

Selling Freshwater Prawns At Kentucky Food Festivals



Bulletin by
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Equipment/Setup
Regulations
Economics
Recipes

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INTRODUCTION

Freshwater prawn culture is a relatively new small-scale agricultural industry in Kentucky. Production costs of freshwater prawns are currently too high for this product to become

competitive in

traditional

marketing

channels (e.g.,

wholesale or retail

markets) that are importing low-cost prawns from Asia. Despite this handicap, the local product has freshness to its advantage. While restaurants and grocery stores are generally unwilling to pay a premium for fresh prawns, over frozen prawns, individual consumers are often eager to purchase a freshly harvested product. This has been the basis of the most successful market currently available to most Kentucky prawn farmers: pond bank sales.

However, food festivals can also be profitable



Grillin' Prawns

outlets for local prawn producers. Many festivals emphasize local products, and festival attendees come searching for novelty items.

This bulletin describes the underlying issues in organizing a hypothetical prawn festival: 1) regulations, 2) equipment, 3) costs and profitability, and 4) potential recipes.

Food Festivals: Overview

The basic idea of a festival is selling cooked prawns directly to consumers in a setting that will attract people. For example, the Kentucky State Fair attracts large



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crowds. This fair has a special food court on which a temporary vending site can be established. Kentucky also hosts several annual festivals that are centered on food.

The Bourbon Festival in Bardstown, KY, attracts people from all over the world.

Lexington, KY, hosts a fall harvest festival every year. Vendors can rent booth space at some festivals and sell cooked prawns.

Other festival ideas include on-farm festivals, which are successful when the producer has a faithful clientele, in addition to an effective advertising campaign.

Restaurants, particularly seafood restaurants, also can serve as superb festival sites.

Restaurants can advertise prawn festivals

around special events such as the Kentucky Derby, Mardi Gras, and popular football or basketball games.

A food festival requires a few basic components:

- 1) advertisement to inform the public of the festival,
- 2) a convenient location near population centers: the location also must have sufficient cooking/seating space, in addition to convenient sewage and waste disposal facilities,
- 3) advanced planning with respect to needed equipment and utensils, food storage and preparation techniques so that all food and vending activities are in accordance with



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Kentucky's Food Establishment Act and State Retail Food Code.

Recipes

4) recipes and preparation that are appetizing for customers, and priced adequately to simultaneously offer profit to sellers and value to buyers. Most prawn festivals in Kentucky will involve a temporary food-vending site such as under a tent, or in a booth. Much of the information in this bulletin will focus on temporary food vending operations.



Tents are generally chosen for food preparation areas. Sidewalls/screens keep insects and pests outside.

Kentucky's health regulations prohibit processing of prawns at the cooking site. The

prawns being cooked must either be alive (like a Cajun-style crawfish boil), or whole head-on, or processed and packaged in an *HACCP-approved processing facility. If processed, and frozen prawns are to be used, festivals can be held throughout the year, instead of being restricted to the fall harvest season.

*HACCP, Hazard Analysis and Critical Control Point, (pronounced hassip), is a management system in which food safety is addressed through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product.

Festival Sites

Temporary Food Units

Temporary food vending is a relatively simple affair. At a minimum, it can consist of a tent where food is stored, prepared and sold. Here are some of the basic equipment needs.

- Tent with sidewalls/screens to exclude dust, insects and pests.
- Freezer equipped with thermometer to keep prawn and other frozen, perishable food cold.

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- Hot and cold potable (drinkable) water tanks with faucet.
- A wastewater tank and solid waste bins with lids.
- A propane grill and burner for boiling and frying.



Don't forget propane.

- Propane tanks.
- Stainless steel utensils for holding prawns during boiling and frying. Stainless steel spoons and spatulas for cooking and food handling.
- Two food display tables, and disposable containers, such as disposable aluminum foil trays with covers, for holding cooked prawns.
- Three plastic containers/buckets for utensil washing. A hand-washing station

consisting of at least a water cooler with spigot and a catch basin.

- Bottle of unscented bleach for sanitizing utensils, hand washing detergent and paper towels.
- Disposable hairnets, gloves and aprons.



Sanitize utensils.

Other items to consider

include additional

equipment for preparing side items such as a rice cooker, customer seating, and

entertainment. A potential problem with using

a temporary unit involves inclement weather:

sudden storms can contribute to food

contamination. Consequently, temporary food

operators should cook small batches of food,

commensurate with their customer volume. A

temporary food-vending unit can operate for a

maximum of 14 days, and it must close for 30

days before returning to the same site.

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Operators should contact the health department in the county where the festival is to be held well in advance of the event(s).

Statewide Mobile Food Unit



Three-compartment sinks are required in trailers.

These are trailers equipped with cooking facilities, hot and cold potable water (under pressure), plumbed 3-compartment sink and hand-washing sink, wastewater tank which is 100% larger in capacity than the freshwater tank and impermeable ceiling, walls and floors, that are easy to wash and sanitize. The cooking area is ventilated, usually with an exhaust fan, and screened off to prevent contamination from dust, wind, and pests.

These trailers are usually equipped with propane tanks, a generator, lights, freezer for product storage), and air conditioner.

Statewide mobile units can operate at a site for a maximum of 14 days. These units must carry a statewide permit at all times. More information on the permitting process and inspections can be obtained from your county health department.

The benefit of using a statewide mobile vending unit is convenience and ease of mobility. The trailer, which is easily transported, is well equipped with a freezer, plumbed sinks, and kitchen in close proximity to expedite the cooking and post-festival cleanup process.

The statewide mobile food units are much more expensive than a temporary food vending site. While these trailers can be rented, at a fairly high cost, most individuals using a statewide mobile unit typically purchase their trailers. These individuals are usually career food vendors that use the

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statewide mobile units in multiple fairs and festivals every year. Kentucky prawns can be sold to such food vendors, who would sell cooked prawns in festivals for profit.

Restaurants

Restaurants equipped with certified kitchens can be used for prawn processing and preparation for direct consumer sales. Due to



Prawns may be processed in certified restaurant kitchens.

its convenience and intrinsic advertisement value, one could use a popular restaurant as a festival forum where producers can bring harvested prawns and consumers can enjoy the cooked product in a comfortable atmosphere. Some restaurants offer specials during popular events such as the Kentucky Derby, major sporting events and Mardi Gras, which

can be easily modified to a prawn festival that would draw large crowds.

Regulations

The following is a summary of various regulations found in **Kentucky's Food Establishment Act and State Retail Food Code** that are intended for

the safety of both buyers and sellers at food festivals. Copies of the above bulletin can be obtained from county health departments or

the **Cabinet for Human Resources, Dept. for Health Services, Food & Cosmetics branch, 275 East Main St., Frankfort, KY 40621.** Much of the information

presented here is taken directly from the government bulletin.

Selling Freshwater Prawns

Food Storage and Protection

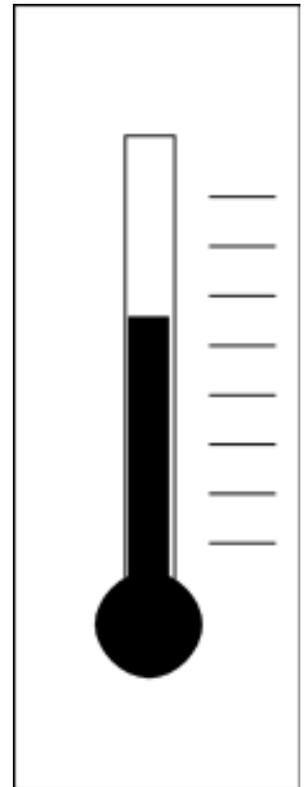
- Food shall be wholesome and free of spoilage. All crustaceans (i.e., prawns, shrimp and crayfish) used must be live, whole-head-on, or processed in an approved environment. All crustaceans (fresh or frozen) must be packed in non-returnable, food grade containers (e.g., plastic Ziplock bags; no garbage bags) with appropriate labeling. Live seafood and unprocessed whole crustaceans on ice also can be cooked at festivals, provided there is no spoilage of the food products.
- Food must always be protected at any stage prior to consumer sales from any potential contamination, physical (e.g., dust, flooding, condensation), chemical (e.g., toxins, unsafe additives), or biological (e.g., micro organisms from pests).
- Potentially hazardous food must be held at 45°F or lower, or at 140°F or higher at all times, except during preparation and serving.

Food stored at 45°F or lower, must be kept in a refrigerator or freezer with a

thermometer, recording the temperature at the warmest area within a 3°F level of accuracy. Potentially hazardous food stored at 140°F or

- higher must be checked with a thermometer, recording the temperature within a 3°F level of accuracy, for consistent internal temperature of at least 140°F.
- Frozen foods must be stored at 0°F or

- lower.
- Food, if removed from its package, must be stored in impervious, non-absorbent, clean, and covered containers (e.g., Tupperware containers with a snap top lid). Breads and

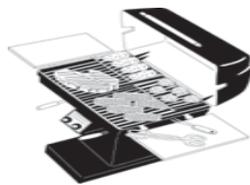


Check temperatures.
Don't guess.

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rolls can be kept in containers covered by linens or napkins. Food must not be stored in contact with undrained ice, under exposed sewer/non-potable water lines (except for automatic sprinkler heads), or in restrooms.

- Food not requiring further washing before cooking must be stored separately from food requiring further washing before cooking.
- Cleaned and sanitized equipment must be kept in a splash-free location, at least six inches off the ground to facilitate air-drying.



Food Preparation

Prawns can be cooked using a variety of recipes. Recipes used successfully at past festivals included grilled, boiled, and fried prawns. Prawns sold at a temporary food-vending site such as a booth in a festival,

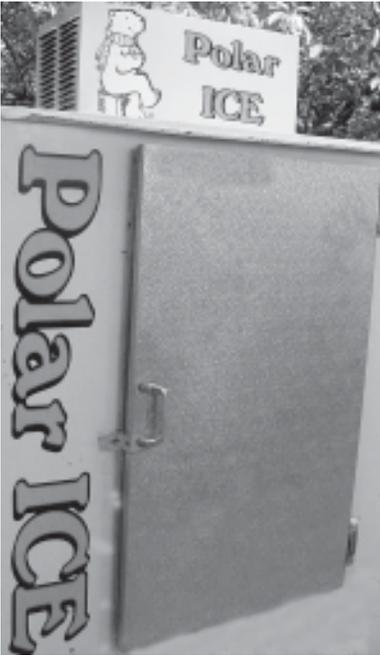
cannot be processed there. Either live prawn, whole head-on prawn on ice, or prawn processed and packaged in a labeled container from a HACCP-approved processing site can be used. If processed prawns are your choice, they have to come from a permitted, HACCP-



Prawns cannot be processed at a temporary vending site.

approved processing site. If unprocessed head-on prawns are used; they will have to be either live or fresh-on-ice. Fresh unprocessed prawns on ice can be used; however, there are some restrictions: 1) the prawns must not be processed, i.e., no body parts removed, 2) they must be continually kept on ice until they are cooked whole for consumer sales, 3) if stored overnight, they must be kept whole in a clean

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Make sure there is a supply of ice nearby.

freezer at a temperature of 32°F or lower for less than 12 days, 4) the freezer must be dedicated to storing prawns and sanitized to prevent contamination, and

5) if prawns are

stored at an off-festival site, the

Department of Public Health must inspect the freezer and general area and certify the storage area as a Food Storage Warehouse (permit cost: \$75/yr, if storage area is less than 1,000 sq ft). All food sold at a temporary vending site must be prepared on site. No home prepared foods can be sold.

Potentially hazardous food (e.g., prawns) that have been cooked and refrigerated must be reheated rapidly to at least 165°F. Hot

food holding facilities such as steam tables cannot be used for rapid reheating. Metal stem-type thermometers, within a 3°F level of accuracy, must be used to ensure that potentially hazardous food has reached the proper internal temperature.

Food Display and Service

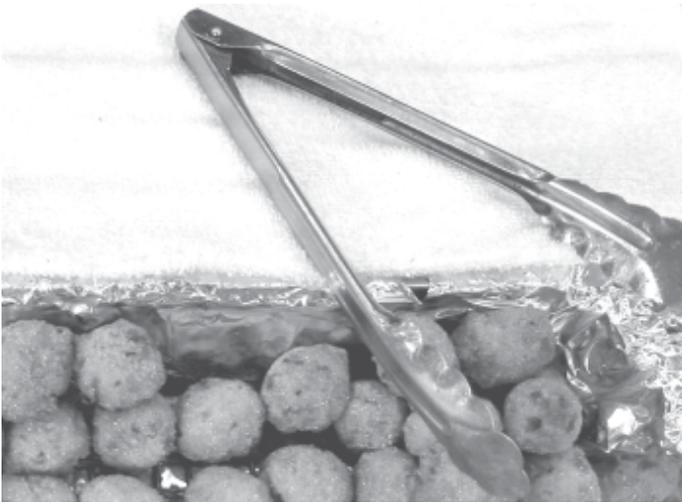
- Cooked prawns must be kept at either 45°F or lower, and 140°F or higher during display and service.
- During display and service food must be protected from contamination. Keeping cooked food under a closed lid will accomplish this.
- Utensils, such as spoons and tongs, must be provided for handling food to reduce chances of contamination. Such utensils can be kept in the food container while not being used, but handles must be stored out of the food.
- Use of disposable items such as aluminum foil trays, plastic forks, and knives is

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required to reduce contamination. Reuse of soiled tableware is prohibited.

Equipment and Utensils

- Multi-use equipment and utensils must be nonabsorbent, corrosion resistant, and safe for food service. Smooth, easily cleanable, stainless steel is



Tongs reduce the chances of food contamination.

preferred. Wood is prohibited as a multi-use food contact surface, except for hard maple, which can be used as cutting boards, salad bowls, and baker's table. Safe plastic and rubber-like materials that resist breakage or

chipping and can undergo regular washing and sanitization are allowed for multi-use purposes. Cast iron can be used as a multi-use food contact surface if it is heated (e.g., grill or skillet).

- All equipment must be free of dents, chips, tears, and amenable to easy cleaning and sanitization. All food contact surfaces must be available for inspection with minimum disassembly, which can be accomplished by using simple hand tools such as a mallet or screwdrivers. All surfaces that can potentially be splashed with food must be smooth, nonabsorbent, free of dents/crevices, and easily cleaned and sanitized.
- Sinks, dish tables, and drain boards must be self-draining. Ventilation hoods must not allow grease and condensation to drip onto food.
- No equipment may be installed near exposed sewer lines, non-potable water

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sources, or any other contaminating source, except for automatic sprinklers.

- Portable equipment use is encouraged for temporary food units. Non-portable equipment must be sealed to a table, floor or mounted on legs that are at least 4-6 inches off the floor.
- All working spaces must be sufficiently unobstructed to allow employees to work without contaminating food or food contact surfaces with clothing or unintentional personal contact.



Cleaning and Sanitization

- A simple sanitization agent can be made by mixing unscented household bleach and clean water (1-cupful per gallon of water). Immerse utensils in

this solution for at least one minute to sanitize.

- Tableware, cooking equipment/utensils, and food contact surfaces must be cleaned and sanitized after each use and following any interruption of operations in which contamination might have occurred.
- If equipment, utensil, or food contact surface is used for preparation of potentially hazardous food continuously, throughout the day, then all such equipment, utensils and food contact surfaces must be cleaned and sanitized a minimum of every four hours. For uninterrupted food service, multiple batches of utensils are necessary such that a clean batch of utensils is always available.

A SIMPLE SANITIZATION AGENT

Mix one cupful of an unscented household bleach for every gallon of water.

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- Food contact surfaces of grilles, griddles, cavities and door seals of microwave ovens must be cleaned and sanitized at least once per day. All food contact surfaces must be kept free of encrusted grease and other accumulated wastes. Nonfood contact surfaces must be cleaned as often as necessary to keep them free of dust, food, and other debris.
- Cleaning cloths must be kept dry and clean; these cloths must not be used for any other purpose. Moist cloths used for cleaning must be rinsed frequently and must be stored in a sanitizing solution between uses.
- To use a 3-compartment sink, utensils must be first flushed (all debris scraped off) and then washed in a hot detergent solution (at 95°F, or higher) in the first compartment, rinsed in the second compartment, and sanitized in the third compartment. In temporary food vending situations, three



Nonfood contact surfaces must be cleaned as often as necessary to keep them free of dust, food, and other debris.

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large plastic containers or buckets can substitute for the 3-compartment sink. The sink compartments/buckets must be large enough to permit complete immersion of utensils in the solution. The washing, rinsing and sanitization solutions must not be allowed to get excessively dirty; they must be replaced with clean solution as often as necessary. Wastewater must be collected in a tank for proper disposal.

- Washed and sanitized equipment must be air dried or stored in a self-draining area, at least six inches off the ground. Stored equipment must not be in the vicinity of chemical, biological or physical contamination.

Employee Practices and Cleanliness

- Employees must not consume food, drink or tobacco products in areas that could contaminate other food, equipment or utensils.

- Employees must handle soiled tableware, and leftover food in such a manner to minimize contamination of their hands.
- Use of food-service gloves is recommended, but not required. Replace soiled gloves as often as necessary.
- Employees must maintain a high degree of personal cleanliness, remove insecure



Food-service gloves are recommended.

jewelry, and keep their hair and body covered by use of hairnets, snoots,



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gloves, and aprons to minimize chances of contamination.

Lavatory, Waste Disposal and Sewage

- Lavatories should be conveniently located near the food preparation area, utensil wash area, and adjacent to toilets. Lavatories must have a hand-washing station (for temporary events: water cooler with a spigot and a catch basin), soap/detergent and disposable hand towels/air dryer. Common towels are prohibited.
- Sinks used for food preparation and utensil cleaning cannot be used for hand washing.
- Garbage must be kept in insect-proof, rodent-proof containers, that can be lined with plastic bags.
- Garbage containers must have tight-fitting lids that must be kept closed when not in use. A sufficient number of



Waste must be kept in insect-proof, rodent-proof containers that can be lined with plastic bags.

garbage cans must be available to store all the garbage. On a regular schedule, each garbage container must be cleaned inside and outside with hot water and detergent, being careful that it does not contaminate food, utensils, or equipment.

- Garbage and refuse must be disposed of in a manner consistent with state and local laws.
- All sewage, primarily wastewater, must be disposed of in public sewers; if public sewers are not available, a private

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system (e.g., septic tank) can be used, provided the design, construction and operation of private sewers follow the

requirements of the **Cabinet for Health Services** contact telephone: **(502) 564-7181**.

If available later, connections to private sewers must be terminated in favor of public sewer systems.

health department and approved by the State Division of Plumbing.

- Potable water must be under pressure in statewide mobile unit; water pressure due to gravity is allowed for temporary units. All potable water systems, particularly faucets, must be equipped with backflow protection.
- Unless properly trapped, there must be no direct connection between a sewage system and a drain from sinks in which food, utensils, etc., are kept.

Plumbing



- Temporary food-vending

units typically have minimal plumbing.

Plumbing is more extensive in statewide mobile units. All potable-water hookups requiring hoses must use food-grade hoses.

A statewide mobile unit will need its plumbing plan submitted through the local

Permits and Inspections

Individuals interested in operating a temporary food unit or a statewide mobile food unit must first contact their local county health department office. Novice food vendors should discuss with a local health department official the location, timing and

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Be prepared for a daily visit from a Health Dept. representative.

the individuals who would setup the food booths. This discussion should also extend into the temporary food

return for a minimum of 30 days within the permit year.

Temporary or statewide mobile food unit operators should expect inspections from the health department of the county of operations. If regulations are not followed, penalties could be exacted, and, in certain cases, the food vending operation might be terminated. The frequency of inspections depends upon the length of the festival.

vending regulations and proposed menus. Temporary food vendors must submit an application to their local health department with a permit fee of \$25 (1-3 day events) or \$30 (4-14 day events). For a statewide mobile unit operator, an annual permit can be purchased that allows unlimited vending days for a fee of \$120. However, the unit must move every 14 days from a site, and cannot





ECONOMICS

This section outlines the estimated costs of holding a prawn festival at a temporary food-vending site. Prawns are harvested only during fall; as such the temporary food-vending site is the chosen model because most prawn farmers in Kentucky, intending on holding a festival, are unlikely to purchase or rent a statewide mobile unit. A few producers having special contacts with restaurants might consider having a festival at the restaurant.

Assuming that a prawn festival is organized at a temporary food-vending location, the organizers will have selected a

suitable site with access to municipal sewers and a municipal landfill. A few weeks prior to the festival, flyers, newspaper, and radio advertisements should announce the festival to the general public. The organizers/operators are going to rent a tent, and purchase equipment such as a freezer, water tanks, utensils, grill, fryer, etc. Operating costs would include processed prawn tails, side items (e.g., hushpuppies, coleslaw), marinade, tableware, propane, other fuel, ads and fees.



Operating costs include side items.

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Essential Equipment

- Tent with screens for food storage, preparation, and utensil/hand-cleaning activities (rent: \$400). If food is cooked on a grill, outdoor cooking is allowed.



Kentucky Pork Producers have a freezer To Go.

- Freezer for keeping perishable items, such as prawn tails, cold (\$200).

- Hot and cold potable water tanks (\$100). These are assumed to be 50 gal. Rubbermaid-type tanks, fitted with a faucet.
- Wastewater tank (\$50) and solid waste containers (2 × \$15)
- Food display tables (2 × \$100)
- Plastic containers for utensil and hand washing (4 × \$10).
- Food serving trays (\$40)
- Propane Grill (\$300) and fryer (\$50)
- Thermometers (\$20)



The cost of booth rental space increases at State Fairs. Fees should be less at county and local events.

Fixed Costs, Fees and Insurance

Equipment ownership cost: \$1,030; tent rental: \$400; insurance: \$500; operating fee: \$30.

Land or booth space rent is an additional cost.

Typical booth rents for small festivals are \$50-100/day; however, large festivals, such as the State Fair might require a significantly higher outlay. The advertisement budget of \$2,000 includes newspaper and radio advertisements for a 6-week period.

Occasionally, newspapers, radio and TV stations can be persuaded to do a free story on a local prawn harvest and festival.

Selling Freshwater Prawns

Item	Cost	Lifespan	Annual Depreciation	Annual Interest
Freezer	\$200.00	5 years	\$40.00	\$10.00
Potable water tank, wastewater tanks, and waste containers	180.00	5 years	36.00	9.00
Food display tables	200.00	10 years	20.00	10.00
Plastic containers, food trays, and thermometers	100.00	2 years	50.00	5.00
Propane grill and fryer	350.00	5 years	70.00	18.00
TOTAL	\$1,030		\$216.00	\$52.00



We assume that in the course of a 2-day festival 800 lbs. of tails would be sold. Total cost = Operating cost for 800 lbs. of prawn tails + Fixed cost (depreciation and interest charged for 2 days) + Tent rent + Insurance + Advertisement + Fees for a 2-day festival (booth rent and Dept. of Public Health fees) = \$13,592.40 + \$1.46 + \$400+ \$500 + \$2,000 + \$130 = \$16,624. Total cost/serving = \$5.77. If each serving is sold at a price greater than

\$5.77, the sellers will receive a profit.

Assume that each serving is sold for \$8.00, that is a profit per serving of \$2.23; 400 lbs. of prawn tails, sold per day, would amount to a profit of \$3,211/day. Current commercial yields have been in the vicinity of 800 lbs./acre (whole prawn) or 400 lbs./acre (prawn tails), on average. Given that the above budgets take into account the production costs of prawn (i.e., processed prawns are

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Operating Costs for a Freshwater Prawn Festival

Assume prawn tails are procured at \$12.00/lb., and that prawn tails are (on average) 18 count (i.e., 18 tails/lb.) Also assume that each serving contains 5 prawn tails. Therefore, 400 lbs. of prawn tails = 1,440 servings.

Item	Quantity/Day	Unit Cost	Total Cost
Processed Prawns	400 lbs.	\$12.00	\$4,800.00
Side items	1,440 servings	.50	720.00
Marinade	2 bottles	10.00	20.00
Spices	2 dispensers	5.00	10.00
Plates, forks, etc.	1,440 servings	.50	720.00
Labor	32 hours	10.00	320.00
Propane	3 bottles	50.00	150.00
Chemicals (soap, bleach)		15.00	15.00
Water	100 gallons	.012	1.20
Fuel	10 gallons	1.50	15.00
Fees			25.00
TOTAL			\$6,796.20

being purchased at \$12/lb), our analysis suggests that even with a modest profit margin of \$2.23 per serving, producers

involved in a small food festival can expect to receive a return in the neighborhood of \$3,000/day.

Festival Information

Information regarding festivals typically includes 1) festival name, 2) location and date, 3) purpose of festival, and 4) information for a contact person. Several existing sites on the Internet provide valuable and up-to-date information on Kentucky's festivals. Currently, there is a Web site dedicated to festivals in Kentucky: www.kyfestivals.com. Additional information also can be obtained by contacting Kentucky's Department of Tourism at 1-800-225-8747.



Consider teaming with other Kentucky vendors to defray overhead costs.



Summary

Temporary food festivals are a unique means of selling locally grown prawns. While locally grown prawns are not price competitive with respect to imports, they can be available fresh, or even live, which is a marketing asset for direct sales to individuals seeking fresh seafood. Food festivals, scheduled around important social events, have proven in the

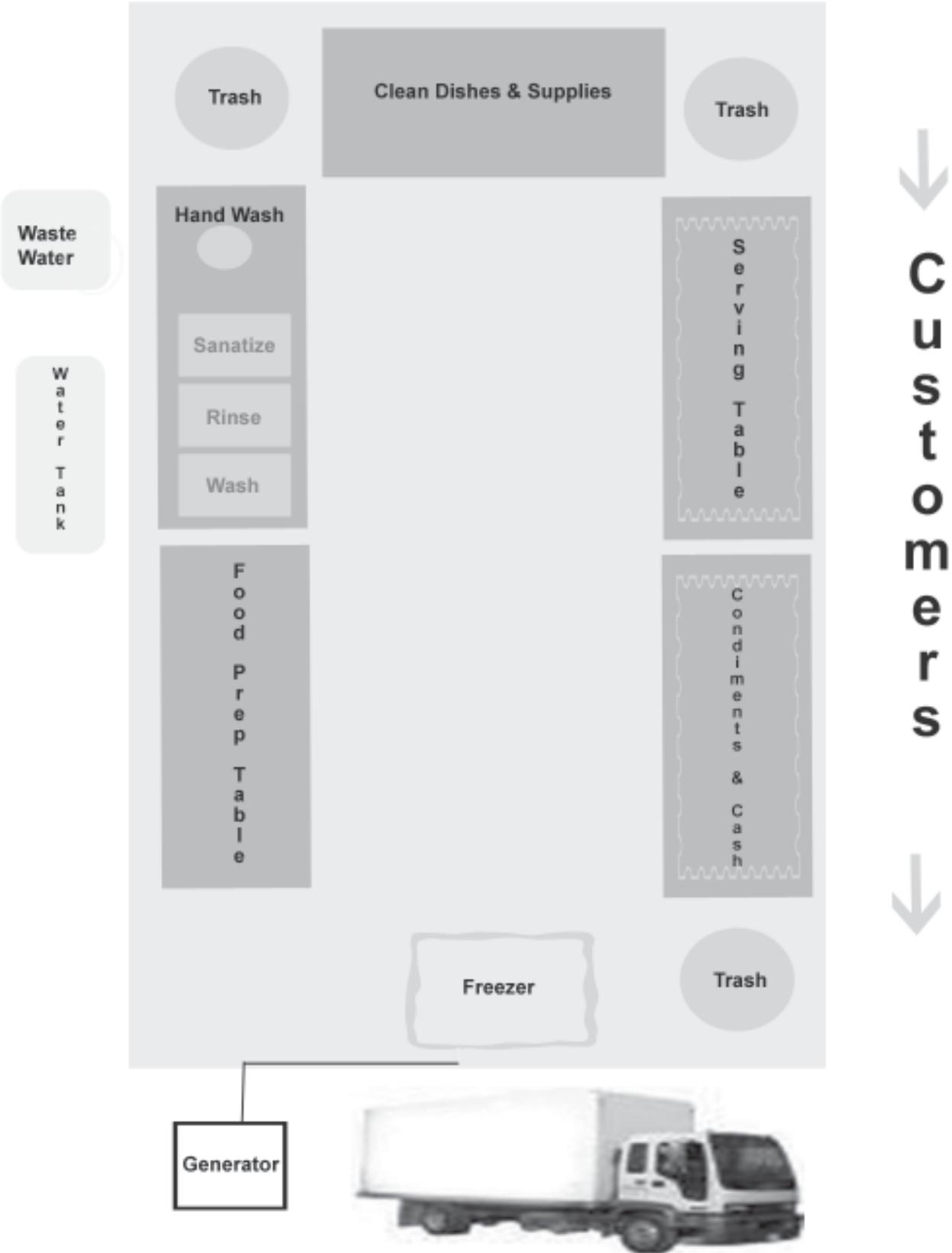
past to be crowd attractors in which entrees cost in excess of \$7.00 per plate. The economic analysis, outlined previously, indicates that sellers could make a profit selling prawns at these prices. This allows food festivals to be a potentially lucrative market for fresh, locally grown prawns.



The Kentucky Aquaculture Association reported brisk business at its Rainbow Trout and Catfish booth at the 2003 Kentucky State Fair in Louisville.

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TENT LAYOUT



Cajun Boiled Prawns

3 lemons sectioned
1 lb. small, white onions
5 lbs. small, red new potatoes (with some skin removed)
5 lbs. corn-on-the-cob (clean and broken in half)
1 large can Tony Chachere's Creole Seasoning
2 cups rock salt
3 tablespoons red pepper
1 medium jar prepared (dry) mustard
2 bags dry crab boil mix
20-30 pounds live prawns
2 cans beer (optional)

Serves about 50

Place 30-quart pot $\frac{1}{4}$ filled with water over high heat. Add lemons, onions, rock salt, red pepper and mustard. Add crab boil mix, breaking bags, and boil for 5 minutes. The aroma will knock your head off, but seasoning must be strong to permeate prawn shells.

Add the new potatoes and corn, and let boil for 5 minutes. Add prawns. Return to boil for 3 minutes, adding beer during the last 2 minutes. Cover pot, turn off heat, and allow to simmer 3 minutes.

Scoop prawns out of pot with a strainer or colander and let the liquid drain back into pot before placing the prawns into a Styrofoam cooler—lined with 2 layers of aluminum foil. (Be careful with plastic coolers because the heat may cause them to warp.) Alternate the layers of shrimp with layers of Tony's Chachere's Creole Seasoning. Cap with aluminum foil, seal the top on, and let steam in its own juices for 10-15 minutes.

To serve Cajun style, heap prawns, potatoes and corn in the middle of an old redwood table under trees, roll up your sleeves, and dig in! When finished, hose down everyone and everything in sight.

Spicy Baked Shrimp

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Ingredients:

1 1/4 pounds large shrimp

Juice of 1 lemon

2 cloves fresh garlic, minced

1/2 teaspoon Tabasco, or to taste

1 teaspoon chili powder

1/2 teaspoon ground cumin

1/2 teaspoon salt

1 tablespoon vegetable oil

Serves Four

Peel the shrimp and place it in a medium bowl. Add remaining ingredients except oil and toss the shrimp to coat it (you can do this in the morning and refrigerate the shrimp until dinner, if desired). Set aside.

Heat the oven to 425 degrees. Coat a wide baking pan with vegetable oil. Scatter the shrimp on the baking pan and bake 12 to 15 minutes, or until the shrimp are opaque and just cooked through.

Serve with sliced tomatoes and creamy cooked potatoes.

Simple creamy potatoes: Choose whatever kind of potato you prefer. If using baking potatoes, peel them and cut them into quarters; if using thin-skinned, waxy fleshed potatoes, cut them only if they are large. Boil in water until tender and coat with a little sour cream, seasoning well with salt, pepper and a little dried dill if you like.

Notes

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