

# Produce Preservation Demonstrations Step by Step Set Up Guide

## Description

By demonstrating food preservation methods at farmers markets or other retail markets you can contribute to helping BC families and communities improve nutrition, become more food secure and also help local food growers sell their products. The idea is to introduce customers to food preservation methods suitable for produce available at the market. This is also a great opportunity to tell people about your upcoming produce preservation workshops!

Below are 13 steps to help you set up a demonstration.

## Step by Step Guide

1. Contact the Market Manager to arrange for your demonstration. A list of Farmers Markets and manager contact information is available through the [BC Association of Farmers' Markets](#). Work with the Market Manager and market vendors to plan your demonstration.
2. If you are not a Produce Preservation Trainer, and would like some help contact the trainer in your area. For a complete listing of produce preservation trainers visit [www.preserveproduce.ca/contact](http://www.preserveproduce.ca/contact). Work with the Produce Preservation Trainer to plan your demonstrations or future workshops.
3. Decide on which method and which product(s) you want to demonstrate.
4. Locate your demonstration close to where the product is being sold.
5. Make sure the resources you need are available – electricity, water, etc.
6. Ask the market manager to obtain approval for your demonstration from the local environmental health officer. (Food preservation demonstrations are similar to Chef's demonstrations).
7. Pick a date and time that will attract the largest number of observers.
8. Set up your table so that people can see what you are doing - bring finished samples of preserved foods for them to look at.
9. Set out equipment and supplies so they are easily accessible. Pre-prepare ingredients to save time and allow you to concentrate on fun stuff! (ie. Boil beets beforehand if demonstrating pickling)
10. Talk through your demonstration to make sure people understand what you are doing, give examples of how preserved foods can be served.
11. Be prepared for lots of questions, provide the [www.preserveproduce.ca](http://www.preserveproduce.ca) website as a resource and make sure to tell everyone when and where you will be holding your next workshop!
12. Take photos these can be used to market future workshops.
13. Make it fun! Inspire people to preserve food at home.