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**Simpson Grocery Store Tour-Basics to cover**

* Preparing for grocery shopping
  + Never go to the grocery store hungry
  + Make a shopping list
  + Scan adds/coupons ahead of time for special deals
* Layout of grocery store
  + Always start in the periphery where produce and dairy products are, because all processed food is in the middle aisles
  + Look from the top to the bottom because the most expensive food will be at eye level
  + Avoid end caps because it’s where brand names are usually displayed
    - Generic brands more enclosed in the aisle (cheaper)
  + Check out aisles will always have processed/junk food
* Appetizer section (when you first turn to the right)
  + All imported foods (cheeses, dips, hummus, antipasti, etc.)
    - More expensive
    - All of these foods can be found in the regular refrigerator section for less money
* Produce
  + In-season will be more expensive
  + Organic is more expensive and doesn’t have any benefits over regular produce
  + Buy less produce more frequently to prevent waste
  + Buy on-sale produce in bulk and freeze
  + Pre-cut produce (stir fry mixes, veggie platters, cut up fruit, etc.) will be more expensive
  + For packaged produce (spinach, lettuce, etc.) choose from the back since it will be the freshest
  + Be weary of starchy vegetables (buy in moderation)
    - Potatoes
    - Corn
    - Green beans
  + This section can always be skipped and exchanged for frozen produce (explained later)
* Canned Foods and Dry Goods
  + Be aware of sodium content of canned items-
    - buy low sodium when available
    - want to be a maximum of 300 mg Na/serving
  + low-fat may have more sugar but usually is a better option than regular
  + Also be aware of canned fruit- often packed in sugar or HFCS
  + Canned fruits and vegetables can be just as nutritious as fresh produce and are often significantly cheaper
  + Buying dry beans in bulk can be a lot cheaper than buying canned beans
  + Buy on sale pantry items in bulk
  + Rinse canned goods in order to decrease the sodium content
  + Evaluate if an item in this section can be prepared from scratch
  + Opt for baked options instead of fried
  + Choose 100% whole grain whenever available
    - Crackers
    - Pasta
    - Bread
    - Rice
    - Cereal
  + Keep snacking food to a minimum
* Dairy section
  + Opt for skim/1% fat milk
  + Choose low-fat or fat free cheese
  + Yogurt
    - Good source of protein
    - Flavored yogurts have sugar in them
    - Plain yogurts can be flavored by adding fruit, cinnamon, honey, etc.
  + Alternative milk choices
    - Choose non-sweetened versions
    - Not as high in protein and calcium as regular milk
    - More expensive than regular milk
  + Substitute butter products with olive oil
  + Make sure margarine has zero trans fat
  + High-fat dairy products (cream, sour cream, cream cheese, etc.) can be substituted with plain Greek yogurt, goat cheese, or low/fat-free cottage cheese
  + Eggs
    - In moderation (1 a day) are an excellent, complete source of protein
    - Cheaper to buy one-dozen eggs than egg beaters/egg whites/etc.
    - Research has not shown eggs are detrimental to cholesterol levels
    - Opt for eggs in a Styrofoam package (much cheaper)
* Meats/poultry/fish
  + Avoid processed meat
    - Sausages
    - Bacon
    - Lunch meat (bologna, salami, pastrami)
  + Aim for 99% lean meat
  + Anything with “white” is considered fat
  + Buy on sale items in bulk and freeze
  + Meat should only be the size of the fist (quarter of plate)
  + Cut off skin of meat
  + Choose fish, turkey or chicken over red meat
  + Aim for low-sodium cured meat
  + Buy on sale fish and freeze
  + Meat doesn’t need to be eaten every day
    - Substitute with beans legumes, quinoa, soy products
  + Canned tuna and salmon are an affordable alternative to fresh fish
* Frozen section
  + Key items to look for in frozen section include frozen meats/fish, fruit, and vegetables
    - Avoid fruits and vegetables in sauce
    - Look for grilled meat and fish
      * Avoid breaded and fried meats and fish sticks
  + Avoid processed TV dinners, pizzas, appetizers, desserts
    - High in fat and sodium
    - Buy desserts in small packages so they’re easy to portion rather than bulk quantities
* Beverages
  + Avoid getting calories from beverages
  + Limit to 1 cup a day
  + Choose 100% fruit juice if opting for juice
  + Make your own soda
    - Seltzer water + Splenda + lemon/lime