



SMART SHOPPING

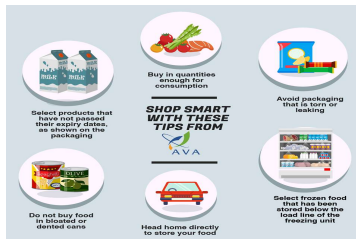
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Adapted from Optifast Lifestyle
Education Series

TOOLS FOR SUCCESS



1. Use smart shopping skills to minimize your intake of high calorie processed foods
2. Evaluate nutrition labeling & date marking to choose foods that support your dietary goals
3. Evaluate old shopping habits and create strategies to develop a healthier relationship with food
4. Use reputable internet sites to obtain nutrition information before you shop

SMART SHOPPING TIPS



PLANNING

Plan meals and snacks weekly

- Make and keep an ongoing list of food and supplies you need
- Check recipes to make sure you have all the ingredients
- Avoid impulse buys by:
 - Shopping from your list
 - Shopping when you are not hungry
- Limit your trips to the store
- Shop from a shopping basket rather than a bigger shopping cart if you only need a few items
- Shop only the aisles where you need something specific
- Carry a limited amount of money or set a dollar limit to ensure you don't buy unnecessary items



KNOW THE STORE

Shop at the same grocery store as much as possible

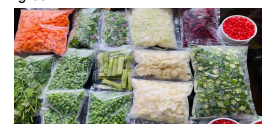
- You will know the layout of the store, making shopping quicker with less time or stops for impulse buys
- You get to know the employees so you may be more apt to ask questions and request when/where they stock specific items you may want

Shop at a full-service grocery store, so you don't need to go to multiple stores – with multiple temptations

- Avoid convenience stores and big-box stores
- Avoid shopping during sampling hours

SMART BUYS

- Purchase pre-prepped items
- These convenience foods may seem more costly, but they can be more economical (financially and calorically) than eating out
- Fruits & veggies that are pre-cut or sliced
- Meats that are pre-cooked or pre-cut for things like stir fry if it will help you to avoid eating out



SMART BUYS



Be careful with buying in bulk

- Will you use it all up, or will it end up in the trash?
- Can be great for fruits and veggies
- Can offer an overeating opportunity for other kinds of foods such as chips, cookies, sweets
- House brands can offer a good value- 5-50% less
- Only use coupons for items that support your weight management goals

INSIDE THE STORE



- Stick to the outside aisles- this is where you will find fresh "whole" foods like veggies, fruits, meat, dairy
- Frozen fruits and veggies can be an excellent alternative to fresh, especially in winter. Not as likely to go bad and end up in the trash
- Canned Fruits: Look for those packed in water or fruit juice
- Canned Veggies: Look for No Added Salt or Low Sodium
- Be sure to review and compare similar products
- Review your list right before the check-out to make sure you didn't forget anything!

WHEN YOU GET HOME

Store food properly and as soon as you get home

- Prep your veggies and fruits
 - Place in a prominent part of the refrigerator so it doesn't get forgotten
- Pack your meat into usable portions and refrigerate or freeze for later use
- Place fruit in a bowl on the counter so it doesn't get forgotten



ONLINE SHOPPING

- See the total price of your cart at any given moment
- Really stick to your shopping list and avoid impulse buys
- Can run and check to see if you are out of something
- Can dramatically lower your exposure to supermarket tricks
- Compare prices easily
- Add or remove items quickly without hassle
- Get your shopping done quickly
- Choose the delivery or pick up date and time
- Save on gas



LABELING HELP

Many descriptive terms are allowed on the packaging

- Free: Product contains none OR a trivial amount of one or more of the following: Saturated fat, trans fat, cholesterol, sodium, sugar, calories
- Low Sodium: 140 mg or less per serving
- Low Calorie: 40 calories or less per serving
- Light: 1/3 fewer calories or half the fat of the original food item
- Lean: Less than 10g of fat, 4.5g or less saturated fat, and less than 95mg of cholesterol
- High: More than 20% of the Daily Value for a particular nutrient per serving
- Reduced: Nutritionally altered product containing 25% less of a nutrient or calories than a regular product

PRODUCT DATING

- Date stamps give you a guide to how long a product will remain wholesome and safe after you purchase it.
- Common dating terms:
 - Sell date: Tells the store how long to display the product for sale; cook or freeze the product before this date expires
 - Use by Date: usually refers to best quality and safety. Even if the date expires during home storage, a product should be safe, wholesome, and of good quality- if handled properly and kept at 40 degrees or below.
 - Pull Date: Tells the store when to pull the product from the store shelf
 - Pack Date: Date the product was packaged
 - Freshness Date: use before this date for maximum freshness
 - Expiration Date: Not required on food labels except for infant formula; if listed, food should not be consumed after this date, as it is not safe. It is best to discard the product after this date.

THANK YOU FOR ATTENDING!



Questions???

Join us again next month Thursday, February 10th at 6pm

Laura Pietig, RD, LD will be presenting on Building Rapport