

the FRESH 20

SUPERMARKET TACTICS



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Grocery shopping is a necessity but with so many other obligations, it can often feel like a burden. Supermarkets can at times feel overwhelming, like a maze of products.

Do you ever feel like you don't know what to think about first: will my family eat what I cook? Is it organic? Is it GMO free? Take some of the stress out of shopping.

The best strategy for smart shopping is to develop knowledge, awareness, and routine. Work from lists, shop with purpose and the experience will become more enjoyable. Also, if you can, choose a time to shop when stores are less crowded. Some areas of the country now offer online shopping and delivery services. These are great options if you have a busy schedule or feel more in control shopping virtually.



CHOOSE	AVOID
1 Ingredient	More than 5 ingredients
1-5 pronounceable ingredients	Anything you cannot pronounce
No marketing or health claims needed	Health claims, front of box marketing
Grown locally, regionally or at least nationally	Shipped across oceans
Raised Humanely	Routinely given antibiotics or growth hormones
Found in nature	Created in a lab

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TIPS FOR MORE EFFECTIVE SHOPPING:

- **Start with a comprehensive weekly list.** Keep your basic building blocks list up to date so you know what staples need to be replenished. Have a budget and a plan.
- **Mostly, you will do better around the perimeter.** But still be alert: some stores now flood the perimeter with processed foods as well.
- **Be aware of health claims.** Foods that need health claims are usually not healthy.
- **Choose some convenience foods that don't detract from health** such as frozen vegetables or canned beans.
- **If your local store employs a dietitian,** book time to learn about the products carried in the store.
- **Learn to read labels and ignore claims.**
- **Know how your splurges fit into your budget.** Not all healthy food is expensive, but some is, so plan ahead if you are restocking a more expensive item.
- **Get out of the supermarket.** Sometimes, especially in the warmer months, its less expensive and definitely more enjoyable to find produce at a local farmers market, or by joining a CSA.
- **Find a store with good bulk bins.** You can save money and waste by buying bulk. Grains, nuts and seeds are usually the most common items to buy in bulk.
- **Buy and freeze.** For example, purchase the best quality fish when its available on sale and freeze portions for later use.

HOW TO READ FOOD LABELS

- Look at serving size and servings per container
- Look at fats, specifically type of fat. Cross reference with ingredient list
- Consider sodium. Should this food have added salt?
- Look at sugar content. Again, cross reference with ingredient list. Be aware of multiple/hidden sugar
- Consider fiber, especially when considering the food as part of a total day (25g)
- Protein is not just a number. What are the sources of protein - natural or synthetic? Explain synthetic protein
- Consider the ingredients. Do you recognize the ingredients?
- Ingredient lists can change. What was added/deleted/replaced?

READING FOOD LABELS

Calories and
Calories from Fat

Nutrition Facts	
Serving Size 56g Servings Per Container 7	
Amount Per Serving	
Calories 210	Calories From Fat 25
	% Daily Value *
Total Fat 2.5g	4%
Saturated Fat 0.5g	2%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 190mg	8%
Total Carbohydrates 44g	15%
Dietary Fiber 5g	10%
Soluble Fiber 2g	
Sugars 0g	0%
Protein 6g	0%
Vitamin A 10%	Vitamin C 10%
Calcium 10%	Iron 0%
Thiamin 25%	Riboflavin 25%
Niacin 25%	Vitamin B6 25%
Phosphorus 20%	Zinc 25%
* Percent Daily values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total Fat	Less than 60g 90g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

Serving Size and
Servings per Container

Nutrient amounts,
percentage of daily value

Daily values based on
2000 calorie or 2500
calorie diet

- Ingredients listed in descending order of predominance by weight
- Look for duplicates with different names
- The fewer ingredients, the better

Example:

Oatmeal Squares: Whole Oat Flour, Whole Wheat Flour, Brown Sugar, Sugar, Maltodextrin, Malted Barley Extract, Molasses, Sodium Bicarbonate, Salt, Calcium Carbonate, Reduced Iron, Sodium Ascorbate, Yellow 5, Niacinamide*, Zinc Oxide, Bht (A Preservative), Vitamin E Acetate, Vitamin A Palmitate, Yellow 6, Thiamin Mononitrate*, Pyridoxine Hydrochloride*, Riboflavin*, Folic Acid*

Oatmeal: 100% Natural Whole Grain Rolled Oats