

SMART GROCERY SHOPPING

CHOOSING FOR HEALTH AND VALUE

WHAT DOES SMART GROCERY SHOPPING MEAN?

It means filling your cart with healthy foods so you can eat better at home. It's about zeroing in on the aisles with the freshest, most nutrition-packed choices.

How do your grocery shopping choices affect your life right now?

WHAT'S MOST IMPORTANT TO YOU?

- **Better diet.** Simply thinking about your purchases can help you eat healthier.
- **Supporting the local economy.** Farmers markets—and some grocery stores—offer options that support local farms and growers.
- **Organization.** Starting with a list prevents those cravings-based impulse buys.
- **Saving money.** Low-cost, high-nutrition staples may bring down total grocery bills without sacrificing the quality of your meals.
- **Variety.** Trying different types of fresh, whole foods can offer more nutritional bang for your buck.

TRY THIS AT HOME

Create your list by downloading an app on your phone or jotting your list on paper. Check your fridge and pantry so you get what you really need. And don't go to the store hungry—being full helps avoid impulse purchases.

FIVE WAYS TO GET STARTED



Shop the perimeter of the store. Find the healthiest foods (low-fat meat, poultry, fish, fruits, vegetables) there and avoid packaged junk foods.



Try a farmers market, with a focus on buying fruits and vegetables from local growers.



The rule of five for breakfast cereal: Pick cereals with at least five grams of fiber and no more than five grams of sugar.



High nutrition, low cost. Choose pantry or freezer staples like vegetarian refried beans, quinoa, whole-grain tortillas, frozen vegetables, or canned salmon.



Avoid buying foods with artificial sweeteners, trans fats or saturated fats whenever possible—many processed foods contain these unhealthy ingredients.

REALLY? I DIDN'T KNOW THAT!

- If the label reads “100 percent organic,” it means the product is made entirely from organic ingredients. “Organic” means at least 95 percent of the ingredients are organic, and “Made with organic ingredients” means at least 70 percent.
- Some brown bread isn’t whole wheat, and some white bread is—it’s made from lighter-colored whole grains. Your best bet? Choose those that read “100 percent whole grain” or have “whole wheat” as the first ingredient.
- A pear will ripen on the counter, but if you want to speed it up, you can put it in a paper bag. Same goes for kiwis!
- When it comes to grains (like quinoa, barley and bulgur), one serving is a half-cup of cooked grains.



PLAN FOR YOUR ROADBLOCKS

We all encounter roadblocks from time to time. Try planning ahead with this technique recommended by personal-change experts: First, envision the benefits of reaching your goal—starting with your personal vision. Then, imagine your biggest roadblocks and how you’ll get past them.

ROADBLOCK	STRATEGY
When I don't plan my meals, I buy whatever's most convenient, and that gets expensive.	I make a thoughtful list and stick to it.

WRITE YOUR PERSONAL VISION

Create a short phrase capturing a benefit of smart grocery shopping—whichever benefit is most important to you. Say it anytime you start to veer from your new path.

Example: Stay to the perimeter of the store for fresher, healthier food.

My personal vision

WHO SUPPORTS YOU IN YOUR EFFORTS TOWARD SMART GROCERY SHOPPING?
