



# Food Hero

# Recipe Style Guide

## Recipe Style Guide for Food Hero

*Food Hero recipes are styled according to the specifications in this document to ensure a high-quality, useful and consistent presentation.*

### Recipe directions:

- Are easy to read with clear directions
- Include food safety instructions, as recommended by the Safe Recipe Style Guide (a format presented by Partnership for Food Safety Education)
- Provide measurements of pans and dish sizes

### Recipe ingredients:

- Include measured amounts of ingredients, including can or package sizes
- Include different forms and ingredient substitutions for flexibility
- Favor low-cost, readily available, and culturally relevant items
- Contain no more than 15 ingredients
- Feature recommended food groups for health, including fruits, vegetables, whole-grains and legumes

### Additionally, recipes:

- Include a Nutrition Facts Label
- Align with the Food Hero Recipe Nutrition Criteria
- Follow the Food Hero Recipe Development and Selection Guidelines
- Include a professional photo
- Are available in English and Spanish
- Provide yield and serving sizes
- Never use brand names
- Make an effort to use readily available cooking tools
- May use Search Engine Optimization (SEO) to name recipes
- Will have names that avoid rhyming or jargon

### Recipe writing:

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.

## 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.)

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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.”
- 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

- airflow
- airtight
- 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
- black-eyed peas
- breadcrumbs
- Brussels sprouts (but brussels sprouts is OK)
- cabbage, napa and savoy are lowercase
- canned and drained, not canned/drained; thus, “2 cups cooked carrots or (canned and drained, frozen or fresh-cooked)”
- cold-brewed
- cooking spray
- cornmeal (all one word)
- drained and rinsed, not rinsed and drained
- dry-roasted peanuts
- Extra-firm
- farmers market and farmers markets
- fat-free
- freezer-safe

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- 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
- health care (two words)
- Indigenous People and Indigenous as an adjective
- ketchup not “catsup”
- long-grain rice and short-grain rice
- low-fat
- low-sodium
- margarine or butter (list both with margarine first)
- Master Gardener
- microwave on HIGH (all caps for setting)
- 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”

- vs without a period for versus
- waterproof
- watertight
- 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”
- Yukon Gold potato capitalized trade/variety name, also Early Girl tomato

## 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.”

