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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