be successful?

The most important skill is to be passionate about food, secondly understand the importance of food and then lastly, relax around food. It’s all about the food and flavors. If you are excited, people will be excited and want to eat the food. Another skill is to understand culinary vocabulary. This is essential when working with chefs. Speaking their language will earn you their respect.

6. What is your favorite food ingredient and why?

Lots of different kinds of food excite me, but my favorite ingredients are legumes and fresh herbs. Both fresh herbs and legumes can add different dimensions to a dish, and legumes are so versatile.

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**Name:** Suzanne Vieira, MS, RD, LDN

**Job Title:** Retired; previously Director, Culinary Nutrition Program, Johnson and Wales University, Providence, RI

By Laura Nelson, MPH, RD, FADA, FAND

Immediate Past Membership Chair
Chef Nancy Fillers RD, LDN, has been demonstrating and teaching culinary nutrition for ten years. She currently works for Montachusett Opportunity Council as the Director of Elder Nutrition providing Meals On Wheels and Elder services in North Central Massachusetts. Nancy created and has been teaching the Seniors On the Move (SOM) program for the past eight years. Nancy attended Johnson & Wales University in Providence, RI, where she received a Bachelor of Science in Culinary Nutrition. She completed her dietetic internship at Massachusetts General Hospital. Some groups she has been involved with include the Fall River branch of the American Diabetes Association, MGH Diabetes Center, MGH Cardiac Center and Boston Medical Center Food Demo Kitchen.

For the past eight years, Chef Fillers has been teaching the SOM program, which provides evidence-based nutrition education, exercise and hands-on learning of healthy cooking techniques and cooking for one. Initially, the program relied on volunteers – all learning the ins and outs of cooking and planning meals for seniors. Many of these former volunteers now have successful careers. Nancy recently transitioned into a senior management role within her organization; she found that the mentoring skills she acquired over the years are especially valuable as she’s helping more junior staff to step up and take charge. Read more about Nancy’s experience and take-aways in this month’s mentor spotlight.

Interested in reaching out to Nancy as a mentor? Please contact FCP Mentor Chair, Dasha Shor at dariashor@gmail.com, for more information or visit the Mentor Introduction page on our website.

How have you helped your mentees in their career path?

My culinary training has been the key to my career success and this is something I like to share with my mentees. In addition to being an experienced dietitian, I have the knowledge young RDs wouldn’t have been exposed to otherwise. I can share tips for creating menus, determining portion sizes, mise en place (I always make it a point to have everything together before starting to cook) and much more. As RDs, we know about nutrition but may not know as much about food. Food is more than protein, starch, and vegetables - you have to think about how certain ingredients will taste when combined and look on the plate. At the end of the day, someone has to manipulate the food to make it appealing.

In addition to culinary aspects of nutrition, I specialize in chronic illness. While some mentees may not end up going that route, they have an opportunity to explore if they want this as a career. I even had nursing students reach out to me so they could learn how to do cooking demos and discuss healthy eating with their patients.

What are your best practices of being a mentor and what lessons have you learned?

My principle is “See One, Do One, Teach One.”

• See One: At this stage mentees learn through observation.

• Do One: As culinary is very hands-on, it’s important to experiment. This is an opportunity to receive feedback.

• Teach One: Teaching is sharing the knowledge with others to make them as successful as you are. After you’ve taken these three steps, you’ve mastered the skill.

Also, patience is a virtue. When you have a difficult mentee, keep looking for solutions. And remember, sometimes helping them to find another mentor may be the best solution.

What is the best piece of advice you can give a mentee?

Be open to all possibilities. Even though you’ve come to your mentor with a specific task or questions, there are other things your mentor may be able to share with you – you never know where this experience will lead you. For example, I went to school to become a pastry chef. When I took a vegetarian cooking class, the chef teaching the class inspired me to learn more about how food can be used as medicine. That experience changed my whole life!

Why should anyone become a mentor/mentee?

Life is too short to learn everything ourselves. I learn as much from my mentees as my mentors. Mentees get the benefit of many years of practice so they can learn about the best practices and ways of doing things. Since people have different learning styles, I continue to find new ways of getting the point across, which further improves my teaching skills. Last but not least, having mentors that love what they do is important – the motivation for doing good work and desire to teach and learn are contagious.
News from FCP Subgroups

Culinary Applications in Retail Dietetics
By Karen Buch, RDN, LDN
Immediate Past Supermarket/Retail Subgroup Chair

I speak routinely with Registered Dietitian Nutritionists (RDNs) working in retail settings across the United States. Through these interactions and my own experiences—working first as a retail dietitian and later as a retail department head over the past 12 years—I am aware of many retailer-specific variations in the roles and responsibilities of these nutrition professionals. One commonality, however, is the important task of translating the body of evidence in nutrition science into practical consumer solutions.

To this end, one of the most effective ways to influence the health and well-being of consumers is to provide practical, actionable solutions, in the form of recipes, meal and snack ideas, and food selection, storage and preparation techniques that support and align with the science-based Dietary Guidelines for Americans. Various culinary applications may be employed in the development of such solutions. In fact, after reviewing the Food & Culinary Professionals DPG Core Food & Culinary Competencies, I realized retail dietitians must be versed in all of these areas. Some of the competencies which are employed more often or in depth, which I have highlighted below.

Food & Culinary Core Competencies

- Sensory Perception and Evaluation
- Basic Cooking Skills
- Cooking Techniques
- Menu & Menu Planning
- Ingredient Selection
- Recipe Development and Modification (includes Nutritional Analysis)
- Communicating About Food
- Food Retailing
- Food Safety

Recipe Development & Modification
Retailers’ investments in culinary equipment and skilled personnel vary from having a simple quality assurance test kitchen to a well-developed culinary innovations program staffed with chefs. Retail dietitians may develop recipes themselves or serve as part of a development team. They may create and test custom recipes from scratch or modify existing recipes to achieve a particular flavor profile while, at the same time, controlling calories per serving and levels of key nutrients such as fat, saturated fat, sodium, sugar, carbohydrates and fiber to achieve a particular nutritional profile. This process requires adopt sensory perception and evaluation combined with skilled nutrient analysis. Developed recipes may be published for consumers’ home use or they may become part of the retailer’s prepared food offerings sold in stores.

Nutritional Analysis
Beyond guiding recipe modification and development, conducting nutritional analyses is part of the processes qualifying grocery retailers need to implement as they prepare to comply with the FDA’s Rule entitled: Food Labeling; Nutrition Labeling of Standard Menu Items in Restaurants and Similar Retail Food Establishments—released December, 2014, with a required implementation date of December 1, 2015. Retail dietitians may be tasked with developing and implementing required processes or serving as subject matter experts on interdepartmental implementation teams.

Communicating about Food
Almost every retail dietitian communicates about food regularly, which draws on many of the other core competencies identified. Popular messaging includes shopping and menu planning, food selection and storage, culinary techniques and recipe preparation, and food safety. Broad communications may take the form of videos, print, television, radio, expert interviews, social media, websites, blogs and live events, such as cooking demonstrations, classes and presentations held in the community or in-store.

Retail dietitians can use FCP’s Core Competencies to identify knowledge gaps, create new learning goals and objectives within the CDR professional portfolio and seek out and complete continuing education to develop skills in these areas.

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Before becoming a corporate dietitian for a major restaurant company, I had no idea how and by whom menus and products were developed for big brands. I suppose I assumed that things worked much like an independent/local restaurant where the chef came up with recipes and somehow taught tens of thousands of cooks to recreate those same dishes. While the corporate chef does play a major role in restaurant menu development, I’ve learned that it’s truly a cross-functional effort including culinarians, marketers, operators, food scientists, and oftentimes, Registered Dietitian Nutritionists (RDNs).

In this issue of Tastings, I’d like to feature two of my restaurant RDN colleagues who play significant roles in the restaurant test kitchen, influencing and developing healthier menus for national and international brands.

**Missy Nelson, RDN** is the senior dietitian for Taco Bell Corporation where she leads nutrition strategy and contributes to menu development as a member of the Food Innovation Team. Within this role, Missy is responsible for nutrition, regulatory and scientific affairs and nutrition communications and marketing, working closely with executive, legal, brand marketing and public relations teams on internal and external outreach.

**Culinary contributions:** Missy has many culinary contributions to be proud of, including:

- Making Taco Bell the first QSR to offer American Vegetarian Association (AVA) certified vegetarian menu items,
- Leading the development of the Cantina Power Menu – offering bowls and burritos that are under 500 calories with over 20 grams of lean protein,
- Eliminating Taco Bell’s Kid’s Menu,
- Reducing sodium across the menu on average by 15%,
- Launching a nutrition calculator for consumers to nutritionally customize their order,
- Standardizing Taco Bell’s ingredient statements to make it easier for consumers to understand what’s in their food, and
- Simplifying Taco Bell’s ingredients with a “less is more” mind-set.

**Maria Caranfa, RDN, ACSM Health and Fitness Specialist** is the lead dietitian for Bloomin’ Brands Inc. She leads healthful menu development, nutrition regulatory affairs, nutrition analysis and nutrition communication for America’s favorite restaurants: Outback Steakhouse, Carrabba’s Italian Grill, Bonefish Grill and Fleming’s Prime Steakhouse and Wine Bar.

**Culinary contributions:** Maria has her hands in many “pots” and contributed significantly to these recent initiatives:

- Eliminating over 20,000 calories from Bloomin’ Brand’s portfolio of menus,
- “Door to Plate” Gluten-Free portfolio-wide program,
- Leading Bloomin’ Brand’s “Under 600 Calorie” menu development,
- Spearheading their healthful kid’s menu development including NRA Kids’ LiveWell menu items, and
- Bringing all of these programs to life through nutrition communications.

Kudos to these RDNs for bringing healthy conversations into the restaurant test kitchen!
Are food safety and culinary arts incompatible? No, and it continues to improve. I was recently at a meeting discussing consumer food safety education and one of the presenters mentioned how chefs perceive food safety as a nuisance. The idea of cooking meats to the recommended temperatures for safety was met with concerns that the flavor would be impacted. Also the recommendation for frequent hand washing was not well received because it slows down the cooking process, especially during demos and on-camera work.

Food safety recommendations are based on sound science. Compared to nutrition, in my opinion, microbial food safety is much easier to study and provide recommendations to food preparers because the science is clear. For example, microorganisms grow (or don’t grow) in certain conditions. Certainly, there are levels of risk and not everything may be clear. New pathogens emerge and we learn more every year. Overall, microbiology is quantifiable and the food safety risk of pathogens causing foodborne illness is quantifiable.

Because of this scientific knowledge, it is difficult to refute that current food safety recommendations, many which have been in place for over a decade, reduce the risk of foodborne illness when implemented by food preparers in restaurants, institutions, grocery stores, and by consumers in their homes.

The Center for Disease Control has several surveillance programs for foodborne illnesses and outbreaks. Through this data, we can gain a better picture of foodborne illnesses due to bacteria, viruses and parasites. In a comprehensive report on the attribution of foodborne illnesses in the US, the CDC estimated that over 80 percent of foodborne illness outbreaks involved food prepared in commercial settings including restaurants and catering (Painter, 2013). This does not account for sporadic illnesses and does not tell us the whole story, but indicates the importance of food preparers and food handlers in food safety.

Fortunately, food safety education has become part of culinary arts training and education in many institutions around the country and abroad. The integration of food safety education into culinary and hospitality programs should be commended. Food cannot be healthy unless it is safe. For food preparers, there are two important steps to achieve Food Protection Manager Certification. One is food safety training and the other is the exam and certification. For a list of exam/certification providers meeting the ANSI-CFP standard, see https://www.ansica.org/wwwversion2/outside/ALLdirectoryListing.asp?menuID=8&prgID=8&status=4.

As dietitians we have unique educational training in nutrition, food science, food safety and public health. We can play an important role in changing any misperceptions of food safety practices in culinary arts. Clean, separate, cook and chill are essential steps to reducing the risk of foodborne illness and helping to keep our clients and patients healthy.

Reference:
Dietetics is a career with diverse opportunities. One might say that anywhere a food and nutrition conversation is happening offers a career possibility for dietitians, and agriculture is no exception. From farm to table, here are five ways to incorporate agriculture inspiration into your existing job, and/or pursue a position that has a tie to this important part of our evolving food conversation.

1. Connect with state or local agricultural organizations or schools/universities. In addition to state of the art research and teaching positions, schools and universities have outstanding agriculture extension programs that serve as a resource to professionals and the community.

2. Use social media to find organizations and news outlets in agriculture. Visit our FCP agriculture subgroup resource page to find some organizations to follow and get familiar with. Find hashtags for culinary conferences and food conferences, and look for the agriculture presence. For example, the National Restaurant Association’s show this year featured several educational sessions on sustainability and other agricultural learning opportunities from a culinary perspective. The exhibit halls at many food shows are also starting to use displays to help educate on topics like animal care and other agricultural topics that are driving consumer food purchasing decisions. Just as we do with cultural, social, and other decision drivers, we should also incorporate agriculture into the conversation.

3. Think bigger about food waste and portion control. Many of the topics and techniques that fall comfortably in our wheelhouse have a deeper tie to agriculture than we may have thought about previously. Dietitians educate about portion control for weight management and food budget, but these concepts have a close tie to our resources, too. It’s estimated that 1/3 of our food is wasted, meaning all that was used to grow and produce all types of food is also being wasted. If we can change our thinking and educate our audiences that these two concepts not only help us individually, but also respect natural resources, it may be a bit of extra motivation to help nudge people in the right direction. From home to food service, think about the culinary advantage of reducing plate waste from this broader lens, and look for ways to systematize food waste and portion control efforts in menu planning, shopping tips, food storage, and food donations.

4. Work within your organization to incorporate agriculture. From growing a garden to helping source food served in your facility, to adding a food donation and composting program, what does your organization already have in place, and how can you elevate that? Sometimes, opportunities to reinvigorate our current systems provide a way to take action in meaningful ways. Start having conversations with your operations and communications departments to determine what steps need to be taken to incorporate new ways to better utilize natural resources, and/or draw attention to what is already being done.

5. Volunteer. Follow your passion and look for opportunities locally to better connect with agriculture. From farm to table, depending on where you live, and what interests you the most, there are countless ways to better connect with growing, preparing and serving food in a way that best honors the harvest of nutrient rich foods.

Additional resources for inspiration:

https://www.ffa.org/thecouncil
http://www.eatrightfoundation.org/Foundation/content.aspx?id=6442484072
http://www.fs.usda.gov/main/volunteer/about

News from FCP Subgroups

Farm to Table Career Applications

By Kim Kirchherr, MS, RDN, LDN, CDE
Agriculture Subgroup Chair

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Public Policy in the Culinary Field

Missy Cody, PhD, RD, LD, Policy & Advocacy Leader
Tami Cline, PhD, RD, SNS, FCP Delegate

In today's fast paced world there are many possibilities for the Registered Dietitian Nutritionist (RDN) to find a role within the Food and Culinary profession. Because these careers typically involve foodservice, food development and food marketing, they have strong policy components.

In foodservice environments in health care facilities, schools, restaurants, prisons or corporate settings, RDNs may help in the following ways:

- Create menus with the current Dietary Guidelines in mind to emphasize nutrients of concern while controlling those to limit.
- Inspect or audit foodservice operations to ensure that food safety regulations are followed, and to train employees on policy and safety standards.
- Implement menu labeling regulations. [More information on FDA's new menu labeling requirements can be found here.]

In industry, RDNs play vital roles as:

- Inspectors or auditors at food processing or manufacturing plants to ensure the plant is following current laws and/or regulations related to food safety and manufacturing
- Work in food product development to produce special medical products as well as products to serve the general population and work in technical sales and public relations areas.

Finally, RDNs working for private, government or public organizations such as the United States Department of Agriculture, Food and Drug Association, Grocery Manufacturers Association, Calorie Control Council, International Food Information Council, National Restaurant Association or insurance companies help to shape public policy directly.

Whatever your professional role, policy guides your activities.

Upcoming Events

FCP Looks Forward to Seeing You in Nashville at FNCE®

We have an amazing variety of member events to entice your taste buds and expand your knowledge. We hope you can join us this year!

**Oct 2:** Dinner at Sinema Restaurant
**Oct 3:** Nashville Culinary Tour
**Oct 4:** FCP's Networking Event at the Country Music Hall of Fame
**Oct 5:** FCP DPG Showcase (9:00 am – 12:00 pm, Booth #139)
**Oct 6:** FCP's Member Breakfast at the Omni Hotel - Broadway Ballroom G&H

Find out more about FCP's FNCE® events [here](#). Early registration pricing ends August 22 – don’t delay! Our events fill quickly.

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**KIDS eat right. Month**

*August 2015*

www.KidsEatRight.org/5dollars
Melissa Musiker, MPP, RD, LD, has been made Global Chair of APCO Worldwide’s Food, Consumer and Retail practice. This is in addition to her client work which focuses on agriculture, food and nutrition policy.

Abbie Gellman, MS, RD, recently founded Culinary Nutrition Cuisine, LLC, a culinary nutrition consulting and counseling company. Abbie combines her experience as a chef and registered dietitian to provide foodservice consulting services including recipe development, recipe nutrition analysis, menu reengineering and development, meal planning, nutrition education and culinary nutrition training for staff, healthy dining program creation, corporate wellness and spokesperson. You can learn more about Abbie’s services at: www.culinarynutritioncuisine.com

Joy Vogelzang, PhD, RDN, FAND, CHES, Assistant Professor at Grand Valley State University, was recently awarded the Champions for Healthy Kids grant for the second year. Last year, Jody developed a nutrition and physical activity program titled Kick and Cook-a-Palooza, which integrated physical activity and nutrition education through cooking classes for 4-6th graders. This year, the program was tweaked and will be done with unaccompanied refugee minors, ages 15-18. Acculturation through leisure activities and cooking classes using familiar and unfamiliar ingredients will assist the adolescents in making independent healthy food choices.

Joy Dubost, PhD, RD recently joined the Beer Institute as Senior Director, Science & External Affairs. The Beer Institute is a national trade association for the American brewing industry, representing both large and small brewers, importers and industry suppliers. In this position, Joy will be leading the development, evaluation and advocacy of the beer industry’s scientific and regulatory position including Dietary Guidelines, menu labeling, education on moderate consumption of alcohol, and responsibility initiatives.
Mary Abbott Hess, LHD, MS, RD, LDN, FADA and Chef William Reynolds have opened New Buffalo Bill’s, a barbecue smokehouse in New Buffalo, Michigan. Bill is an honorary member of the Academy of Nutrition and Dietetics and FCP and served as the facilitator for several culinary workshops when he was the provost of Washburne Culinary Institute in Chicago. On the menu is Sweet Potato Salad, a favorite workshop recipe.

**Sweet Potato and Pineapple Salad**

Recipe from Chef William Reynolds, reprinted with permission from the book, *Essentials of Nutrition for Chefs*, second edition. For more information go to [www.nutritionforchefs.com](http://www.nutritionforchefs.com). This is colorful and flavorful salad is a favorite of *Chef William Reynolds*. It is a good side dish or accompaniment to chicken or roast pork, an excellent buffet item, or for including in box lunches. **Yield: 8 cups  Servings: 10, 3/4 cup each**

**Ingredients:**

**Dressing:**
- Canola oil  1/4 cup
- Lemon juice, fresh  2 tablespoons
- Cider vinegar  1/4 cup
- Salt  1/2 teaspoon
- Pepper  1/4 teaspoon
- Sugar  1 tablespoon
- Sweet potato, peeled, 1/2 inch dice  2 pounds
- Celery, 1/4 inch dice  4 ounces (3/4 cup)
- Red onion, 1/4 inch dice  4 ounces (3/4 cup)
- Pineapple, 1/4 inch dice  8 ounces (1 1/2 cup)
- Dates, chopped  3 ounces (1/2 cup)
- Cashews, coarsely chopped  2 ounces (1/2 cup)

**Garnish:** chopped cilantro (optional)

**Directions:**

1. Combine all dressing ingredients and emulsify with a blender or stick blender.
2. Roast sweet potatoes at 350 °F for about 30 minutes or until tender.
3. Combine warm potatoes, celery, red onion, pineapple, dates, and cashews with dressing and mix gently. Cool before serving.
Apricot Quinoa Summer Salad

by Jessica Cox, RD

1. Bring the water to a boil, add quinoa. Simmer, covered, for 25 minutes or until quinoa is fluffy.

2. Whisk together olive oil, orange juice, apple cider vinegar, sea salt, and saffron to make dressing. Set aside.

3. Remove quinoa from heat, and allow to cool.

4. Stir apricots, cucumber, zucchini, almonds, parsley, garlic and dressing into cooled quinoa. Garnish with more fresh parsley, if desired. Enjoy at room temperature or cold.

Nutrition Information (per serving): CALORIES 380; FAT 22g (SAT 2.5g); PROTEIN 10g; CARB 38g; FIBER 6g; CHOL 0mg; SODIUM 710mg

Ingredients:
2 cups water
1 cup uncooked quinoa
¼ cup olive oil
Juice of 1 orange
2 tablespoons apple cider vinegar
1 teaspoon sea salt
1-2 threads of saffron
4 fresh apricots, halved and quartered
1 cup chopped fresh cucumber
½ cup chopped fresh zucchini
½ cup almonds, chopped
cup chopped fresh parsley
1 clove garlic, minced

Recipe by McKel Hill, MS, RD, LDN, creator of Nutrition Stripped

Cook’s Corner