

VOLUNTEER RATER GUIDE

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GETTING STARTED AS A RATER

LETTER FROM SALLY

Dear 12 Spoons Rater Volunteers:

The Weston A. Price Foundation's (WAPF's) new web project will help WAPF members find restaurants (and catering services, community supported kitchens, and food trucks) that serve food prepared according to our dietary principles. The site is called "**12 Spoons**," after the 12 criteria by which we rate each establishment. Access to the site is a perk of membership in the Foundation; only current members may see the full content. Non-members see only "teaser" content and are encouraged to join WAPF.

Why develop such a site? Over the years, we have frequently been asked, "Where can I find WAPF-friendly food when traveling?" Many people must eat on the go regularly because of their jobs, and would like to find the best options available to them. And of course, most of us would like to eat out occasionally without having to compromise our principles too drastically. This site is meant to help people find at least *acceptable* food when they are in an area without many options. And it's also meant to highlight those establishments that are really doing great things. An establishment can earn one "spoon" for each of our 12 criteria that they meet. A 1-Spoon establishment signals a place where that busy traveler will find at least a few acceptable dishes, whereas a 12-Spoon establishment signals a place that truly gets it; that's doing everything right. We hope that as the site gains traction and food purveyors learn of it, they'll want to know our criteria and how they can earn a higher score. We look forward to a day when there will be a number of high-scoring establishments in every locale, at a variety of price points.

Thank you for volunteering to be a "rater"—a WAPF member who is knowledgeable about our dietary principles and food sourcing and preparation methods, who rates establishments in your area and submits these ratings to the 12 Spoons site via a simple web-based form.

The site is built with Word Press and when you log in, you'll have just a few simple interfaces to learn: creating a listing or editing one of your existing listings, and creating or updating your profile. It's easy "Rater Tutorials" you can access from your Profile page show you how to get started.

Teaching Chef and WAPF Honorary Board Member Monica Corrado will serve as blogger and moderator for the website. She'll check in with new volunteer raters to ensure they understand the 12 criteria. You can ask her questions about the criteria and whether what a particular establishment is doing warrants a Yes or a No when it's on the fence. She may also be able to help you with simple site troubleshooting, but may hand you off to 12 Spoons site administrator Jill Nienhiser to provide more extensive technical help (and Jill can escalate an issue to our programming company if necessary).

To get started, please familiarize yourself with the guidelines and rating criteria on the next few pages. Then start looking around your neighborhood to decide what restaurants, carryouts, and food trucks to rate. You're also welcome to rate catering services and community supported kitchens (CSKs). You may want to check out the establishment's website and/or call them (off hours vs. busy meal times for best results!) to ask additional questions.

Thank you again for your help! —Sally



THE 12 SPOONS CRITERIA

We evaluate each business based on the following 12 "Yes/No" criteria:

- 1. Serves mostly (i.e., at least more than half of the menu) fresh food, prepared from scratch. Does NOT rely primarily on "kits," which are prepared/partially prepared foods from commercial food services. This is not an "all or nothing" criteria because most restaurants do make use of some canned or frozen ingredients that are acceptable (such as canned tomato paste or frozen shrimp). Or they may make most dishes in house from scratch, but use commercial kits for a few items (such as Duck a l'Orange in some French restaurants). Diners should ask about each dish they would like to order.
- 2. Offers some locally sourced and/or organically produced food and/or wild-caught seafood. We have heard complaints from farmers that restaurants will SAY they offer food from their farm, but do not. If you have the time, we would greatly appreciate if you would contact farms purported to supply a restaurant to confirm they are indeed supplying them. (If multiple farms for a restaurant, even spot-checking one or two would help!)
- 3. Offers some pastured animal foods. We have heard complaints from farmers that restaurants will SAY they offer animal products from their farm, but do not. If you have the time, we would greatly appreciate if you would contact farms purported to supply a restaurant to confirm the farm is indeed supplying them. (If multiple farms for a restaurant, even spot-checking one or two would help!)
- 4. Offers some dishes made with organ meats (liver/paté, sweetbreads, heart, kidney, brains, etc.). Ideally these would be pasture-raised; if they are you can say so in the comment area for this criterion.
- 5. Cooks (sautés) at least some food in natural fats such as butter, lard, tallow, duck fat, coconut oil, or olive oil; may also use lard, duck fat, or tallow for frying. Some places do sauté in natural fats, but deep fry in vegetable oil. Be sure to ask about both cooking and frying.
- 6. Makes own bone broths/stocks for use in soups, stews, gravies, and sauces (does NOT use canned broth or powdered soup bases). Remember that soups are not the only thing that will be tainted with MSG, soy protein isolate, etc. if the restaurant is not making their own true bone broth. Stews, gravies, sauces, etc. will be affected. Surprisingly, most large hotels do make their own broth. Still, diners should ask about each dish.
- 7. Makes most of its own seasoning mixes (does NOT use flavoring packets or MSG). This is not an "all or nothing" criteria because restaurants may use regular herbs and spices for most of their food, but then make use of some flavoring packets for some dishes. Diners should ask about each dish.
- 8. Makes all or some of its own salad dressings using olive oil or cold-pressed sesame oil. This is not an "all or nothing" criteria because restaurants may make some of their own dressings from good oils but then offer some with vegetable oil (whether made on site or purchased). Diners should ask about each type.
- 9. **Offers genuine sourdough bread.** Diners should ask about each type of bread offered; some may not be genuine sourdough.
- 10. Offers at least some lacto-fermented beverages (such as kombucha or kvass). Confirm that any "lacto-fermented" beverages are truly raw and have not been pasteurized (even "lightly pasteurized").
- 11. Offers at least some lacto-fermented condiments. Confirm that any "lacto-fermented" condiments are truly raw and have not been pasteurized (even "lightly pasteurized"). The restaurant may also have some commercially prepared condiments to offer guests; be sure to ask about each type.
- 12. Offers at least some desserts made in house with natural sweeteners (such as raw honey, maple syrup, maple sugar, molasses, date sugar, palm sugar, coconut sugar, sorghum syrup, or malt syrup). Many restaurants outsource all their desserts (especially chain restaurants), or at least some of them. Suppliers would likely use white sugar, corn syrup, etc. unless special arrangements have been made. Diners should ask about each dish.



GENERAL GUIDELINES & TIPS

Finding Information: A chapter leader who volunteered to help enter ratings as part of a brief pilot phase in June found that her local newspaper's restaurant reviews are a very helpful source of information, both in finding establishments to rate and in learning more about their menu and preparation methods. Perhaps you will find a similar resource in your area.

Don't rate establishments that wouldn't earn at least one Spoon: Every establishment you rate SHOULD get a "Yes" for at least the first criterion, "Serves mostly fresh food, prepared from scratch." If they don't earn this Spoon, they are highly unlikely to earn any of the rest. Focus on reviewing establishments where patrons can expect to find a number of satisfactory (if not perfect) dishes typically available. Please do not bother rating places where almost nothing can be recommended. The goal is not to rate *every* food purveyor, but only those where at least *some* WAPF-friendly food is on offer. This may mean your area has only a few listings at first, or perhaps even none. But the site will grow and eventually businesses will compete to be listed and rated highly with us!

Don't rate chain restaurants: We ask raters not to critique national and regional chains. We will have a special page for chain restaurants, rating the best ones and offering advice on how to choose foods at chains. This can be a tricky distinction, in that a successful restaurant may open several outlets in an area, but these are not yet a "chain." A distinguishing feature of chains is that some food prep begins to happen in centralized kitchens. If a restaurant you'd like to rate has several outlets, a call to their headquarters may tell you if they've grown to the point that they are centralizing operations. If not, go ahead and rate the restaurant, but only for the outlet you visited. Each one could eventually have its own listing (similar to Yelp).

Focus on the positive in comments: For each criterion you are able to enter comments. Keep these as positive as possible, but straightforward (remember, you aren't being paid to advertise for them). Focus on the best options typically available, vs. a lengthy list of what to avoid. For example, say you have a restaurant for which you can award one Spoon, for the first criteria, "Serves mostly fresh food, prepared from scratch." In your comments you might say, "This restaurant has a nice range of entree salads and some simple preparations of meat and fish with vegetables that are suitable for WAPF-eaters. Ask for olive oil and vinegar or lemon to dress the salads, and ask about the seasonings used in meat/fish marinades as some may contain MSG." Comments such as these help focus on what diners can eat with a few cautions. For this same restaurant, since you do not award them a spoon for "Makes own salad dressings using olive oil or cold-pressed sesame oil," under that criterion you can repeat your comment about asking for olive oil and lemon to dress any salads.

Ask about "kits." Remember to ask restaurants whether they use kits for any dishes. These are pre-packaged meals that the restaurant just heats up, usually with a sauce full of MSG. You can note such dishes to avoid under criterion one, about whether the restaurant serves *mostly* fresh food prepared from scratch.

Photos. You may take photos of the restaurant façade and dishes yourself to add to your listing. If you use photos you find online, be sure you have permission to use them—the restaurant's own website or Facebook page may be a good source for photos that they would probably happily allow to be used on this site. When you upload photos to a listing you can arrange their order. The first photo will be the one that is used with the restaurant name in search results. If you do not upload any photos, a default 12 Spoons image will be used.



GENERAL USER HELP

How to Join 12 Spoons

You must be a member of the Weston A. Price Foundation (WAPF) to use 12 Spoons, so first join WAPF at <u>www.westonaprice.org/why-join</u> if you are not already a member.

You will need to know your WAPF username and password to create a 12 Spoons account. Use the Forgot Username and/or Forgot Password links here if necessary: <u>https://secure.westonaprice.org/CVWEB_WESTON/cgibin/utilities.dll/openpage?wrp=mainlogin.htm</u>



How to Login to 12 Spoons





HOW TO RETRIEVE YOUR 12 SPOONS PASSWORD





How to Manage Your 12 Spoons Profile







HOW TO STAR/COMMENT ON RATINGS

PENDING DEBUGGING

Raters evaluate whether businesses are following WAPF's criteria for nutrient-dense food selection and preparation. The raters do not focus on taste, presentation, ambience, or c customer service—but you can!

At the bottom of each business Rating, you have the option to give an establishment between one and five stars, and leave comments.

Click a star, type your comments in the text box, and click **Post Comment**.

Search this website	Location (Zip, City, or State)	Q About	Blog Logo	
cjohnson143@woh.rr.com				
NOTIFY RATER OF CHANGES TO BUSINESS INFO OR RAT	TING CRITERIA			
Leave a Review				
Logged in as Jill. Log out?				
My Rating: 습요요요요				
POST COMMENT				

Please only give a star rating if you have eaten at the establishment.

You may also use the comments feature to ask questions of the rater or other commenters.

Question out to Confluence: Feature currently requires **both** star rating and comment. However, what if a user wants to ask a question? They shouldn't give a star rating unless they've eaten there (not that we can control that but the point is if they decide to give a star rating so they can ask a question, they're going to mess with the stars).



HOW TO REPORT ABUSIVE CONTENT

PENDING DEBUGGING

Because 12 Spoons is a WAPFmembers only website, comments are posted immediately without moderation.

However, commenters must follow our Comment Policy and refrain from vulgar or abusive language, unsupported accusations, personal attacks of any kind, and spam.

If you see a comment that you think violates this policy, click **Report** next to the comment to flag it for moderation. The site moderator will review the comment and determine if it is in violation. Users who violate the policy will get three warnings before being banned from the site.

Question out to Confluence: I do not see ability to do this as user, only "Recommend this review." Admin can mark comments for moderation (which makes them not visible?), unapproved (also makes them not visible?) and blacklist (name, email, and/or IP)





HOW TO NOTIFY RATER OF INCORRECT/CHANGED INFORMATION

PENDING DEBUGGING

If you know of changes to an establishment's information (e.g., name, address, phone, website, etc.), that they've closed, or that they have changed their methods for better or worse and a re-evaluation of the rating criteria is in order, you can notify the rater.

At the bottom of the rating, click the link to Notify Rater of Changes to Business Info or Rating Criteria.

NOTIFY RATER OF CHANGES TO BUSINESS	INFO OR RATING CRITERIA		
Leave a Review			
Logged in as Jill. Log out?			
My Rating: 👌 👌 🏠 🚖			
Comment			

Your default email program will start a new email with subject line [Business Name] Notification of changes.

Copy and paste the rater's email address from the end of the rating into the To field.

In the body of the email, provide the changed information or let the rater know what needs to be re-evaluated.

Question out to Confluence about this. Functionality not tenable as is; I don't think users will notice the rater's email address there and will not like having to copy/paste it. Also, probably best not to display their email address on the page.



How to Add/Remove Ratings from Your Favorites

Click the Add to My Favorites link on Ratings you would like to be able to quickly find again.	SEARCH FOR REAL FOOD Search this website Ding Chuan Chinese Restaurant
To remove a Rating from Favorites, just click Remove from Favorites .	SEARCH FOR REAL FOOD Search this website Jing Chuan Chinese Restaurant Search this website Jing Chuan Chinese Restaurant Cusine: Chinese Pictor S REMOVE FROM FAVORITES SEE ALL PICTURES Jing Chuan, a family owned restaurant with decades of service behind it, might have some of the best
You can find all your Favorites on your My Profile page and you can easily remove them here, as well.	Search this website Location (Zip, City, or State) Image: State of the state



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HOW TO DELETE YOUR 12 SPOONS ACCOUNT



Your default email program will open a new email to the 12 Spoons Moderator with subject line "User [USERNAME] account delete request" and text in the body of the email "I would like my account deleted on 12 Spoons."

Add content to this default message if desired, and send the email.

Reply to the 12 Spoons Moderator when she emails back asking you to confirm that you wish to delete your account. She will then manually remove your account from the 12 Spoons website database.

Note: This is a permanent action that cannot be undone. If you want to use the site again you will have to register again.

If you are a Rater and delete your account, editorial control of all your listings will be assigned to the Site Moderator or another Rater TBD.



RATER HELP

HOW TO APPLY TO BE A RATER





How to Access Rater Tutorials





HOW TO CREATE A RATING/LISTING

Login to 12 Spoons Website: westonaprice.org/12spoons BEFORE LAUNCH: Go to development site here: 12spoons.confluencecorp.net Click My Profile at upper right.	About Big Logor UP PORTS Asstartant Rating Guide by the Weston A Price Foundation SEARCH FOR REAL FOOD Search this website Location (Zip, City, or State)
Click on Create a New Rating box next to the heading My Ratings.	Search this website Location (Zp, City, or State) Q About Elog Logout MY PROFILE My Ratings (5) CREATE A NEW RATING CREATE A NEW RATING Old Town Accandia, VA 2314 American, Other S No Member Reviews A British man and his Thai wife own and operate this American coffee shop/dimer (as well as a Thai place around the corner from it). The menu includes some British favorites like a side of baked bears as an option with breakfast clatters. bancer sausages freshly made by a local
On the Create Listing page, complete the fields using the guidance below. Title : Put the name of the business. City : Name of actual city where restaurant is located. State : Select from dropdown. Zip Code : Enter 5-digit ZIP Code for actual location of restaurant.	SEARCH FOR REAL FOOD Search this website Location (Zip, City, or State)
Address: Begin typing the address in the Search for address field, and the map will zero in as you enter text.	Search this website Location (Zp, City, or State) Q About Blog Logout VYROFELE About Blog Logout VYROFELE Ab

12 Spoons Website Volunteer Rater Guide

Neighborhood: Enter a neighborhood, region, or area if appropriate. This helps people zero in on businesses in a particular area they are in or want to visit. Telephone: Enter full telephone number including area code.	Search this website Location (Zip, City, or State) Q About Blog Logout WYPROFILE				
Website : Enter full URL starting with http:// or https://	Best practice : For phone and website, enter at least one, preferably both , so users have some way to contact the business. We did not require either field because not all establishments have a website, and some food trucks list only a website and not a phone number.				
Listing Type: The following defi	nitions can help you select the listing type.				
Search this website	Location (Zip, City, or State) Q About Blog Logout MY PROFILE				
Listing Type *	where you buy food and eat it on the premises if you choose (restaurants may also offer food to go and cater events). ere you buy food but there is no seating on the premises. ration (truck, cart, or stand); they do not have seating for patrons. ment that ONLY caters—brings food to events. (If it's a restaurant that also will cater events, just mark them as a ostly the food they offer on their dining menu. You can discuss a restaurant's catering options in the general comments section.) (CSK): An establishment that provides prepared nutrient-dense food that members pick up to consume elsewhere.				
Restaurant : An establishment v also offer food to go and cater	where you buy food and eat it on the premises if you choose (restaurants may events, but you still just mark them Restaurant, not Carryout or Caterer).				
Carryout: An establishment wh	ere you buy food but there is no seating on the premises.				
Food Truck: A mobile food ope	ration (truck, cart, or stand); they do not have seating for patrons.				
Catering Service : An establishm offer a variety of cuisines and n thus they need careful evaluati restaurant—typically they cater catering options in the general	nent that <i>only</i> caters—brings food to events. Larger catering companies may nake use of freelancers to serve multiple and/or large events on the same day, on. (If it's a restaurant that also will cater events, just mark them as a r mostly food they offer on their dining menu. You can discuss a restaurant's comments section.)				
Community Supported Kitcher members pick up to consume el	(CSK): An establishment that provides prepared nutrient-dense food that Isewhere.				

12 Spoons Website Volunteer Rater Guide

 Price: We have suggested using the same breakdown Yelp uses, which assumes one meal with one drink, tax, and tip. Type of Cuisine: Check all that apply. If you check "Other" please mention the specific cuisine type in the General Comments box so that it may be indexed for searching. 	Search this website Location (Zip, City, or State) Q About Blog Logout VP PROFILE
Images: Click Upload Images for this Restaurant button (circled at right).	Type of Cuisine * Choose all but apply. If "Other," please mention the specific cuisine in General Comments so it will come up in search results. American Chiose Prench Ibdan Ibdan Basinn Statool Thai UPLOAD IMAGES FOR THIS RESTAURANT
This will cause an image gallery area to appear, with nothing in it yet. Click Add to Gallery (circled at right) to browse your computer for images.	UPLOAD IMAGES FOR THIS RESTAURANT UPLOAD IMAGES FOR THIS RESTAURANT UPLOAD IMAGES TO OTHAGE RESTAURANT The status of the sector of the sect

From Add to Gallery, click the Upload Files tab. Drag and drop images from your computer into the "Drop files anywhere to upload" area, or click Select Files to browse.	And mage to Gallery Uptar Fire Andra Library Detar Fire Andra Library Martin Martin Martin Martin Martin Martin Martin Martin Struct Fills Martin uptard Marca 2018.	
Once uploaded, the view will change to the Media Library tab where you will see all your uploaded images. Click on each in turn to select those you want to associate with this business. A checkmark will appear in the corner of each image you select. Click Select when you are ready to insert the image(s).	the large to Gallery Uptor Field And Libry The data Libry T	ATTACIMIENT DECAUS

"Sweetbreads at Café Normandie".

Option: You may add short **Alt Text** (which will be read to visually impaired users), and if desired, a longer **Description** (additional detail for visually impaired users).



Please focus on the food and on the positive; limit commentary on customer service, and avoid making complaints about specific experiences (let members do that when they give star-ratings and leave comments).

This is also a good place to mention other things that aren't part of the 12 Spoons criteria, such as what type of pots/pans they cook with, whether they use a microwave for any cooking or reheating, whether they offer compostable take-home boxes, and so on.

Rating Criteria: For each of the 12 criteria, you must answer Yes or No to be able to publish the rating. You have the option to add comments under each	Search this website Rating Criteria Rating Criteria All 12 criteria must be answered almost always be able to say Yes commenting under each criterion	Location (Zip, City, or State) Yes or No to publish rating. You MUST select at la to at least the first criteria for the restaurant to be so you can use the comments to go into detail o	About east one "Yes" among the f listed on this site. You hav r explain why you gave a ye	Blog Logout 2 criteria. You should the the option of is or no.	MY PROFILE
criteria to explain your judgment or provide nuance (such as if they generally meet the criteria but you want to warn them about a few dishes that do not).	1. From Scratch: Sorves mostly (Lo., prepared/partially prepared foods for Note: The is not an "at orothing" citation to travan a himby. Of they may make most data should ank about each dath they would like ! ○ No ○ Yes Comments (optional) (1000 character limit):	nore than half of the menu) fresh food, prepared from sc n commercial food services.* ecause more restaurants do make use of some canned or frozen ex in house from scratch, but use commercial kits for a few term to order.	ratch. Does NOT rely primarily ingredents that are acceptable (suc (such as Duck a TOrange in some	on kits or h as canned temato paste or French restauranta). Dimens	
Rater Disclosure: If you have an text box to appear where you s	ny relationship to the esta hould explain the nature o	blishment you are ratin of this relationship.	ng, select Yes.	. This will ca	ause a
If your answer to the question below is Yes, advertising. But if you do have a close relation	it's even more important that you be as straig onship, you are also well positioned to be abl	phtforward and factual as possible in you ie to provide detailed responses!	ur comments vs. souni	ding like you are	
Do you have any of the following relationship someone with any other vested interest (suc	ps to this establishment: owner, employee, st ch as being its landlord)?	hareholder; family member or close frien	id of any owner, emplo	yee, or shareholder	G.
⊖No ⊖Yes					
SAVE AND REVIEW					
Save & Review: Click Save & Re your rating visible.	eview to save your work. R	eview your answers an	d then click I	Publish to n	nake



HOW TO EDIT A RATING



Click Save & Review.

Review your work to ensure your changes are made accurately. (If you are happy, do nothing; the listing is now updated . If you want to make further changes, click Edit My Rating and continue editing. Don't forget to Save & Review again.)

