

**Some Stuff  
About Running  
Cake Stalls**

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# INTRODUCTION

Cake stalls are deceptive – they can seem so easy compared with other forms of fundraising, but without some planning they can be unnecessarily stressful on the organisers, or sell much less than anticipated. Sure, you can learn by making mistakes, but why do that when you can learn by passive absorption of other people's writing?

This zine compiles what I've learned, along with anecdotes from other people in the Australian Student Environment Network (ASEN). I threw in recipes that I've found to be easy and reliable, along with some that satisfy some warped sense of nostalgia for school fetes. Lastly, there's what little I know about the general process of baking and improvising with recipes. And conversion tables. Conversion tables are groovy.

The zine has no pictures, because it wants you to write notes in the empty space. Not because I can't draw. Not at all.

# LOGISTICS

## Checklist

- Portable table and chairs. You may be able to borrow some from a tutorial room if on campus.
- Leaflets, zines, stickers, badges etc.
- Something to keep money in.
- Decent amount of coins/small notes for use as change. If you don't have a float, the first customer WILL try to pay with a \$20.
- At least two knives, so the same one isn't cutting everything, which can look unattractive if the cakes are visibly different. Also important for allergies/dietary requirements.
- Plates to put cake on (or just use whatever they're brought in)
- Paper napkins (leaflets can suffice)
- Notes or labels (e.g. index cards sitting next to the cakes) saying what each cake is, whether it's gluten free, contains dairy, egg, nuts, etc. Even if the person who brought the cake tells the stall volunteer what's in it, the next volunteer won't know.
- Banner, posters or placards, decorations. These are really important, especially if your stall is small or only has a couple of cakes. Without them, it can be hard for passers-by to realise you're selling something.
- Collective signup list and any petitions you have going.
- A hook to get people to stop and listen (cake is often not enough).
- A spiel (how would you explain why you're doing this to a non-active friend?) and one or two upcoming actions (Wenny says get people angry then give them something they can do to help stop it).

## **Coordinating Cake Baking**

There are two approaches: just let everybody bake on their own, or try to organise a time where people get together and bake heaps of cake. Or you can try some combination of the two.

For the first approach, you'll need a contact number so people can find you in case the stall moves to a different location at the last minute (e.g. rain or someone else has a stall there), and a list of people planning to bake so you have an estimate of how much cake there'll be. Advantages: less organisation needed, likely to get a greater variety of cakes, spreading out transport since people just carry their own cakes to the stall. Disadvantages: Don't know when or if people will turn up with cake, possible communication breakdowns.

For the second approach, you'll need a place that has a good oven, preferably multiple ones (e.g. a friendly housing co-op). Make sure someone brings the necessary ingredients and baking trays. You'll also need a way to get the cake to the stall - maybe several people carrying cake in bags, or one person with a car or liberated shopping trolley. Advantages: Can work as a skillshare if people are inexperienced or lack confidence with baking, larger scale production may cut time, it's more fun and social. Disadvantages: Mass production comes at the cost of less variety, which may affect sales. More organisational effort involved.

The other important thing is making sure people get their baking trays and tupperware back after the stall. This is one advantage to bringing plates to the stall - people can offload cake and take their emptied tupperware away with them.

## **Coordinating Stall Volunteers**

If your stall is at a university campus, the important times to fill are roughly 10 to 2. Cake selling tends to drop off after that. If you have people available, 7:30 to 10 is good too, as plenty of students don't get to have breakfast.

To fill those times, you can pass a sheet around during a collective meeting for people to fill in. Try to do so earlier in the meeting. Or you can put a callout over the collective e-list with a timetable, and get people to email you back off-list with hours they want to do. Make sure they have your phone contact details, in case the stall has to move before they get there.

As well as having a set list of volunteers, encourage collective members to hang out at the stall while it's happening. It creates a more pleasant atmosphere, encouraging sales (as long as you don't look cliquey), and if a volunteer doesn't show up, someone else may be able to fill the void.

## **Determining Price**

You obviously want to price cakes higher than the cost of ingredients. But you also want to factor in labour time, even though it's volunteer work. If someone spends a couple of hours making a cake that only makes \$5 profit, they're less likely to make them in the future. Later in the day, as you get an idea of what's not selling, or when you need to pack up, you can start decreasing prices.

The Chocolate Cake (page XX) and Anarchist Oatmeal Cookie (page XX) recipes are dirt cheap to make. Note also that certain ingredients such as cocoa powder are much cheaper when purchased from a food co-operative.

# ANECDOTES

## **Sydney Uni Enviro Collective**

In 2007, the collective ran fortnightly cake stalls to raise money and maintain presence on campus. We decided to make them joint cake stalls with the food co-op, queer and women's collectives, since they also needed to raise money.

- We found that the rate of cake selling was roughly proportional to the amount of cake remaining at the stall. The most likely explanation is that stalls with a variety of cakes look more impressive and/or inviting. As a result, if people don't want to commit to making cakes on a regular basis, it's better to have one big stall than many little ones. It's also worth trying to run joint cake stalls with other groups. To keep track of who made what cakes, we used separate money tins for the different collectives, and had slips of paper saying what the cakes were and which collective they were baked for.
- Rain tends to cause sales to plummet, presumably because people don't want to stand around even a covered outdoor area.
- It was difficult to coordinate things between collectives, despite several people being members of more than one. The queer and women's collectives never really used the stall as an opportunity to distribute fliers. Cross-collective communication needs more work.
- Chocolate cake sold well, though that may have been because it was cheaper. Many people wanted healthy or savoury options, or didn't want icing. Icing half of a cake worked well.
- We focused on making the stalls inviting, with a cute sign, and a bolt of pretty fabric as a tablecloth. We called them "Radical Cake Stalls", and a

number of people approached, likely curious about the apparent incongruity of the name.

- Icing is best done at the stall, otherwise it's likely to get messed up in transit.
- One collective member made Children Out Of Detention Cupcakes, which were topped with jellybabies overlaid with prison bars made from thin strips of liquorice. They took a long time to sell, but drew a lot of attention to the stall. So having a more elaborate centrepiece may increase sales for your other cakes.
- We did pretty well with having gluten-free options, but unfortunately didn't have anything unleavened during Passover.
- Having more than one person at the stall increases interest, possibly because someone alone may look bored or grumpy. Having two people also allows one to handle a rush of customers while others chat to interested people.
- If you make a cake using dumpstered ingredients, it's best not to mention it to prospective customers, especially after they've eaten it <\_<
- Stalls are great ways to distribute leaflets, especially if it's on a campus where the students are pretty jaded and overexposed to strident activists. We offered leaflets as napkins. There's a chance they'll read it. Or possibly get ink poisoning.



## **UNSW Enviro Collective**

As part of UNSW enviro week we had a yellowcake morning tea / cake stall. This is what we learnt.

The good:

- 3 of us made about 100 cupcakes with the nuclear atom or nuclear waste symbol on them (not too much trouble).
- yellow shirts and pretty basket made us look friendly and the people that took cake were happy to talk to us about the issues a little bit. none really grabbed cake without chatting.
- gave away nukes zines with cake (thanks so much holly!) I think this was a good size of info to give. People understood the exchange of something of substance for something of substance, I reckon people would have read some of the zine.
- hadn't done a stall for something that I wasn't organising much in before, learning experience (o:
- Stall gave us a deadline to make materials to, Holly finished the nukes zine, Bek wrote up a Pearsons-Brinkerhoff flier, Naomi learned how to make cupcakes

The not so good:

- Realised we didn't know enough about the issues to communicate confidently. next time we will do a skill up before the stall. Also didn't have a focus - so much is bad about nukes but you can't communicate it all at once. Ended up saying, nuclear power is bad (so embarrassing \*g\*)
- couldn't sell cake had trouble even giving it away. Took us 1.5 hours before we ran out of cake. So cake as fund raising isn't going to work for us (we've done much better with soup for example)

- Needed a spiel to link cake (hook) to issue quickly. Naomi intended to make a 'real cost of yellowcake' flier to do this but ran out of time.
- Didn't incorporate banner painting cause security had hassled us about the stall day before and we thought the painting would encourage them to hassle us again. Also the areas with good thoroughfare for stalls don't have space to sit and paint.

and Tommy says:

I am thinking there might be more chances of getting students to accept the zines and cake if we do a mobile yellowcake/uranium unit. targeting people that are sitting down already. they are more relax and usually won't run away from you or if we proactively engage them, part of our attitude will get the message across too. I have seen too many students simply look the other way and pretend that we and the stall were not there. Meanwhile as we approach students, asking something like their area of study and quickly establish a connection/relation to the nuke issue then they will feel personally more compelled and responsible to make a change?

# RECIPES

## Chocolate Cake

From *The Joy of Vegan Baking*. This recipe can be used for a 12 cupcakes or a small round cake tin, or you can double it if making a 9-inch cake or using a Bundt pan.

- 1 1/2 cups plain flour
- 3/4 cup sugar
- 1/2 teaspoon salt
- 1 teaspoon baking soda
- 1/4 cup cocoa powder
- 1 1/2 teaspoon vanilla extract
- 1/3 cup oil (e.g. canola)
- 1 tablespoon vinegar (white or apple-cider)
- 1 cup cold water

Preheat the oven to 180°C (350°F). Lightly oil your cake tin.

Mix the flour, sugar, salt, baking soda and cocoa powder in a bowl until thoroughly combined.

Create a well in the centre of the dry ingredients, and add the vanilla, oil, vinegar and water. Mix until just combined.

Pour into your prepared pan, and bake in the preheated oven for 30 minutes, until a toothpick inserted in the centre comes out clean. If making cupcakes, check if they're done after 15 minutes.

## **Banana Chocolate Chip Muffins**

Also from *The Joy of Vegan Baking*. Makes 12 muffins or a very fine 9 inch cake. An excellent way to use dumpstered bananas. I recommend making it on the day of the stall, so the chocolate still oozes.

2 cups plain flour

1 1/2 teaspoons baking soda

1/2 teaspoon salt

1 cup sugar

1/3 cup canola oil

4 ripe bananas, mashed

1/4 cup water

1 teaspoon vanilla extract

1 cup chocolate chips, or between 150 and 200 grams of broken-up dark chocolate

1 cup walnuts (optional)

Preheat the oven to 180°C (350°F). Lightly grease your muffin tins.

In a medium-size bowl, mix the flour, baking soda and salt together.

In a large bowl, beat the sugar and oil together, then add the mashed bananas. Stir in the water and vanilla and mix thoroughly. Add the flour mixture, stir to mix, before folding in the chocolate chips and walnuts.

Fill each muffin tin halfway with the batter. Bake for 20 minutes, until they are golden brown.

## Chocolate Brownies

Again from *The Joy of Vegan Baking*, with modifications. I've kept this deliberately low in sugar - if you want a more 'milk chocolate' taste increase the sugar by 1/2 a cup and use soymilk instead of water.

1 cup sugar

1 tub (140 grams) apple puree, or 2 bananas, mashed

1/2 cup water

1 teaspoon vanilla essence (optional)

1 1/3 cup plain flour

3/4 cup cocoa powder

3/4 teaspoon baking powder

1/2 teaspoon salt

up to 1 cup chopped fruit, berries, nuts, chopped chocolate (optional)

Preheat oven to 200°C (400°F). Lightly grease an 8" x 8" square baking tin.

In a large bowl, mix together the sugar, water, vanilla and apple puree or banana.

In a medium bowl, sift together the flour, cocoa powder, baking powder and salt.

Pour the flour mix into the wet mix, stir until fully combined (small lumps are OK).

Fold in the fruit, nuts or chocolate, if using.

Pour batter into baking tin and bake for 40 minutes, or more if you want a more cakey result.

Suggestions:

Choco-Strawberry: Use apple & strawberry puree, if possible. Fold in 1 punnet of chopped strawberries in the end stage.

Banana-Walnut: Use 2 bananas as the binding agent, and fold in a cup of walnuts at the end.

## **Anarchist Oatmeal Cookies**

This recipe came from the New York chapter of Food not Bombs.

3/4 cup oil (e.g. canola)

1 1/2 cup brown sugar

1/3 cup water

1 teaspoon vanilla extract

3 cups rolled oats

1 cup white flour

1 teaspoon salt

1/2 teaspoon baking soda

Preheat oven to 190°C (375°F).

Put oil, sugar, water, vanilla in a bowl. Mix well.

Add the oats, flour, salt and baking soda. Mix until just combined.

Place on a greased baking sheet in lumps about 1 inch across and about 3 inches apart.

Bake for 10-12 minutes or until cookies have begun to brown.

## **Fruity Oaty Bars**

An altered version of the recipe in *Vegan Cookies Invade Your Cookie Jar*, by Isa Chandra Moskowitz and Terry Hope Romero. I upped the amount of orange juice, as the original tended to be too dry.

3 cups rolled oats

1 1/2 cups wholemeal flour

1/2 cup wheatgerm

1 teaspoon cinnamon

1/2 teaspoon baking soda

1/2 teaspoon salt

3/4 cup orange juice

3 tablespoons ground linseeds

1 teaspoon vanilla extract

1/2 cup canola oil

2/3 cup brown rice syrup or agave nectar

1/4 cup barley malt syrup or molasses

1/2 cup sesame seeds

1/2 cup other seeds e.g. sunflower or pumpkin

1 1/2 cups mixed dried fruit e.g. raisins, cranberries, diced apricot, apple, pawpaw, pineapple etc.

Preheat oven to 180°C (350°F). Line a 9 x 13 inch baking pan that has at least a 2 inch rim with baking paper.

In a large bowl, combine rolled oats, wholemeal flour, wheatgerm, cinnamon, baking soda and salt.

In a separate bowl or large measuring cup, whisk together orange juice and linseeds for a few minutes, then mix in the vanilla, oil, brown rice syrup and barley malt syrup until smooth.

Form a well in the centre of the dry ingredients and pour in the orange juice mixture. Stir to moisten the ingredients, then fold in seeds and dried fruit. The dough will be very sticky and thick; you may want to fold in these last ingredients using your hands.

Use lightly moistened hands to firmly and evenly press the dough into the baking pan. Take care that the dough in the centre isn't too thick; press the dough slightly toward the edges of the pan. Bake for 26 to 28 minutes until the top is golden-brown and firm.

Remove the pan from the oven and place on a wire rack to cool. Let it cool for at least 45 minutes, then use a thin, very sharp serrated knife to carefully cut into bars.

## **Sticky Date Pudding**

I'm not sure if sticky date pudding is entirely practical for a cake stall, but you should totally do it anyway.

250 ml soy milk

100 ml water

200 g dates

1 teaspoon baking soda

1/2 cup vegan margarine

1/2 cup soft brown sugar

1 1/2 cups white self raising flour

1/8 teaspoon ground nutmeg

1/4 teaspoon ground ginger



1/4 teaspoon ground cinnamon

Sauce:

1/3 cup golden syrup

1 cup soft brown sugar

2/3 cup vegan margarine

1 teaspoon vanilla essence

Pre-heat the oven to 190°C (375°F)

Chop the dates in half and put them in a small saucepan and cover with the soya milk and water; simmer until the dates are soft.

Take off the heat and stir in the bicarbonate of soda, which will froth as you add it to the date mixture. Leave to cool.

Beat together the margarine and sugar until pale and creamy.

Add the date mixture and stir.

Mix the spices into the flour. Sieve the flour and fold into the sponge mixture.

Spoon the sponge mixture into a 20cm x 20cm tin.

Bake in the preheated oven for 30 minutes or until cooked and the sponge bounces back when pressed.

To make the sauce: melt the syrup, margarine, sugar and vanilla essence in a small saucepan; simmer for 5 minutes without stirring.

Prick the pudding all over and pour half the hot toffee sauce over the pudding. Serve the rest of the sauce with the pudding.

## Lamingtons

Advanced preparation required.

1 tablespoon vinegar

1 ½ cups soymilk

2 cups plain flour

1 teaspoon baking soda

pinch salt

1 cup sugar

½ cup oil (e.g. canola)

1 teaspoon vanilla extract

1 teaspoon rosewater, coconut or almond essence (you choose)

### Coating:

1 cup icing sugar

4 teaspoons cocoa powder

1 teaspoon vegan margarine (e.g. Nuttelex)

1 tablespoon soy milk

1 teaspoon vanilla essence

hot water

desiccated coconut

Preheat the oven to 180°C (350°F). Lightly grease a friand or muffin pan.

Place the vinegar in a non-metallic bowl and add the soy milk. Stir well and set aside to allow the mixture to curdle.

In a large bowl, mix together the flour, sugar, baking soda and salt. Add the soy milk mixture, oil vanilla and rosewater essences and beat until smooth.

Fill each cup in the muffin/friand pan with 3 tablespoons of batter. Bake for 25 minutes, or until the cakes are lightly browned on top and spring back lightly to the touch.

Cool in the pans for 5 minutes, then cool on a rack. When completely cool, place in a freezer bag and freeze for at least overnight, up to 3 days.

Get the cakes out of the freezer and cut them into squares if smaller lamingtons are desired.

For the icing, put the icing sugar and cocoa in a bowl. Add the soy milk, vanilla and Nuttalex and one teaspoon of boiling water. Stir well. Keep adding hot water to melt the Nuttalex and give a smooth chocolate paste/icing that is runny enough to drip slowly off a covered cake. Put bowl into a larger bowl 1/3 full of boiling water to keep it soft.

Fill another bowl with coconut for coating.

Dip each cake into the chocolate icing, using 2 forks to turn it. Let the excess drip off and then place it in the coconut bowl. Use 2 more forks to coat the cake in coconut. Allow to set on a wire rack and repeat with the remaining cakes.

## **Chocolate Ganache**

1/4 cup soy milk

100 g dark chocolate, broken into small chunks

some sugar, depending on the sweetness of the chocolate

Bring the soymilk to a gentle boil. Immediately remove from heat, add the chocolate and sugar (if using). Stir until the chocolate has completely melted and the mixture is uniform.

## **Vegan Fluffy Buttercream Frosting**

From *Vegan Cupcakes Take Over The World*. You can just use more margarine instead of vegetable shortening - it's easier but not as tasty.

1/2 cup vegan margarine (e.g. Nuttelex)

1/2 cup vegetable shortening (e.g. Copher)

3 1/2 cups icing sugar, sifted

1 1/2 teaspoons vanilla extract

1/4 cup soy milk

Beat the shortening and margarine together until well-combined and fluffy. Add the sugar and beat for about 3 more minutes. Add the vanilla and soy milk, beat for another 5 to 7 minutes until fluffy.

At this point you can mix in other ingredients, like cocoa powder, finely mashed Oreos, etc.

## **Chocolate Crackles**

4 cups rice bubbles,  
3 tablespoons cocoa powder,  
1 cup coconut,  
1 cup icing sugar.  
250 grams vegetable shortening (e.g. Copha)

Combine dry ingredients in a bowl.

Melt the vegetable shortening, mix into the dry ingredients

Spoon into paper cupcake liners and set in fridge.

## **Another Chocolate Crackle Recipe For Those Who Don't Want To Consume Lots Of Saturated Fats**

100 grams rice bubbles  
200 grams dark chocolate  
100 grams vegan margarine (e.g. Nuttelex)

Melt the chocolate and butter together in a bowl placed over a pan of simmering water, stirring until melted.

Remove chocolate from heat, and stir in the syrup and cereal.

Drop spoonfuls of mixture into cupcake liners. Refrigerate for at least one hour.

## **Not-Honey Joys**

90g vegan margarine (e.g. nuttelex)

1/3 cup sugar

1 tablespoon golden syrup (or agave nectar if you can get it)

4 cups of cornflakes

Preheat oven to 150°C (300°F). Melt margarine, sugar, and golden syrup together in a saucepan until frothy.

Add cornflakes and mix well. Spoon into paper patty cases.

Bake in oven for 10 minutes and cool before serving.

# BAKING LORE

## General Advice

- While the internet is fantastic for recipes, I prefer having a cookbook on hand. The best baking cookbook I've seen is *The Joy of Vegan Baking* by Colleen Patrick-Goodreau. *Vegan Cupcakes Take Over the World*, by Isa Chandra Moskowitz and Terry Hope Romero is also really good, though I find I have to reduce the sugar by about 1/3. These two books also contain heaps of baking tips. Most of what I've learned is from these two books.
- Baking gluten-free is pretty easy. For pretty much anything, store-bought gluten-free flour works fine. Orgran is apparently the best brand available, and it happens to be soy free as well. Use an extra 1/4 cup of GF flour for each cup of wheat flour the original recipe used. I've also found that replacing about a third of the flour with almond meal helps avoid the dry, powdery texture one can often get with gluten-free goodies.
- Generally things bake best when placed in the centre of the oven, as the air can circulate evenly around it. Don't overload your oven, I know mine just can't put out the heat to properly cook more than one cake at once.
- You can generally get away without vanilla or salt in recipes. Be careful about cutting sugar - it adds texture and structure to cakes.
- When mixing batter, don't go overboard, or you'll overdevelop the gluten in the flour and the cake will become tough and chewy. Mix until everything is combined, tiny lumps are OK. This doesn't apply for gluten-free cakes, in fact they often require a lot of mixing to bind properly.
- Never ice a cake when it's still warm, or your icing will melt.
- Always sift icing sugar, cocoa powder or baking soda, or you're likely to end with unpleasant lumps. You can get away with not sifting flour.

- Baking powder and baking soda are different. Baking soda is sodium bicarbonate, and needs an acid in the cake recipe to react with and create gas for the cake to rise. Baking powder already has an acid in it (usually tartaric acid). Recipes that rely on baking soda or baking powder need to go in the oven pretty quickly once the batter is made, or the gas will escape. However, 'double-acting' baking powder has other ingredients in it that release gas when heated, so it can be a bit more reliable. Keep baking soda and powder airtight, and check every so often to see if it's still usable by seeing if a teaspoon of it in water will fizz or quickly dissolve.



## Ingredient Substitution

- 1 cup self-raising flour = 1 cup plain flour + 1 teaspoon baking powder.
- 1 cup wheat-based flour = 1 1/4 cups gluten-free flour
- 1/2 teaspoon baking soda = 2 teaspoons baking powder. Note that for baking soda to work, it needs an acid elsewhere in the recipe. The following are examples of what will react with 1/2 a teaspoon of baking soda: 1/2 cup cocoa powder, 1 cup fruit juice, 2 tablespoons lemon juice or vinegar, 3/4 cup molasses, 1 cup yoghurt.
- Arrowroot powder, cornflour (a.k.a cornstarch) and tapioca starch are all pretty interchangeable. Vegan egg replacer powders are basically a combination of starches like these, so if you can't find it, just use one of the above.
- If a recipe calls for butter or margarine, you can substitute oil. Vegetable, canola, sunflower or safflower oil all work great, while olive and peanut oils may have too strong a flavour. Decrease the volume by 1/3, e.g. 1/2 cup butter = 1/3 cup canola oil.
- You can make a recipe low-fat by substituting apple puree or prunes in place of oil, butter or margarine. Applesauce has a more neutral flavour, while prunes taste 'healthy' but apparently work well in chocolate cakes. Decrease the volume by 1/3, so 1/2 cup butter = 1/3 cup of applesauce or prunes, which you then put in a blender with the other major liquids in the recipe (water, soymilk, etc.). Blend until very smooth. Adding 2 teaspoons of oil apparently helps the texture a long way, while still keeping a low fat content. Also, remove 2 tablespoons sugar for every 1/2 cup of puree used.

## Veganising Recipes

If you want to bake vegan-friendly cakes, that's awesome :o). In 95% of cases it's really easy to convert a recipe, and it turns out fine. Here are some guidelines for replacing common animal-based ingredients, as well as a couple of pitfalls to avoid.

- Use soy, rice or oat milk or even just water instead of cow's milk - super easy. It's quite rare for a recipe to actually depend on the chemical properties of cow's milk to work. If a recipe calls for buttermilk, add a teaspoon of apple cider vinegar or lemon juice to your nondairy milk of choice and let it sit a few minutes.
- Eggs are more interesting, and you have a number of options, each with its strengths. Eggs help cakes to rise (leavening), and they stop cakes from crumbling apart (binding). For leavening, use 1 teaspoon of baking powder, or more if it's a large cake. For binding, any of the following replaces one egg:
  - 1/2 a ripe banana, thoroughly mashed - These work very well, but make things taste like banana.
  - 1/4 cup silken tofu, blended until smooth. Neutral flavour, best suited for denser cakes and brownies.
  - 1/4 cup apple puree - Works much like silken tofu.
  - 1/4 cup soy yoghurt - once again, much like silken tofu. Has a more pronounced taste, and makes things rise a little more than tofu.
  - commercial egg replacer powder (e.g. Orgran NoEgg). Found in health food aisles, this is basically a box of starches, and doesn't retain moisture as well as the other replacements. It's

really cheap, though arrowroot, cornflour or tapioca starch are even cheaper and do the same thing.

- 1 tablespoon freshly ground linseeds (2 tablespoons if pre-packaged linseed meal) - Finely grind the linseeds in a blender or coffee grinder, then beat in 3 tablespoons of water until the mixture becomes gooey and gelatinous. Store any leftover ground linseeds in the freezer. This has a strong earthy taste, best suited for wholegrain muffins, oatmeal cookies or pancakes.
- Butter can be replaced by vegan margarine (e.g. Nuttelex), or by a vegetable oil, see previous section.
- Honey can be replaced by golden syrup, maple syrup, brown rice syrup, fruit juice concentrates or agave nectar. Golden syrup is usually the cheapest option, while agave nectar is closest to honey in flavour. Note that different sweeteners have different levels of relative sweetness, meaning you may need to use more or less of them to achieve the desired effect.
- Gelatine can be replaced with agar agar, which is a seaweed product that comes in long strips, flakes or in a powdered form. It can be found in yuppie health-food stores, or in Asian grocery stores for about a quarter the price.
- Chocolate can be vegan, in fact the technical definition of dark chocolate precludes the addition of milk. Common brands of vegan chocolate available in Australia include Whittaker's (any dark chocolate besides Dark Caramel), Lindt (70% or 85% plain chocolate only), Cocolo (any dark). Carob is actually rarely vegan, it tends to have milk products in it. Cocoa powder and carob powder are fine though.
- Beware sprinkles. The spherical ones tend to be OK, but the cylindrical ones have gelatine in them.

- There is a particular red food colouring called cochineal, or colour E120, which is made from ground up beetles.
- The only other thing I can think of is that I've seen almond meal with added fish oil. For the omega 3 presumably, yet it wasn't very obviously labelled. Weird.

## **Baking Tins:**

Despite what cookbooks assume, you are unlikely to own 9001 different cake tins. Fortunately, it's pretty easy to just use a different pan, see below for a rough guide. The important thing is that smaller or flatter tins have a higher surface area/volume ratio, affecting cooking time and possibly optimal temperature. So choc-banana cupcakes will take much less time than the same recipe used for a loaf, and the loaf form may need up to 10 degrees C lower temperature so the outside doesn't burn before the inside cooks.

Some tins or muffin pans are shiny aluminium ones, while others are darker metal. This can affect baking time - darker material absorbs and transmits heat more readily, making things bake up to 10 minutes faster.

Lastly, muffins and cupcakes tend to have more leavening ingredients than most cakes, so you probably want to adjust the recipe if you're switching tins.

# **BONUS FUN NOTESPACE**

# CONVERSION TABLES

There are quite a few cookbooks that like to assume American hegemony and don't list ingredient measurements in metric units. Hence the tables.

## Baking Pan Equivalencies (approximate)

- One 8 x 8 inch square pan = one muffin pan
- = one 9-inch round/springform pan
- = ½ a Bundt pan
- = one 9 x 5 x 3 inch loaf pan
- = one 9 inch deep dish pie plate
- = one 11 x 7 inch baking dish

## Temperature

°F	°C
250	120
300	150
350	180
400	200
425	220
450	230
500	250

## Conversion Formulae

$$[^{\circ}\text{C}] = ([^{\circ}\text{F}] - 32) \times 5/9$$

$$[^{\circ}\text{F}] = [^{\circ}\text{C}] \times 9/5 + 32$$

## Volume

US Measures*		Metric Measures
1 teaspoon (tsp)	-	5 mL
1 tablespoon (tbsp)	3 tsp	15 mL
1 fluid ounce (fl oz)	2 tbsp	30 mL
1 cup	8 fl oz	235 mL
1 pint	2 cups	475 mL
1 quart	2 pints	945 mL
1 gallon	4 quarts	3.79 L

\* US and UK Imperial units are close enough to not matter for baking, with the exception of the pint. The UK pint equals 20 fluid ounces, not 16. Correspondingly, the UK quart and gallon are 20% larger as well.

## Mass

US Measures		Metric Measures
1 ounce (oz)	-	28 g
1 pound (lb)	16 oz	455 g
1 stone (st)	14 lb	6.35 kg

This zine was compiled for the Australian Student Environment Network (ASEN). A pdf should be available on their website:

<http://asen.org.au/zines>

If you want to provide feedback or submit something for a hypothetical followup to this zine, you can contact me at:

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