



## FoPo Mojo

**Mind-boggling fact:** Up to one third of the food we produce goes to waste. A group of graduate students at Sweden's Lund University have come up with a mind-boggling response: Turn expired fruits and vegetables into shelf-stable food powders that could alleviate world hunger and aid in disaster relief. After many experiments with drying and pulverizing berries, bananas, and other foodstuffs (along with a successful Kickstarter campaign), FoPo Food Powder was born. The drying process preserves essential nutrients of the raw food, and it extends shelf life from two weeks to two years. Plus, the resulting food powder is easier to ship to disaster zones than other packaged products.

In a pilot project in the Philippines, dozens of food markets have agreed to donate their expiring produce to the effort. FoPo is also a partner in the Save Food community of the Food and Agriculture Organization of the United Nations. To learn more about FoPo and its possibilities, visit [armagazine.com/fopo/kickstarter](http://armagazine.com/fopo/kickstarter). —NANETTE27

## RECIPES GONE VIRAL



**In the time it takes garlic to sizzle in hot oil, a recipe or cooking technique can catapult from nowhere to Internet sensation.**

But what exactly fuels the fire? To get some clues, we turned to our dot-com colleagues: Lorraine Goldberg, social media manager; Elizabeth Martin, senior manager of community and content; and Richard Kozel, director of content taxonomy.

Each emphasized there's no set way to *make* a recipe go viral. Sometimes it's a gorgeous food photo; other times, it's a hack of a beloved classic.

Or the recipe might be an underdog whose time to shine has finally arrived.

Viral-ness can have short- or long-term spans. A recipe may soar for a day or a week, then disappear from screens. It might slowly creep up to intersect with a popular search term or media mention. So many ingredients influence the viral game, including, of course, a huge heaping of luck. The good news: There are things you can do to increase the odds.

- ◆ Stay up on ingredients that are trending, then create your own twists on what's popular. Check out Google Trends, a free online tool monitoring rising search terms, to explore whether your idea is trending and captivating home cooks. Or just ask what your friends are interested in.
- ◆ Change up the ingredients or techniques in a recipe. Make it a novelty, a kitchen hack, or a

time-saver. Our "Omelet in a Bag" video has been viewed 5.2 million times on YouTube, for instance, and "Waffle Iron Hacks" has had about 85,000 views.

- ◆ Give your recipe an attention-grabbing name that includes click-bait words such as "world's best" (World's Best Lasagna has 9,300 reviews) or "outrageous" (Outrageous Chocolate Chip Cookies has 1,600).
- ◆ Take an insanely beautiful photo of your recipe. (After all, do you click on a recipe that doesn't have a photo?) Consider: Apple Cinnamon White Cake's photo on Allrecipes has been pinned 31,000 times on Pinterest, then re-pinned 646,000 more.
- ◆ Post your recipe and photo on Tumblr or Reddit—often the first places of recipe discovery—and other social sites like Pinterest, your blog, and (of course) Allrecipes.
- ◆ Invent a clever way to cook or flavor something everyone loves—Martha Stewart's One-Pot Pasta recipe, for example, or Unbelievable Chicken, a lime/lemon/ground mustard combo saved in more than 170,000 Favorites recipe collections on Allrecipes.com.
- ◆ Ask your friends to make your recipe, then post and rave about it if they love it. Share the love by following what your friends are making, and trying their recipes, too.
- ◆ Create a cooking video and share it on your social media sites.
- ◆ Hope someone with a huge social following posts your recipe and shares it. (Who are you following?)

The bottom line: Share what's intriguing to you. Your recipe may not end up a viral hit, but you'll have a blast trying.

—SCANDOGIRL