to market, to market
SHOP SMART

Look at buying healthy, low-calorie foods. When you buy them, the more likely you are to eat them. And when you do not buy foods high in sugar, fat, and empty calories, they are not there to tempt you.

START WITH PLANNING

Plan for meals that will be eaten at home, lunches that need to be packed, and for healthy snacks. Make a shopping list before you go to the store. And shop after you have eaten. If you are hungry, you will be more tempted to buy foods high in fat and/or sugar, such as cakes, cookies, cheese puffs, and other packaged snacks.

LOCATION! LOCATION!

For nutrient-dense foods that are lower in calories, shop the perimeter of the store. To fill half your plate with fruits and veggies, start at the produce section. Then choose whole-grain cereals and packaged and canned products low in sodium from middle aisles. Try to avoid the cookie, candy, and chips aisles. Then choose fresh fish, lean meats, and dairy products low in fat. Finish in the freezer section for more fruits, veggies, and fish. Choose items without added sugars, fats, and sauces.

ITEMS TO INCLUDE ON A HEALTHY SHOPPING LIST

- Skim or 1% milk
- Low or reduced-fat cheeses
- Eggs or egg substitute
- Unprocessed meats, fish, poultry
- Low-sodium or no-salt added canned soups & vegetables
- Whole grain breads and cereals
- Rice crackers
- Low-sodium or unsalted crackers
- Frozen vegetables without added sauces
- Fresh fruits and vegetables
- Unsweetened tea
- Fat-free and reduced-fat salad dressings
- Unsalted nuts and seeds
- Canola and olive oils

Action Step

Remember to compare food labels for calories, fat, sugars, and vitamins and minerals per serving. Use coupons wisely.