



Food Hero

Recipe Criteria & Style Guide

Introduction

Food Hero recipes are developed to meet the criteria in this document. Because the criteria have evolved along with nutrition guidance and policies, we are in the process of re-analyzing and evaluating all recipes. Up-to-date Nutrition Facts labels, using the most recent format of the U.S. Food and Drug Administration (FDA), will be posted as they are completed.

General Recipe Criteria

Appeal

- Recipes are tested with multiple audiences.
- Kid-friendly recipes are given priority.
- Minimal preparation time is desired.
- Nutrition Facts labels and professional photos are included.
- Search engine optimization (SEO) may be used to name recipes. Names will avoid rhyming or jargon.
- Spanish translations are provided, using words and phrases that are understandable across Spanish dialects. You can find our glossary [here](#).

Ingredients

- Inclusion of fruits and vegetables is recommended and whole-grain options are provided.
- Low-cost, readily available and familiar ingredients are given priority.
- Different forms and substitutions are provided for flexibility.
- An effort is made to use a limited number.
- Brand names are never used.

Instructions

- A consistent style is used that is easy to read and follow (described later).
- Food safety instructions are included, as recommended by the Safe Recipe Style Guide (a format presented by Partnership for Food Safety Education, working with the Food Marketing Institute Foundation).
- Measured amounts of ingredients, along with can or package sizes, are provided.
- Measurements of pans and dish sizes are provided.
- An effort is made to use readily available [cooking tools](#).
- Yield and serving size are provided.

Nutrition Criteria

Food Hero uses a nutrition analysis software program to assure that recipes meet our nutrition criteria and to generate data for the Nutrition Facts labels.

We use portion sizes that are measurable and similar to the FDA's Reference Amounts Customarily Consumed (RACC). (See Appendix 1)

Recipes must satisfy the following criteria, with exceptions noted below.

Contains 35% (or less) calories from fat OR 3 grams fat (or less) per serving

Notable Exceptions: Adjustments can be made for nuts, seeds, soy, fish and eggs. For each item below, grams of fat listed may be excluded from the calculation for calories from fat or grams of fat:

- **Nuts and seeds** - 7 grams of fat per recipe serving may be excluded. Approximate equivalents of 7g: 1 Tablespoon nuts or seeds or ½ teaspoon nut butter
- **Eggs** - 5 grams of fat per recipe serving may be excluded when the recipe includes a fruit or vegetable. Approximate equivalents of 5g: 1 egg or 1 egg yolk
- **Tofu** - 5 grams of fat per recipe serving may be excluded. Approximate equivalents of 5g: 2 ounces tofu or ¼ cup tofu
- **Fish (salmon, tuna)** - 2 grams of fat per ounce of fish per recipe serving may be excluded.

Contains 600 mg (or less) sodium per serving

Recipes that contain only fruits and/or vegetables with nuts, sugars, oils, herbs, vinegar and/or salt must meet the following:

- Each serving contains an amount of fruit or vegetable (or combination of the two) defined as:
 - ½ cup fresh, frozen or canned fruit and/or vegetable
 - ½ cup cooked dry peas, beans or lentils
 - 1 cup leafy greens
 - ¼ cup dried fruit
 - 4 fluid ounces fruit and/or vegetable juice

Food Hero Recipe Criteria & Style Guide

Nutrition Criteria, continued

- Each serving contains 12 grams or less added sugars (24% DV or less).
- Each serving provides 0.014 gram or more of fiber per calorie (28 grams of fiber per 2,000 calories)

Recipes that do not meet the fruits and vegetables criteria above must meet the following:

Each serving is a good source* of one of the following nutrients OR it provides no more than 10 calories per serving (such as flavored water):

- vitamin A
- vitamin C
- vitamin D
- calcium
- iron
- potassium
- fiber

Each serving is a good source* of a second nutrient from the list directly above OR meets one of the guidelines below:

- Contains no added sugar
- Contains 5% or less of the %DV for sodium per serving
- Contains 5% or less of the %DV for saturated fat per serving
- Contains at least half of the grain ingredients as whole grains

* Good source is defined by the FDA as 10% or more of the [% Daily Value](#) (%DV) for a nutrient. The % Daily Values are reference amounts (expressed in grams, milligrams or micrograms) of nutrients to consume or not to exceed each day.

Notable Exceptions: Some Food Hero recipe items do not meet the nutrition criteria on their own because they have few ingredients or a small portion size. We include them, however, for their contributions to the flavor, texture, nutrient value and cultural significance of a day's intake. These recipes are adapted by Food Hero to be as healthy as possible and are analyzed for nutrition content when paired with an accompanying food. The paired foods do meet the Food Hero recipe standards. Nutrition Facts labels for the exception food alone and with the paired food will be provided.

Food categories with exceptions include:

- **Salad dressings** – paired with romaine lettuce
- **Cooking sauces** – paired with vegetable
- **Dips** - paired with fruit or vegetable
- **Grain-based sides** (such as tortillas or flat breads) – paired with fruit, vegetable or protein
- **Protein-based items** (such as hard-cooked egg) – paired with vegetable or whole grain

Nutrition Analysis

When choosing ingredients from the software database, we have identified the choices with the most complete nutrient data. A list of our most commonly used ingredients (with corresponding data source and code) can be found in Appendix 2.

Ingredient choices and nutrition analysis decisions also include:

- listing some ingredients as optional for recipe flexibility. These ingredients are not included in the nutrition analysis.
- analyzing based on the first ingredient listed when multiple suggestions for the ingredient are offered. Multiple Nutrition Facts labels may be included in some cases.
- use of reduced-fat versions of dairy products when necessary to meet nutrition criteria and when the product is available and economical.
- use of reduced-sodium versions of canned tomato products when necessary to meet nutrition criteria and when the product is available and economical.
- use of reduced-fat versions of commercial salad dressings when necessary to meet nutrition criteria and when the product is available and economical.

Recipe Style Guide

A Food Hero writing style has been developed to communicate ingredients and directions in a clear and consistent manner for all of our recipes. Recipes added prior to its adoption will be edited over time to comply.

The example below lists items in each recipe section (Ingredients, Directions, Notes and Variations) *that bear no relation to a real recipe and are not connected to each other*. They showcase wording and punctuation where there might be questions, for example, “1 carrot, chopped” versus “½ cup chopped carrot.” Below the recipe are general rules and a list of Preferred Terms addressing additional spelling and punctuation guidelines.

Food Hero

Recipe Criteria & Style Guide

Recipe Name

Ingredients

1 pound lean **ground beef** (15% fat)
2 cups **all-purpose flour**
1 cup **whole-wheat flour**
½ teaspoon **baking soda**
½ cup chopped **onion** (½ medium onion)
½ cup chopped **green pepper**
1 **carrot**, chopped
1 teaspoon **garlic powder** or 4 cloves of **garlic**, minced
1 Tablespoon **chili powder**
4 cups **broth** (any type)
1 can (15 ounces) **diced tomatoes**, with juice
3 cups cooked **black-eyed peas** or **black beans** (or two 15-ounce cans, drained and rinsed; try a mix or any type)
1 can (15 ounces) red **kidney beans** (or any type), drained and rinsed
2 cans (15 ounces each) **corn**
½ cup grated **cheddar cheese**
vanilla (optional)

Directions

1. Wash hands with soap and water. Gather ingredients and cooking tools.
2. Preheat oven to 350 degrees F.
3. Cook the ground beef, onion and green pepper in a large skillet over medium heat (300 degrees F in an electric skillet) until the meat is no longer pink. Drain the excess fat from the pan. (See Note.)
4. Add the liquids to the dry ingredients and mix gently.
5. Add vanilla, if desired.
6. Cook, covered, for 20 to 30 minutes.
7. Bake about 25 minutes or until browned.
8. Refrigerate leftovers within 2 hours.

Makes 3 cups

Prep time: 10 to 15 minutes

Cook time: 30 minutes

Note

- Freeze extra pumpkin.

Variations

- Try squash instead of pumpkin.
- Use any type of juice.

General Rules

Title:

- Capitalize main words (English and Spanish).
- Avoid using an ampersand: spell out “and”

Ingredients: (see Preferred Terms below for specific ingredient wording)

- List in order of their use in the Directions.
- Boldface the ingredient name including all essential words.
- If the amount of the ingredient should be measured after chopping, slicing or other prep work, put the descriptor BEFORE the ingredient name, such as “1 cup chopped carrot.” If the prep refers to steps after the measuring, keep the descriptor AFTER the ingredient name, such as “1 carrot, chopped.”
- If there is an optional ingredient, say “(optional)” in the ingredients list and “if desired” in the directions.
- Avoid obvious food-prep tips like “pepper, seeded” or “carrots, peeled.”
- For ingredients listed without a number, use lowercase as in “lemon wedges (optional).”
- Use “to” in ingredient measurements rather than a dash, as in “2 to 3 cups.”

Directions:

- Directions should be written to minimize the number of kitchen tools used.
- No series comma: “Add garlic powder, oregano, salt and pepper” or “Drain, rinse and chop the stewed tomatoes...”
- Use articles for ease of reading, as in “Cook the potatoes...” But say “Preheat oven...”
- Use “to” in preparation time rather than a dash, as in “20 to 30 minutes.”
- If there is an optional ingredient, say “(optional)” in the ingredients list and “if desired” in the directions.
- For small cookies, “Drop dough by teaspoon onto baking sheet.” For larger cookies, “Drop dough by Tablespoon onto baking sheet.”
- For preparing baking sheet or other pans, “Lightly grease baking sheet.”

(continues)

Food Hero

Recipe Criteria & Style Guide

Notes: *(more found in Appendix 3)*

- List Notes BEFORE Variations.
- When referring back to Notes, use a capital N as in “(see Notes).”
- When referring to honey in any recipe, include in the Note section: “Honey is not recommended for children under 1 year old.”
- When referring to draining meat, include in the Note section: “Pour fat into a metal can (it won’t melt from the heat of the fat) and dispose of the can when it is cool or pour it over papers in the garbage can.”

Variations: *(used in Cookbook only)*

- Avoid boldface type and italicized type.

Preferred Terms

- all-purpose flour
- anytime (all one word) for the adverb meaning at any point whatsoever, such as “Contact us anytime”; “any time” for the adjective-noun phrase, as in “if you have any time today”
- baby-cut carrots with a hyphen for those carrots baby-cut from large carrots; baby carrots for the specific ingredient
- baking sheet (refer to common [cooking tools](#))
- bite-sized fruit with a hyphen and sized, not size
- canned and drained, not canned/drained; thus, “2 cups cooked carrots (fresh, frozen or canned and drained)”
- cold-brewed
- cooking spray
- cornmeal (all one word)
- drained and rinsed, not rinsed and drained
- dry-roasted peanuts
- farmers’ market and farmers’ markets
- fat-free
- grated versus shredded: grated for a minced size and shredded for strand-like size
- green onion (singular), not scallions
- ground ginger to distinguish from “fresh ginger,” but no need to specify “ground” with common spices such as cinnamon or nutmeg
- ketchup not “catsup”
- long-grain rice and short-grain rice
- low-fat
- low-sodium
- margarine or butter (list both with margarine first)
- nonfat
- nonstick
- old fashioned rolled oats
- ovenproof
- packed brown sugar, not “brown sugar” or “brown sugar, packed”
- pan sizes, with a hyphen and the word inch spelled out; thus, “9x5-inch loaf pan”
- parmesan cheese, not capitalized unless referring to Parmigiano
- prepackaged, not pre-packaged
- quick-cooking oats
- reduced-fat
- serving or piece sizes, use a hyphen between number and unit, such as “1-inch slice” or “1x3½-inch stick” or “1- to 1½-inch thick”
- spoonfuls as in “drop by spoonfuls of dough”
- steel cut oats
- stir-fry, stir-fried and stir-fries
- sunflower seed butter (no hyphen)
- temperatures as in oven or electric skillet: use a hyphen between the number and degree as in “350-degree F oven” but no hyphen if worded “Preheat oven to 350 degrees F”
- vanilla, not vanilla extract
- vegetable oil—do not specify olive oil or other specific oils unless necessary, and use both words, not just “oil”
- well-being
- whole-grain flour and whole-grain cereal
- whole-wheat flour
- year-round (with hyphen) if used as an adjective as in “year-round produce” but no hyphen if used as an adverb, as in “available year round”

Food Hero Recipe Criteria & Style Guide

Style Guidelines for Additional Food Hero Resources

Food Hero Monthlies

- Makes, Cook time and Prep time are provided at the end of the recipe for the *Food Hero Monthly*; at the top of the recipe for the *Older Adult Monthly*.
- Do not put a colon after “Makes” as in “**Makes** 3 cups” but do put a colon after “Prep time” and after “Cook time,” as in “**Prep time:** 5 to 10 minutes.”
- Capitalize “First Foods” as in: Salmon is one of the First Foods honored at tribal ceremonies.”
- In *Kids Can!* statements, say “When kids help make healthy food, they are more likely to try it. Show kids how to:” For the bullets beneath this statement, use lowercase for the first word and put a period after each, as in “measure the spices.”

Video Scripts

- Use normal conventions of capitalization, punctuation, and word usage, so lowercase tablespoon and spell out the numbers one to twelve.
- Put an exclamation mark after Carrots! or We grow them in Oregon! or other exclamations.

Reports

- For Food Hero reports, in outcomes bullets, e.g., for the fiscal year, do not use a period after statements like “821 families served throughout Oregon” but do use a period if the outcome is a complete sentence, as in “Hundreds of families throughout Oregon were served.”

Food Hero Recipes Appendix 1

Portion Sizes

Food Hero uses portion sizes that are measurable and similar to the FDA's [Reference Amounts Customarily Consumed \(RACC\)](#).

Bakery products (biscuits, corn bread, muffins, scones)	55 g
Bread products (breads, rolls, excluding sweet type)	50 g
Breads, quick or sweet type	55 g
Cakes, medium weight (fruit, nuts, vegetables)	80 g
Coffee cakes, sweet quick breads	55 g
Cookies	30 g
French toast, pancakes	110 g
Grain-based bars	40 g
Grains (rice, barley) and pasta (prepared)	140 g
Shakes, smoothies, slushes	8 fluid ounces
Meat, fish, poultry, game	85 g cooked 110 g uncooked 110 g cooked in sauce
Fruit (fresh, canned, frozen)	140 g
Beans	130 g in sauce, 90 g plain 35 g dry
Mixed dishes (casseroles, pot pies, stews)	1 cup
Mixed dishes (burritos, enchiladas, pizza, sandwich)	140 g
Salads: Pasta or potato	140 g
Salads (egg/fish, bean, fruit or vegetable)	100 g
Salad dressings	30 g
Sauces, dips, gravies, condiments	2 Tablespoons
Sauces, minor (pizza, pesto)	¼ cup
Sauces, major (spaghetti sauce)	125 g
Snacks (pretzels, popcorn, fruit chips)	30 g
Soups	245 g
Vegetables (fresh, canned, frozen)	85 g
Vegetables with sauce	110 g

Food Hero

Recipes Appendix 2

Ingredient Codes

A list of our most commonly used ingredients with corresponding data source and code. We strive to use ingredients with the most complete data from USDA.

Ingredient	USDA NDB code	Supplier
Applesauce, canned, unsweetened	9019	SR-28
Baking powder	18369	SR-28
Baking soda	18372	SR-28
Beans, black, canned, low-sodium	16316	SR-28
Beans, black, cooked	41102020	FNDDS
Beans, garbanzo, canned, drained, rinsed	16359	SR-28
Beans, garbanzo, cooked from dry	41302020	FNDDS
Beans, kidney (red), canned, drained, rinsed	16335	SR-28
Beans, kidney (red), cooked from dry	41106020	FNDDS
Beans, pinto, canned	NA	
Beans, pinto, cooked	41104020	FNDDS
Beef patty, pan broiled, 15% fat (measured raw)	23569	SR-28
Blueberries, fresh	9050	SR-28
Blueberries, frozen	9054	SR-28
Bouillon (broth), chicken, low-sodium, canned	6970	SR-28
Buttermilk, low-fat	1088	SR-28
Cheese, cheddar, shredded	1009	SR-28
Cheese, cheddar, shredded, reduced-fat	1182	SR-28
Cheese, cottage, 1%	1016	SR-28
Cheese, cottage, 2%	1015	SR-28
Cheese, mozzarella, low-moisture part-skim, shredded	1029	SR-28
Cheese, parmesan, grated	1032	SR-28
Chicken, light meat, stewed, skinless	5042	SR-28
Corn, sweet, yellow, frozen, kernels	11178	SR-28
Corn, sweet, yellow, canned, drained, rinsed	11177	SR-28
Cream cheese, low-fat	43274	SR-28
Cream cheese, regular	1017	SR-28
Cream soup, condensed	6016	SR-28
Egg, large	1123	SR-28
Enchilada sauce	27063	SR-28

Ingredient	USDA NDB code	Supplier
Flour, all-purpose, white, unbleached, enriched	20581	SR-28
Flour, whole-wheat	20080	SR-28
Green beans, canned, drained	11056	SR-28
Green chiles, canned	11980	SR-28
Italian salad dressing	4114	SR-28
Margarine, 80% fat	4610	SR-28
Marinara sauce (spaghetti sauce)	6931	SR-28
Milk, 1%, with vitamins A & D	1082	SR-28
Milk, skim, dry	NA	
Milk, skim, with vitamins A & D	1085	SR-28
Oats, rolled, old fashioned, dry	NA	Bob's Red Mill
Oats, quick-cooking	NA	Bob's Red Mill
Oil, vegetable, low saturated fat	4670	SR-28
Pumpkin, boiled, drained, mashed (use for canned)	11423	SR-28
Raisins, seedless, packed cup	9298	SR-28
Rice, brown, cooked, long grain	20037	SR-28
Rice, brown, dry, long grain	20036	SR-28
Rice, white, cooked, long grain, enriched	20045	SR-28
Rice, white, dry, long grain, enriched	20044	SR-28
Sour cream, cultured (regular)	1056	SR-28
Sour cream, light	1179	SR-28
Sour cream, nonfat	1180	SR-28
Sugar, white, granulated	19335	SR-28
Sugar, brown, packed	19334	SR-28
Tofu, firm	16213	SR-28
Tofu, silken	16278	SR-28
Tomato paste, canned	11887	SR-28
Tomato paste, canned, unsalted	11546	SR-28
Tomato sauce, canned	11549	SR-28
Tomato sauce, low-sodium	7440305	USDA Survey Database

Food Hero

Recipes Appendix 2

Ingredient Codes, continued

Ingredient	USDA NDB code	Supplier
Tomatoes, canned, low-sodium	74204500	FNDDS
Tomatoes, crushed, canned	11693	SR-28
Tortilla, corn	18363	SR-28
Tortilla, flour	18364	SR-28
Tortilla, whole-wheat flour	28295	SR-28
Turkey, ground, raw, 15% fat	5668	SR-28
Vanilla extract	2050	SR-28
Yogurt, fruit, low-fat	1217	SR-28
Yogurt, greek, plain, nonfat	1256	SR-28
Yogurt, plain, low-fat	1117	SR-28
Yogurt, plain, nonfat	11411300	USDA ARS FNDDS
Yogurt, vanilla, low-fat	1220	SR-28



This material was funded by USDA's Supplemental Nutrition Assistance Program (SNAP). SNAP provides nutrition assistance to people with low income. SNAP can help you buy nutritious foods for a better diet. To find out more, contact Oregon SafeNet at 211. USDA is an equal opportunity provider and employer.

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