



GS3

GROCERY SHOPPING

Smart, Fearless Shopper

Time: 70 Minutes

Do you ever feel overwhelmed when you grocery shop? You're not alone. Take a grocery store tour to learn how to make heart-healthy and budget-friendly food choices for your family. Guided by a nutrition expert, you will compare fresh, frozen and canned fruits and vegetables; understand pricing; and learn how to interpret in-store signage and much more.

OBJECTIVES:

Describe at least two tips for heart-healthy grocery shopping.

Understand when to choose fresh, frozen or canned fruits and vegetables as you shop for cost-effective meals.

Learn how to compare unit prices.

Learn how to interpret in-store marketing and signage.

IF COMPLETING THE IN-STORE GROCERY STORE TOUR:

SETUP

- Review in-store preparation, talking points and follow-up.
- Bring clipboards, blank, lined paper and pens for each participant (for taking notes).

RECAP

- Pass out handout(s) and invite participants to go through it at home. Encourage participants to think about goal setting related to grocery shopping. *10 minutes*

INTRO

- Welcome participants and introduce the tour guide.
- Take care of any housekeeping items (closest bathroom, water fountain, etc.).
- Give a brief description of the educational experience. *10 minutes*

GOAL SETTING/CLOSING

- Engage in a goal setting activity from the bank of options provided in the facilitator guide. Pass out the Setting SMART Goals handout to participants.
- Thank participants and encourage them to join the next activity. (Provide date/time/location if known.) *20 Minutes*

ACTIVITY

- Participants will explore a grocery store to practice how to make heart-healthy and budget-friendly food choices. *20 Minutes*



NOTES: Read legal liability disclaimer(s), if applicable, before activity. Refer to Resource List for all necessary supplies and handouts.

IF COMPLETING THE MOCK GROCERY STORE TOUR:

SETUP

- Review resource list and print it out. Purchase all necessary supplies.
- Set up the meeting space like a grocery store with signs (as displayed on the Shop the Perimeter handout) and food items in designated sections.
- Place cooking utensils at demo station.
- Provide computer, internet access, and projector, if available.

INTRO

- Welcome participants and introduce yourself.
- Take care of any housekeeping items (closest bathroom, water fountain, etc.).
- Give a brief description of the educational experience.
- Engage in an icebreaker to gauge topic knowledge from the bank of options provided in the facilitator guide. *10 Minutes*

DEMO

- Play video(s) or demonstrate content (see demo script). *10 Minutes*

ACTIVITY

- Participants will explore a mock grocery store to choose their ingredients to make the Green Monster Smoothie. *20 Minutes*

RECAP

- Pass out handout(s) and invite participants to taste their smoothie while going through the handout(s) together. *10 Minutes*

GOAL SETTING/CLOSING

- Engage in a goal setting activity from the bank of options provided in the facilitator guide. Pass out the Setting SMART Goals handout to participants.
- Thank participants and encourage them to join the next activity. (Provide date/time/location if known.) *20 Minutes*



NOTES: Read legal liability disclaimer(s), if applicable, before activity. Refer to Resource List for all necessary supplies and handouts.

Smart, Fearless Shopper Resource List

IN-STORE GROCERY STORE TOUR:

- ☐ Clipboards
- ☐ Lined paper
- ☐ AHA's [Simple Cooking with Heart Grocery Guide](#)
- ☐ Pens

MOCK GROCERY STORE TOUR:

HANDOUTS/VIDEOS

These resources can be found on the AHA's YouTube channel or heart.org.

- ☐ Shop Smarter for Prices Demo video
- ☐ Fresh, Frozen vs. Canned Demo video
- ☐ Shopping the Perimeter Demo video
- ☐ [Big Green Monster Smoothie recipe](#)
- ☐ [Seasons of Eating handout](#)
- ☐ [Simple Cooking with Heart Grocery Guide](#)
- ☐ Shop the Perimeter handout (please locate in this guide)
- ☐ What is a Unit Price? handout (please locate in this guide)
- ☐ Setting SMART Goals handout (please locate in this guide)

SPACE SETUP

- ☐ Chairs and tables for participants
- ☐ Pens for participants
- ☐ Folders
- ☐ Computer, internet access, and projector, if available

ACTIVITY INGREDIENTS* AND SUPPLIES**

- ☐ Grocery store section signs (make based on Shop the Perimeter handout)
- ☐ 1 green apple
- ☐ 1-2 handfuls of spinach
- ☐ ¼ large cucumber
- ☐ 1 kiwi
- ☐ 2 Tbsp. fresh lemon juice
- ☐ 1 cup fat-free or low-fat milk or non-dairy alternative or water
- ☐ 2 tsp. honey
- ☐ 1 cup ice cubes
- ☐ Blender
- ☐ Measuring cups/spoons
- ☐ Chef's knife
- ☐ Cutting board
- ☐ Peeler
- ☐ Cups (for tasting)

**Recipe serves 6 people; please multiply ingredients as necessary for your participants.*

***Purchase appropriate number of supplies for your participants. Participants can divide into teams and share supplies and ingredients.*

Smart, Fearless Shopper: In-store Preparation, Talking Points and Follow-Up

PREPARING FOR THE TOUR

- You will need to contact a local grocery store (near where your participants live) that has affordable products.
- If the majority of your participants do not speak English as their primary language, ensure the tour guide is bilingual or arrange for a translator.
- Give preference to a store that has an in-store dietician but if you cannot find one, see if a local Aramark dietician or AHA volunteer can help.
- If your participants don't have cars, select a store that can be reached via public transit or is in walking distance from your regular meeting site.
- Request approval to hold a tour by calling or scheduling a visit with the store manager. If needed, share the benefits with the store of hosting the tour:
 - Recommending the store
 - If the tour is led by a local health professional, his or her credibility can boost the store's image
 - Promoting the store's brands
 - Offering the store the potential for new shoppers and/or returning shoppers
- When approval is secured, work with the manager to schedule the tour for a time when the store has less traffic, so you will not interfere with the others who are shopping. This will also give your group more room to explore the store.
- An ideal size for a group tour is 5-15 people. If your group size exceeds 15 people, it is recommended that you split the group into two smaller groups. If you do this, consider grouping together people with similar interests, such as mothers with young children or adults with a common health issue, such as hypertension (high blood pressure). This allows for more focused messages tailored to the audience.
- Before the tour, meet with the manager and your tour guide together to discuss the purpose of your tour and any special needs of your group.
- Discuss and agree on a meeting place for the start of the tour (main entrance, cafeteria, meeting room, etc.)
- Ask the manager if tour participants could taste any health food samples or receive special discounts/giveaways, such as coupons, gift certificates, reusable tote bags with the store's logo, or other savings.

PREPARING THE TOUR GUIDE

- If the tour guide is an in-store registered dietician, he or she will likely have a standard tour format. If the tour guide is not employed by the store, do a walk through in advance.
- Meet with the tour guide in advance and provide background about your group's demographics and current knowledge level regarding choosing nutritious, budget-friendly foods (if known). Request that the tour provide hands-on opportunities for participants to practice the lesson material, such as reading and comparing food labels.

TOUR TALKING POINTS

- Highlight nutritious, budget-friendly choices in each food group/each section of the store.
- At least two times during the tour, stop to read the food label on a product and/or compare the labels of two similar products. Encourage participants to pick up items and follow along as the tour guide discusses the food label.
For example:
 - Put several cuts of meat side-by-side: lean (round, loin), medium (chuck) and high fat cuts (prime rib, brisket, chicken legs with skin). Ask for volunteers to identify the leanest cut. Show them how the saturated fat is distributed in the meat and the health consequences of eating too much.
 - Show packages of ground meat and turkey. Ask participants to identify which is leaner. Give tips on reading labels to identify fat percentage and cut type and how to use this to select ground meat and turkey.
 - Provide an example of how to identify whole-grain items using the ingredient list. Allow participants to compare the fiber content of whole-grain items vs. enriched/refined items (such as bread, pasta, or cereal).
- Provide examples of how to identify added sugars (potential products: sweetened cereal or yogurt) and trans fats (potential products: microwave popcorn, baked goods) on ingredient lists.
- At least two times during the tour, stop to compare unit prices of items that are similar in nutritional quality (e.g., two different brands of canned fruit or whole-grain cereal).
- Point out items offered in bulk and compare their unit price to non-bulk items.

In-store Preparation, Talking Points and Follow-Up (Continued)

- Point out features of the supermarket, such as end-aisle (also called end-cap) displays, other promotional displays in the store, the way that products are slotted on the shelf (which ones are at eye-level versus bottom and top shelves), etc. Explain how the store setup can make shoppers likely to purchase certain items.
- If food samples will be offered, focus on fruits and vegetables. Consider cut-up chunks of produce on toothpicks. Distribute samples at the end of the tour rather than passing out samples while the tour guide is speaking.


FOLLOW-UP

- Send a thank-you note to the store manager and your tour guide. You may consider getting a large card and asking participants to sign it.

Smart, Fearless Shopper Demo Script


Use if video capabilities are unavailable.


Pass out Shop the Perimeter and What is a Unit Price? handout before the demonstration so participants can follow along.

 **SAY:** When you are planning your next trip to the grocery store, try to remember this key phrase: shop the perimeter.


This means to focus your shopping where healthy foods are usually located.


Hold up Shop the Perimeter handout and invite participants to look it at while you present.


 **SAY:** As you can see, fresh fruits and vegetables are a good starting point when you arrive at the grocery store, then whole-grain breads, the seafood section, meat/deli, dairy, and the frozen fruits and vegetables section. In the middle aisles, you can still find some healthy choices, such as canned fruits and vegetables (without added sugar or sodium), herbs and spices, and whole-grain foods. However, there are many less healthy non-perishable groceries in these aisles. So try to spend the bulk of your time on the perimeter.

 If you are traveling to the middle aisles, remember to look at the price tag and locate the unit prices when comparing two healthy options.


Hold up What is a Unit Price? handout and invite participants to look it at while you present.


 **SAY:** For example, if you are deciding which whole-wheat loaf of bread to purchase, you can look at their price tags and look for the price per ounce. If this number isn't provided for you, you can always calculate it yourself by finding the number of ounces in the package and dividing the total price of the item by the number of ounces.

 It's also a good habit to locate the Nutrition Facts label and look at the serving sizes to determine how many people in your family that food can serve. Budgeting and purchasing ingredients for healthy meals can be easy when you're equipped with the right tools!

 **SAY:** Now moving to the decision of fresh or frozen versus canned fruits and vegetables.

The good news is that all produce counts, which means canned, fresh and frozen varieties can help you reach your goal of eating enough produce.

 Here's how to pick the best produce of the bunch:

 **Canned fruits and veggies** are convenient to have in your pantry for times you can't get to the store; they can even be kept at work (with a can opener) for an afternoon snack. Since they don't expire quickly, you won't waste money when buying canned veggies, which sometimes happens with fresh produce that goes bad.

- Watch for sodium: Sodium is usually added to canned foods to preserve them. Look for low-sodium, reduced-sodium or no-salt-added labeled foods. Compare the sodium content on the Nutrition Facts label and choose the product with the lowest amount. Rinse and drain canned veggies to reduce sodium even more.
- Watch for added sugar: Look for fruit that's canned in water, its own juice, or light syrup (rinse and drain).

 Delicious uses:

- Add rinsed and drained cans of corn, tomatoes and pinto beans or any other vegetable to low-sodium chicken broth for a super-fast and filling vegetable soup.
- Use a blender, food processor or a fork to mash rinsed and drained garbanzo beans, Great Northern beans, or any beans into a bean dip for baby carrots; add a little lemon juice and garlic powder for some zip.
- Serve canned fruit as a dessert topped with low-fat, no-sugar-added yogurt; or top whole-grain cereal with canned fruit.

Smart, Fearless Shopper Demo Script (Continued)



SAY: **Frozen fruits and vegetables** are picked at the peak of ripeness and then flash frozen to preserve optimal nutrition. They last for several months in the freezer and can be a very economical choice.

- Watch for sodium: Compare the sodium content on the Nutrition Facts label and choose the product with the lowest amount. Sauces and seasonings can contain excess salt and add calories.
- Watch for added sugar: Choose 100% frozen fruits without added sugars.



Delicious uses:

- When you boil pasta, throw in some frozen veggies at the end of the cooking time for added nutrients and variety.
- Whip up a smoothie of frozen fruit, fat-free or low-fat milk, and yogurt.
- Mix frozen berries into baked goods and oatmeal.



SAY: **Fresh fruits and vegetables** are easy, portable choices. Whenever you leave the house, get into the habit of stashing a fresh snack in your purse or backpack; think: apple, orange, banana, grapes or baby carrots. These snacks will keep you energized and help you avoid less-healthy snacks at the vending machines.

- Look for seasonal choices: Your heart-healthy recipes will taste even better with produce that's in season.



Delicious uses:

- Always top sandwiches with extra vegetables.
- Serve cut-up veggies with hummus or a "light" dip for a healthy snack.
- Serve a colorful fruit salad for dessert.
- Add pureed fruits and veggies to sauces, smoothies, soups and more for a boost of flavor and nutrients.

Smart, Fearless Shopper Activity Script

Divide participants into teams and pass out the Seasons of Eating handout and the Big Green Monster Smoothie recipe.

Ask participants to review the Seasons of Eating handout for a few minutes with each other.



SAY: Who can tell me which fruit and vegetable ingredients are in season?

Pause, wait for response(s).



SAY: If your fruit and vegetables are not in season, what are your options?

Pause, wait for response(s).



SAY: Of the listed ingredients in the Big Green Monster Smoothie recipe, are any of the produce items in season?

Pause, wait for response(s).

Provide response (dependent on current season when you are facilitating the class).



SAY: You can always choose canned or frozen vegetables with low-sodium, reduced-sodium or no-salt-added or canned/frozen fruits in their own water/juice.

Invite participants to find their ingredients in the mock grocery store and return to their stations to make the smoothie and ask them to also collect their cooking utensils from the demo station (if applicable).

Remind participants to share the following ingredients with one another: spinach, cucumber, lemon, milk, honey and ice cubes.



SAY: Once everyone is done making the recipe, divide it into tasting cups and share with your team.

Big Green Monster Smoothie



Per serving:
53 Calories
0.0 g Sat. Fat
30 mg Sodium

Makes 6 servings

This yummy smoothie is a great way to get a lot of fruits and vegetables in at one time! Smoothies are great for kids and adults, so you can make this whole recipe and share with the family.

INGREDIENTS

- ☐ 1 green apple (leave skin on), cored, cut into large chunks
- ☐ 1-2 handfuls of spinach, washed
- ☐ ¼ large cucumber (peeled, cut into large chunks)
- ☐ 1 kiwi, peeled and cut into chunks
- ☐ 2 Tbsp. fresh lemon juice
- ☐ 1 cup fat-free or low-fat milk or non-dairy alternative or water
- ☐ 2 tsp. honey
- ☐ 1 cup ice cubes

DIRECTIONS

1. Put all ingredients in a blender. Pulse until thoroughly blended.
2. When blended to the desired consistency, pour into cups and serve.

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SEASONS *of eating*



Your heart-healthy recipes will taste even better with seasonal produce.

SPRING

Artichokes
Asparagus
Chives
Fava Beans
Green Onions
Leeks
Lettuce
Parsnips
Peas
Radishes
Rhubarb
Swiss Chard



SUMMER

Berries
Corn
Cucumbers
Eggplant
Figs
Grapes
Green Beans
Melons
Peppers
Stone Fruit
(Apricots, Cherries,
Nectarines, Peaches,
Plums)
Summer Squash
Tomatoes
Zucchini



FALL

Apples
Brussels Sprouts
Dates
Hard Squash
(Acorn, Butternut,
Spaghetti)
Pears
Pumpkin
Sweet Potatoes



WINTER

Bok Choy
Broccoli
Cauliflower
Celery
Citrus Fruit
(Clementines, Grapefruit,
Lemons, Limes, Oranges,
Tangerines)
Collard Greens
Endive
Leafy Greens
(Collard, Kale, Mustard,
Spinach)
Root Vegetables (Beets,
Turnips)



YEAR ROUND: Cabbage, Carrots, Garlic, Onions, Mushrooms

Keep these tips in mind when using and shopping for seasonal produce:



Freeze fresh produce to add to smoothies, soups and breads.



Fresh foods are often less expensive during their harvest season. You may even save a bit more by buying in bulk.



Gardening is a great way to get fresh seasonal produce from your own backyard while getting a little exercise too.



Shop your farmers' market. The farmers can share a wealth of information about the foods and might even give you ideas on how to prepare them.



Frozen and canned fruits and vegetables are also healthy choices. Compare food labels and choose products with the lowest amounts of sodium and added sugars.

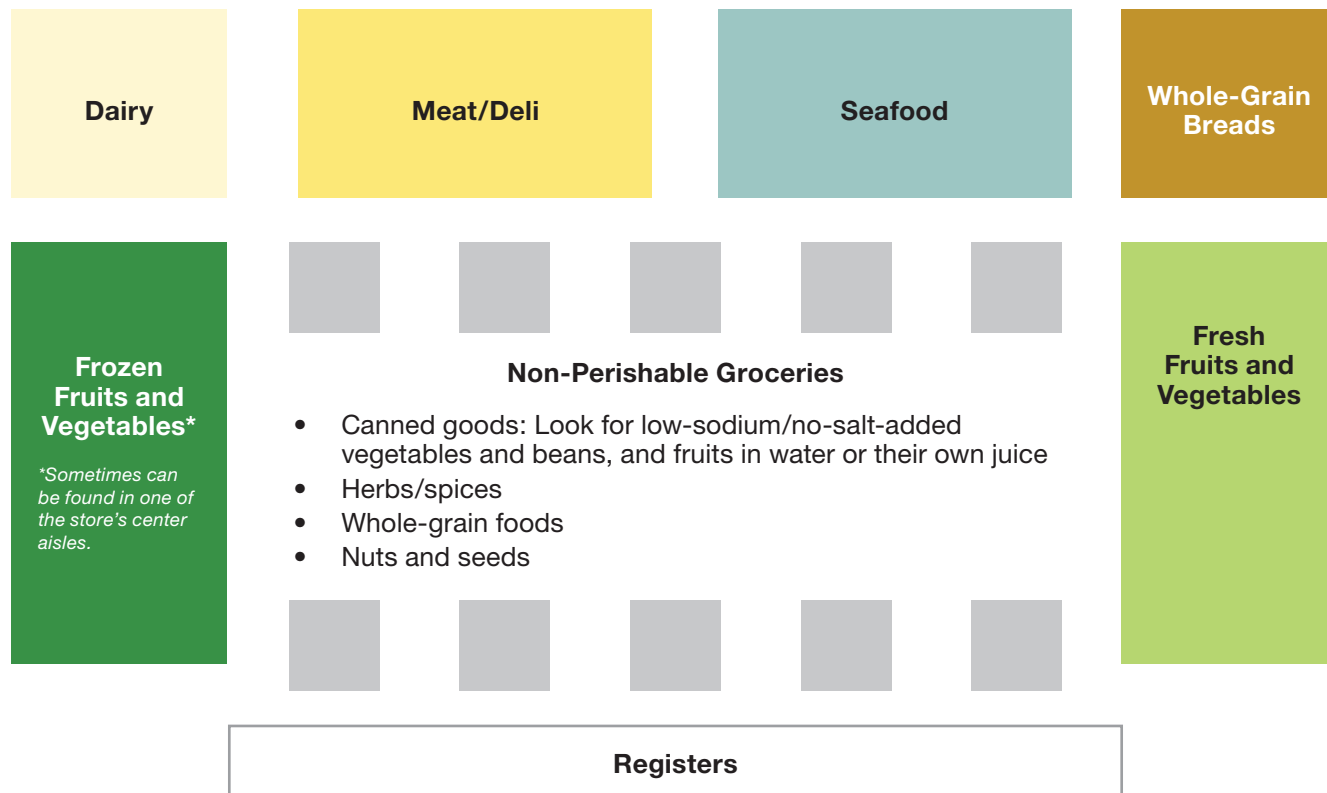
The American Heart Association recommends



4-5 servings per day
each of fruits and vegetables.



FOR MORE TIPS ON HEALTHY EATING, COOKING AND RECIPES:
HEART.ORG/SIMPLECOOKING

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WHICH FAT-FREE CHEESE IS ACTUALLY LESS EXPENSIVE?

It may look like the 10 oz. fat-free cheese is less expensive because its retail price is less. But with a closer look at the unit prices, you'll see the 20 oz. fat-free cheese is \$0.04 cheaper per ounce than the 10 oz. fat-free cheese, making it a better buy.

10 Oz. Fat-Free Cheese		20 Oz. Fat-Free Cheese	
UNIT PRICE \$0.18 per oz.	RETAIL PRICE \$1.75	UNIT PRICE \$0.14 per oz.	RETAIL PRICE \$2.85
			



Healthy For Good™

GROCERY GUIDE

heart.org/recipes



EAT SMART — ADD COLOR — MOVE MORE — BE WELL



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SHOP SMART / ON A BUDGET

Bank on the Basics

The average American family spends about \$165 a week on groceries. As food prices keep rising, smart shopping (for good nutrition on a budget) becomes more challenging.

Smart shopping means knowing what to buy and when. The good news is, healthy eating can actually cost less. The key is knowing the basics before you go grocery shopping.

Your goal is to choose foods that will help family members stay healthy — without high cost. That means finding affordable foods that offer good nutrition. You also want foods that are lower in sodium and not too high in calories. By creating a food budget, planning menus and shopping wisely, you can save money and enjoy delicious, nutritious meals!

By following the tips in this booklet, you will be able to enjoy healthier food at more affordable prices. Happy shopping!

Create Your Food Budget

Smart shoppers don't get that way by accident. They take time to educate themselves. Just like you're doing now!

To shop smarter, start with your family's food basics and build a budget. Assess your current spending. How much do you spend on food each week? Make sure to include non-perishable foods and other items you need when cooking, like paper and cleaning products. If you eat meals out, include that cost to see your total spending on food. Subtract any food assistance you get. Multiply by 4 to find your monthly food budget. Your family size and the age of family members will affect your budget.

- If you're not sure what your household food budget is, estimate it using this:
www.cnpp.usda.gov/USDAFoodPlansCostofFood.
- Consider how much you spend on food and compare this to your other expenses. Set spending priorities. When you shop, try to stick to your budget so you keep food costs in balance with other expenses.

Track your spending each week. Writing down everything will help you budget more accurately.



About SNAP

SNAP stands for Supplemental Nutrition Assistance Program. If you're eligible for these benefits, you can get a variety of healthy foods.

- Learn more about SNAP: www.fns.usda.gov/snap
- If you can, check your SNAP benefit balance in your state before shopping:
www.fns.usda.gov/ebt/online-ebt-snap-accounts

If you're eligible for SNAP, these are foods you can get for your family to eat: breads and cereals; fruits and vegetables; meats, fish and poultry; dairy products; edible seeds and plants. Your youngest family members may have baby food, including infant formula, cereals, juices and baby food in boxes and jars.

Healthy Eating Recommendations

Think about your family. How you eat at home can have a big impact on your loved ones' health. The American Heart Association's Healthy Eating Recommendations are based on a 2,000-calorie diet. They're a good guide for healthy eating. Here are some tips they include about different types of foods:

- **Balance the number of calories you eat with those you burn.** (This means don't eat more calories than you need!) Balancing the calories you consume with what you use will help you maintain a healthy body weight.
- **Eat a diet rich in fruits and vegetables.** A typical adult should try to eat 5 servings of vegetables and 4 servings of fruits every day (a serving is about 1/2 to 2/3 cup). Fruits and vegetables provide plenty of vitamins, minerals and fiber without too many calories. Variety matters, so try a wide range of fruits and veggies.
- **Choose whole grains and high-fiber foods.** (Eat three 1-oz. servings per day.) A diet rich in fiber helps manage your weight. Fiber keeps you feeling fuller longer, so you eat less.
- **Eat fish, especially oily fish like salmon or albacore tuna, twice a week.** Oily fish contain omega-3 fatty acids, which help your heart stay healthy.



- **Choose fats wisely.** Eat less of the bad fats (saturated and trans fats) and replace them with better fats (monounsaturated and polyunsaturated fats). Eat skinless poultry and seafood. If you choose to eat red meat, select the leanest cuts available. Use low-fat and fat-free (1%) dairy products. Avoid hydrogenated fats and foods made from them. A person who needs 2,000 calories each day should consume no more than 13 g saturated fat and as little trans fat as possible.

- **Limit sweets and added sugars.** Women should consume no more than 100 calories (about 6 teaspoons) of added sugars per day. For men, it's no more than 150 calories (9 teaspoons) per day. Eating too much sugar can lead to obesity, diabetes, and other health problems.
- **Limit processed meat to no more than two servings per week.** Processed meats include sandwich meat, sausage, bacon and hot dogs. These can be high in sodium and fat.
- **Try to eat five servings a week of nuts, seeds or legumes (beans).** These can be good sources of healthy fats, nutrients and fiber.
- **Aim to eat no more than 1,500 mg of sodium per day.** This will help you and your family members maintain a healthy blood pressure. There are many ways to reduce sodium in your diet. Here are just a few suggestions:
 - Read food labels and choose the product with the lowest amount of sodium you can find in your store.
 - Look for foods labeled “low sodium” or “no salt added.”
 - Drain and rinse canned vegetables to remove some of the sodium.

Planning Your Meals

Cooking at home may seem time-consuming. However, you can save time by being organized and prepared. You can save money, too!

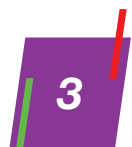
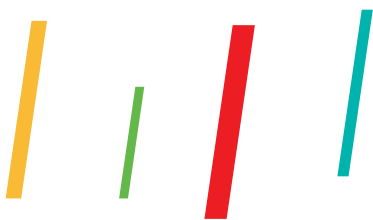
Use a calendar, and write in the meals for the week. If you know you'll eat out during the week, note that on the calendar and estimate the cost in your budget.

The Healthy For Good™ website has hundreds heart-healthy options that are simple, quick and budget-friendly. It also has videos of many recipes and cooking skills. ([heart.org/recipes](https://www.heart.org/recipes))

Keep track of recipes your family likes. Note on the recipes if you had leftovers, and keep those meals in mind for your busiest weeks.

Here are some guidelines to use in selecting recipes and making purchases. They'll help you make healthier choices while staying on budget.

- **Check the serving sizes on recipes and the Nutrition Facts labels on boxed or canned foods.** Use the suggested serving size when portioning meals. This will help family members get the right amount of calories. It will also make meals go farther. Many recipes make enough servings for leftovers!
- **Using frozen fish and meats can make meal planning quick and easy.** Canned tuna is a great source of protein; often you can save money by buying several cans. Be sure to trim fat from meat and remove skin from chicken before cooking.
- **Try a meatless meal each week.** Whole grains and beans are great sources of protein. They're often more affordable and may require less work to prepare than meats or seafood.



Planning Your Meals (continued)

- **To make meals more fun, create theme nights.**
 - *Salad Night:* Make your entrée a healthy bowl of greens. Toss in cooked skinless chicken breast pieces, nuts or seeds (with little or no salt) for protein. Use a wide variety of fresh veggies and dark green lettuce. Skip iceberg lettuce; it's lower in nutrients.
 - *Taco Night:* Pile on the veggies and use whole-wheat or corn tortillas. Mix a little non-fat or low-fat Greek yogurt and lemon juice to make a healthier version of sour cream.
 - *Homemade Pizza:* Make a grilled pizza without cheese by loading veggies and some cooked, diced chicken onto a thin, whole-wheat crust.
 - *Super Spuds:* Pour vegetarian chili over baked potatoes for an easy meal.
- **Plan to cook once and eat twice.** This will save you money and time while ensuring you use up the foods you buy. You can make a variety of meals by using the same ingredients in different ways.
- **Cook more at home and limit prepared or ready-made foods.** They tend to be more expensive. They also usually contain more sugar, salt, fat and preservatives. Often they don't last very long, either.
- **Buy fruits and vegetables in season.** Seasonal produce is the freshest and tastiest, and it's more affordable. Carrots, potatoes and greens are versatile, readily-available vegetables. Bananas, grapes, apples and oranges are generally the most affordable fruits year-round. (For the best price, buy them in bulk, but don't buy more than you can use before they spoil.) Many farmers' markets accept SNAP — see if yours does!
 - Shop your local farmers' for fresh, seasonal foods and good prices. Looking at the produce will often give you ideas about what to cook.
 - Make casseroles, soups and other seasonal produce recipes when the ingredients are at their best, then freeze them. This will keep the meal tasting its best and give you a quick dinner on a busy night!
- **Keep your fridge and pantry stocked with frozen and canned fruits and vegetables.** They have lots of good nutrients without being too high in calories. Also, they won't spoil. Compare food labels and choose the products with the lowest amount of sodium and added sugars.
- **Package your own healthy snacks.** Put cut-up veggies and fruits in portion-sized bags for easy, healthy snacking on the go.
- **Make meals a family affair!** Your kids will be more excited about eating when they've been involved. Teach kitchen basics by giving family members age-appropriate tasks like helping to make lists, cutting coupons, reading labels or unloading groceries. If you're a parent who works late, older children and teens can also help get meals started if you leave basic instructions for them.
- **Clip coupons.** Keep circulars and check the front of your local grocery store for coupon displays. Cut out the coupons, and put them in an envelope to keep with you.

Make a List

Based on your recipes for the week, write down what ingredients you need to buy. Going to the grocery store without a list isn't smart. You're likely to spend more money on impulse buys and waste time wandering around the store. It's easier to forget key items, too.

These tips will help with your list-making:

- **Use the Shopping List Template** included in the back of this guide.
- **Each weekend schedule quiet time to plan meals.** Keep your recipes, grocery lists and coupons in the same place to make planning easier.
- **Be specific.** Note quantity: 4 tomatoes, 2 onions, 1 lb. of lean ground beef. Also note on your grocery list which coupons you have.
- **Add healthy snacks to your list.** Your family will grab fruits and veggies over other items if they're readily available.
- **Inventory your pantry and fridge each week.** Before you head to the store, make sure your list has everything you need.

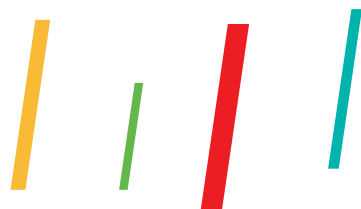
Keep a Well-Stocked Pantry

A pantry full of non-perishable items will help ensure you have what you need and can cook at home when time is short. You'll also have more ways to stretch meals. A stocked pantry may include:

- whole-wheat pasta such as spaghetti, corkscrew, angel hair, fusilli
- whole-grain, high-fiber breads and cereals
- whole-wheat flour
- brown rice (instant and dry)
- canned tomatoes
- tomato sauce/spaghetti sauce
- canned vegetables like green beans and corn
- dried fruit (look for varieties with no sugar added, such as raisins and apricots)
- canned fruit in own juice or lite syrup, such as pineapple chunks
- canned or pouched chicken and seafood packed in water, like tuna and clams
- canned and dry beans such as kidney, pinto, black, butter and Cannellini
- peanut butter
- broths (chicken, beef or vegetable)
- canned soups
- dried herbs and spices



Remember to compare labels and choose products with the lowest amount of sodium, added sugars, saturated fat and trans fat that you can find in your store.



When You Shop

When you're at the store, stay focused. You've worked hard to stay on budget and choose healthy foods—don't let your work go to waste!

Here are some things to keep in mind:

- **Know the different types of grocery stores, and the prices they charge.** A basic grocery store sells a wide selection of foods and basic household items. A supermarket is larger and stocks food along with clothing, electronics, and other household accessories. Many convenience stores are smaller stores (often connected to gas stations) that primarily offer pre-packaged snacks and candy. Specialty grocery stores and delis sell unique types of food but usually have less variety. Grocery stores and supermarkets tend to have the most affordable food prices. Visit a grocery store close to your home to make shopping as easy as possible.
- **Get to know your grocery store aisles and shelves.** Look for aisle markers to help you locate an item. Ask the staff to direct you to save time.
- **Compare prices as you shop.** Store-brand products may be more affordable.
- **Sign up for reward cards and online coupons when stores have them.** You may get special savings alerts and discounts.
- **Use coupons for food items you plan to buy.** And compare prices! Having a coupon for an item doesn't always mean that it's the best deal.
- **Look for whole-grain breads and cereals with less sodium and added sugars.** Store-brand cereals are generally much more affordable. Choose "old-fashioned" grains, like oatmeal and rice, over instant.
- **Choose non-fat or low-fat dairy products.** Buy the largest container that your family can finish before the expiration date.
- **Buy in bulk when you can.** It almost always saves money. Buy frozen or shelf stable products to get the most "bang for your buck." (Make sure you have enough room for bulk buys in your pantry or freezer before buying!) You can then freeze portions in individual serving sizes or as needed for future recipes.
- **Buy only a week's worth of fresh produce.** And remember, canned or frozen can be cheaper and just as healthy. (Look for products with less sodium and added sugars.)
- **Save your receipts.** When you get home, compare what you spent to what you budgeted. Adjust your meal planning and budgeting, if needed.

Know Your Labels and Dates

Learning how to read and understand food packaging is key to knowing what's in your food and how to best store and prepare it. The tips below tell how to quickly get the information you need when buying and cooking healthy meals for your family!

The Nutrition Facts label (shown below) contains useful information. Use it at the store when comparing products and at home when portioning meals. Here's what you need to know.

- **Start here.** Note the size of a single serving and how many servings are in the package.
- **Check total calories per serving.** Look at the serving size and how many servings you're really consuming. If you double the servings you eat, you double the calories and nutrients, including the Percent Daily Value (% DV).
- **Limit these nutrients.** Limit sodium to no more than 1,500 g per day and saturated fat to no more than 13 g per day. Eat as little trans fat as possible. (Based on a 2,000 calorie/day diet.)
- **Get enough of these nutrients.** Make sure you get 100 percent of the fiber, vitamins and other nutrients you need every day.
- **Quick guide to % DV.** The % DV section tells you the percent of each nutrient in a single serving, in terms of the daily recommended amount. As a guide, if you want to consume less of a nutrient (such as saturated fat or sodium), choose foods with a lower % DV — 5 percent or less is low. If you want to consume more of a nutrient (such as fiber), seek foods with a higher % DV — 20 percent or more is high.

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
Calories 230	
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

It's also smart to look at dates on packages. Depending on which food you're buying, the package date could be a recommendation on when it should be sold or when it should be eaten.

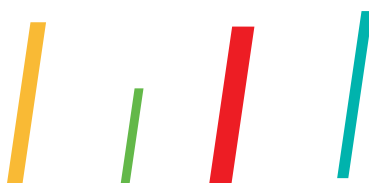
- **"Sell by"** dates tell the store how long to keep the items on the shelves. Buy foods before the "sell by" dates.
- **A "Best if Used By (or Before)"** date is recommended by the manufacturer for best flavor or quality. It's not a purchase or safety date. It just tells when the product should be at its peak quality.

If food is handled and stored properly, it will last longer. Don't eat spoiled food. Remember: If in doubt, throw it out.

- **It's best to keep produce cool.** Most fruits and vegetables will last longest if refrigerated. Onions, potatoes, hard squash, garlic, tomatoes and bananas can be stored on the counter top or in the pantry.
- **Eggs, meats, poultry, fish and most dairy products go bad quickly.** Use these as quickly after buying them as you can, and be sure the foods are refrigerated or frozen according to the dates.
- **Bread is stored best on the counter or frozen (keep 2-3 months if frozen).** Freshly baked bread will go stale faster than store-bought bread.

Organize your pantry items with dates in mind. Move items with dates that are about to pass toward the front of the shelf. This will remind you to use these items sooner.

We hope the tips and tools provided in this guide will help you and your family enjoy healthier food and save money, too. For more resources about healthier eating, cooking, shopping and recipes, visit heart.org/recipes.





This sample grocery list can help you make healthier choices when you shop. Add the quantity you need next to each item, and check if you have a coupon. Planning ahead will help you save time and money!

Remember to compare labels and choose products with the lowest amount of sodium, added sugars, saturated fat and trans fat that you can find in your store.

Fresh Vegetables

Quantity	Coupon
Asparagus	<input type="checkbox"/>
Broccoli	<input type="checkbox"/>
Carrots	<input type="checkbox"/>
Cauliflower	<input type="checkbox"/>
Celery	<input type="checkbox"/>
Corn	<input type="checkbox"/>
Cucumbers	<input type="checkbox"/>
Lettuce/Greens	<input type="checkbox"/>
Onions	<input type="checkbox"/>
Peppers	<input type="checkbox"/>
Potatoes	<input type="checkbox"/>
Spinach	<input type="checkbox"/>
Squash	<input type="checkbox"/>
Sweet potatoes	<input type="checkbox"/>
Tomatoes	<input type="checkbox"/>
Zucchini	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Fresh Fruits

Quantity	Coupon
Apples	<input type="checkbox"/>
Avocados	<input type="checkbox"/>
Bananas	<input type="checkbox"/>
Berries	<input type="checkbox"/>
Cherries	<input type="checkbox"/>
Grapefruit	<input type="checkbox"/>
Grapes	<input type="checkbox"/>
Kiwis	<input type="checkbox"/>
Lemons/Limes	<input type="checkbox"/>
Melon	<input type="checkbox"/>
Oranges	<input type="checkbox"/>
Peaches	<input type="checkbox"/>
Pears	<input type="checkbox"/>
Plums	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Canned/Dry Beans

Quantity	Coupon
Black beans	<input type="checkbox"/>
Chickpeas	<input type="checkbox"/>
Kidney beans	<input type="checkbox"/>
Lima beans	<input type="checkbox"/>
Pinto beans	<input type="checkbox"/>
White beans	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Frozen Vegetables

Quantity	Coupon
Broccoli	<input type="checkbox"/>
Cauliflower	<input type="checkbox"/>
Corn	<input type="checkbox"/>
Green beans	<input type="checkbox"/>
Mixed vegetables	<input type="checkbox"/>
Spinach	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Frozen Fruits

Quantity	Coupon
Berries	<input type="checkbox"/>
Cherries	<input type="checkbox"/>
Mixed fruit	<input type="checkbox"/>
Peaches	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Canned Vegetables

Quantity	Coupon
Corn	<input type="checkbox"/>
Green beans	<input type="checkbox"/>
Mixed vegetables	<input type="checkbox"/>
Peas	<input type="checkbox"/>
Tomatoes	<input type="checkbox"/>
Tomato paste/sauce	<input type="checkbox"/>
Yams	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Canned/Jarred/ Dried Fruits

Quantity	Coupon
Apple sauce	<input type="checkbox"/>
Apricots	<input type="checkbox"/>
Dates	<input type="checkbox"/>
Mixed fruit	<input type="checkbox"/>
Oranges	<input type="checkbox"/>
Peaches	<input type="checkbox"/>
Pineapple	<input type="checkbox"/>
Prunes	<input type="checkbox"/>
Raisins	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Whole Grains

	Quantity	Coupon
Bread	_____	<input type="checkbox"/>
Brown rice	_____	<input type="checkbox"/>
Cereal	_____	<input type="checkbox"/>
Couscous	_____	<input type="checkbox"/>
Oatmeal	_____	<input type="checkbox"/>
Pasta	_____	<input type="checkbox"/>
Quinoa	_____	<input type="checkbox"/>
Tortillas	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>

Fresh/Frozen Meat & Seafood

	Quantity	Coupon
Chicken breasts	_____	<input type="checkbox"/>
Lean ground beef/turkey	_____	<input type="checkbox"/>
Lunch meats	_____	<input type="checkbox"/>
Salmon	_____	<input type="checkbox"/>
White fish fillets	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>

Canned/Pouched Meat & Seafood

	Quantity	Coupon
Chicken	_____	<input type="checkbox"/>
Salmon	_____	<input type="checkbox"/>
Tuna	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>

Pantry Staples

	Quantity	Coupon
Nut butters (peanut, almond)	_____	<input type="checkbox"/>
Nuts (almonds, walnuts)	_____	<input type="checkbox"/>
Salsa	_____	<input type="checkbox"/>
Soups and broths	_____	<input type="checkbox"/>
Spaghetti sauce	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>

Cooking/Baking Essentials

	Quantity	Coupon
Extra Virgin Olive Oil	_____	<input type="checkbox"/>
Flour (whole wheat)	_____	<input type="checkbox"/>
Non-stick cooking spray	_____	<input type="checkbox"/>
Vegetable/canola oil	_____	<input type="checkbox"/>
Vinegars	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>

Herbs/Spices & Seasonings

	Quantity	Coupon
Basil	_____	<input type="checkbox"/>
Cilantro	_____	<input type="checkbox"/>
Garlic	_____	<input type="checkbox"/>
Mint	_____	<input type="checkbox"/>
Parsley	_____	<input type="checkbox"/>
Pepper (black, cayenne, red)	_____	<input type="checkbox"/>
Salt-free seasoning blend	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>

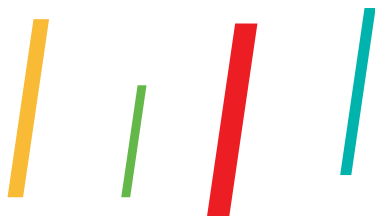
Dairy (Low-fat/Fat-free)

	Quantity	Coupon
Cheese	_____	<input type="checkbox"/>
Eggs/egg whites	_____	<input type="checkbox"/>
Milk	_____	<input type="checkbox"/>
Yogurt	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>

Cleaning Supplies & Miscellaneous

	Quantity	Coupon
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>

Look for the Heart-Check mark to quickly and easily identify foods that can be part of a heart-healthy eating plan.





Healthy For Good™

heart.org/recipes

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Setting SMART Goals

SPECIFIC

- What exactly do you want to accomplish?

MEASURABLE

- How will you track your progress towards your goal?

ACHIEVABLE

- Is reaching your goal possible with your full effort?

REALISTIC

- Do you have the resources and ability to achieve your goal? If not, how can you get them?

TIME-BOUND

- When will your goal be achieved?

EXAMPLE OF A SMART GOAL:

I will increase the number of fruit servings I eat daily by 2 cups within the next 3 months.

Personal SMART goal:
