

Florida Strawberries –

A Taste of Summer All Winter Long Recipe Contest



Frequently Asked Questions

1. Why can the recipe only have eight ingredients, plus herbs and spices?

We based this on one of the most requested primary research documents in the food industry, *The Better Homes & Gardens Food Trends Study*. This document provides a historical analysis of America's food shopping, cooking and serving habits.

Three out of four people surveyed said they had changed the types of recipes they use.

Here's what home cooks want regarding recipes –

- Easier recipes (no more than 4.4 ingredients plus spices for everyday meals or 6.2 ingredients for special occasions)
- More low-calorie recipes
- More nutritious foods
- More recipes that are lower in fat
- More recipes with fresh foods

We wanted to give contestants a little more room to show their creativity, so we actually increased the number of ingredients for this contest.

2. What ingredients are considered herbs and spices?

Following is a list of herbs and spices from the American Spice Trade Association (www.astaspice.org). Ingredients (and their derivatives, e.g. vanilla extract) on this list will NOT be counted as one of the eight ingredients. Technically salt is a mineral, not a spice, but for the purpose of this contest, salt will be considered a spice, so you don't have to count it.

allspice	cilantro (coriander leaf)	oregano leaves
anise seed	cloves	paprika
star anise	coriander seed	parsley (dehydrated parsley, parsley flakes)
annatto seed	cumin seed (cumin)	black pepper
balm (lemon balm)	dill seed	white pepper
basil leaves (sweet)	dill weed	green peppercorns
bay leaves (laurel leaves)	fennel seed	pink peppercorns
black caraway	fenugreek seed	peppermint leaves (peppermint flakes)
Chamomile	garlic	poppy seed
capsicums	ginger	rosemary leaves
caraway seed	horseradish	saffron
cardamom	juniper	sage leaves
cassia/cinnamon	lavender	savory leaves
celery seed	mace	sesame seed
chervil	marjoram leaves	spearmint leaves (spearmint flakes)
chives	mustard seed	
	nutmeg	

tarragon leaves
thyme leaves

turmeric
vanilla bean

This is a long list, but there are certainly many other herbs and spices in the marketplace. If you have a question about an ingredient, please contact us for the answer at contest@contestkitchen.com, or refer to the *New Food Lover's Companion* by Sharon Tyler Herbst, Ron Herbst - Barron's.

3. Are fresh Florida winter strawberries counted as one of the eight ingredients?

Yes, fresh Florida winter strawberries are one of the eight ingredients.

4. Is water counted as an ingredient?

Good question. If the dish bakes in a water bath for example, you may indicate that in the directions without listing water as an ingredient. If your recipe requires that you add a certain amount of water to it, then water is counted as an ingredient (e.g. Stir in 1/2 cup water.)

5. Specific measurements have to be given for each ingredient. How do I give a specific measurement for Florida strawberries?

When calling for Florida strawberries, here are some guidelines:

1-1/2 pounds = 2 pints or 1 quart
1 small clamshell/basket = 1 pint
1 pint = 3-1/4 cups whole berries
1 pint = 2-1/4 sliced berries
1 pint = 1-2/3 cup pureed berries
1 cup = about 4 ounces

Log on to <http://urbanext.illinois.edu/strawberries/nutrition.html> for more information. Please indicate the amount of strawberries used in your recipe(s) by measuring them in a standard measuring cup used for measuring liquid ingredients.

6. How should I write my recipe?

Review the rules about the format for recipe submissions. Also, refer to credible cookbooks and *Taste of the South* magazine (and its website www.tasteofthesouthmagazine.com) to review how professionals present recipes. It's important to list ingredients in the order in which they are to be used in the directions of your recipe. When in doubt, refer to the rules.

7. Should my recipe be tested before submission?

Yes, by all means. It's best if you give your recipe to several friends to test too. They can give you suggestions or let you know if there were any problems following the directions outlined in your recipe.

8. What if I can't tell whether or not the fresh strawberries in my grocery store are Florida strawberries?

This is important. Each and every clamshell should have point of origin information on the label. If you can't tell the origin be sure to ask the produce manager of the store if they carry Florida fresh winter strawberries and tell the manager why you are asking. The manager can easily order them for you.

9. When are fresh Florida winter strawberries available?

The season for fresh Florida winter strawberries is December through April.