Virtual Grocery Tour
Objectives

• Learn tips for making healthy choices while navigating each aisle of the grocery store

• Be able to assess a nutrition label and select products that align with your meal plan and health goals
Overview

1. Stats on shoppers’ habits
2. Preparing to shop
   - General Guidelines
   - Budget-tips
   - “Nutrition Facts” Label Reading
   - Decipher label claims
3. Virtual Tour
Goal: **Eat Right, Your Way, Every Day**

“Eat Right, Your Way, Every Day” is this year’s National Nutrition Month theme. The Academy of Nutrition and Dietetics highlights food preferences, lifestyles, cultural and ethnic traditions and health concerns all of which affect our food choices.

Find a way to follow standard guidelines... **your own way.**

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**Academy of Nutrition and Dietetics**

**National Nutrition Month® 2013**
Latest News

• **Shopping for Health 2012 reports:**
  • About 50% are buying less processed food
  • Trending towards healthier food choices

• **Interest is up on:**
  • buying more foods based on nutritional components
  • reviewing protein content
  • switching to whole grain bread
  • switching to Greek yogurt

Greek Yogurt is a concentrated source of protein, which takes longer to digest = keeping you fuller longer
### Latest Polls

#### Top Health Concerns

- **Maintaining/Improving heart health**: 75%
- **Providing more energy**: 70%
- **Avoiding empty calories**: 67%

#### Meal Idea Sources

- **Internet**: 39%
- **Cooking show**: 37%
- **Magazine**: 34%
- **Cookbooks**: 33%
- **Word of mouth**: 31%
- **Recipes on label**: 26%
- **Culinary magazines**: 12%
- **Supermarket recipes**: 11%

#### APP INTEREST

- **Get weekly supermarket specials**: 56%
- **Help choose healthier items while shopping**: 37%
- **Help with diet**: 35%
Why is Grocery Shopping Important?

- To support your meal plan
- To stock your spaces* with healthy options.
  
  *home, work, purse, truck, etc.
- To make the most of your food budget
  
  • Cooking at home vs. dining out
General Guidelines for Grocery Shopping

• Shop alone or with someone who shares your health goals

• Stick to the list to stick to your goals!

• Don’t grocery shop when hungry or tired

• Avoid tempting displays, samples, sales, etc.

• Go during least busy time of day possible
  • Early AM, 2-4 PM and 7-8 PM

Shop the perimeter to find less processed items (produce, meat, dairy, bread) and read labels carefully in the interior aisles.
Budget-Savvy Tips

• Plan menus and make list
• Use coupons & rewards cards wisely
• Use cash only and shop with a calculator
• Buy store brands
• Buy on sale and in bulk
• Compare unit price
• Pay attention at check-out
• Shop at multiple stores if necessary
• Stick to suggested serving sizes when consuming the food you purchased.
Read the Label

Start here

Limit these nutrients

Get Enough of These

http://www.fda.gov/Food/ResourcesForYou/Consumers/NFLPM/ucm275409.htm#intro

Quick Guide to % Daily Value
5% or less is Low
20% or more is High

For more info: follow the Food Label & You Video link below
(or copy/paste into your browser)
Read the Label

• Nutrients and calories are based on a Serving Size
  • Serving sizes are a weighted amount but expressed in kitchen measures—tablespoons, cups, etc.

• % Daily Value compares the nutrients in each food with the amount that is recommended for a day based on a 2000 calorie diet.

• Limit these Nutrients:
  • Saturated fat, trans fat, cholesterol, or sodium may increase your risk of certain chronic diseases, like heart disease, some cancers, or high blood pressure.

• Get Enough of these Nutrients:
  • Dietary fiber, vitamin A, vitamin C, calcium, and iron.
Shelf Labeling

Shopping with Guiding Stars is as simple as:
- one: Good
- two: Better
- three: Best

Logos created to remove guesswork of label reading. If you find them helpful, great! If it makes things more confusing, stick to reading the Nutrition Facts panel as covered in slide 10.

Additional Reading: http://foodandnutritionmagazine.com/shelf-tag-nutrition-profiling
Facts Up Front

- Facts Up Front icon designed to:
  - Target nutrients to limit (calories, sodium, sugar, saturated fat)
  - Encourage 2 particular nutrients that are under-consumed and needed for a “nutrient rich” diet
    - Potassium, fiber, protein, vitamin A, vitamin C, vitamin D, calcium, iron
Nutrition Claims

Caution:
Be aware of health and nutrition claims. Companies use marketing terms like “super” to get your attention.

When in doubt, read the Nutrition Facts panel!
## Natural vs Organic

<table>
<thead>
<tr>
<th>When the shelf tag is:</th>
<th>The product is:</th>
</tr>
</thead>
<tbody>
<tr>
<td>brown with no icon</td>
<td>all-natural (minimally processed; contains no artificial colors, flavors, or preservatives)</td>
</tr>
<tr>
<td>USDA organic icon</td>
<td>certified by the USDA, made with 95% or more organic ingredients</td>
</tr>
<tr>
<td>organic ingredients icon</td>
<td>made with at least 70% organic ingredients</td>
</tr>
<tr>
<td>white with no icon</td>
<td>traditional</td>
</tr>
</tbody>
</table>
Things to Remember

- Fill your cart at least halfway with fruits & vegetables (variety of colors)
- Go lean w/ meat (<2-3g saturated fat /3 oz)
- Choose fat free or low fat dairy items
- Focus on natural, whole grain foods
- Limit highly processed foods
- Read “nutrition facts” labels
LET’S BEGIN OUR TOUR OF THE AISLES!
Produce

- Choose a variety of colorful fresh fruits and vegetables.
- In season = optimal flavor and value
  - Produce ($0.25) per serving vs. Pre-packaged snacks ($0.30)
“’Healthy Starts Here’ is our campaign to promote healthier eating. Fruits and vegetables on-sale and in season are showcased as you enter the store (in the front two counters).”

- Lelora Merwin, local Whole Foods Market Store Manager

Local vendors/farmers’ profiles in GA; visit link below
http://www.wholefoodsmarket.com/local-vendor-profiles/GA
Dairy

- Choose **skim or 1 % dairy products**
- Lactose intolerant? ➔ consider calcium fortified soy milk or Lactaid® products
- Try using the “**5 and 2 Rule**”: aim for less than 5g total fat, less than 2g saturated fat per serving.
- **Butter vs. Margarine:**
  - **High saturated fat but few ingredients** vs. **low fat but highly processed**. The choice is yours!
  - Or, avoid both and opt for an unsaturated liquid fat, such as olive or canola oil.
Local Kroger stores saving deals:
- 10/$10 deals on high protein yogurts
- 10/$4 deals for store brand yogurts
Hot Bar / Ready Made Foods

Do you often hit up the fast food drive-through after a long work day? Stop by the grocery store instead. You may find some healthier options, just as fast.

- Choose low sodium, minimally processed items
- Make your own salad (rich in fiber & color)
- Add lean protein
Bakery

- Breads can be deceiving
  - No Nutrition labels
- Look for ingredients that are 100% whole wheat.
- Tempting aromas, but dessert is not on your list? JUST KEEP WALKING (You can do it!)
“Our store displays at least 2 bread products that are low sodium healthier options.”

- Lelora Merwin, local Whole Foods Market Store Manager
Deli/Meats

- **Best choices = fish & lean meats**
- Be wary of high sodium meats and visible fat (also called *marbling*)
- Lean red meat is okay in moderation
  - Aim for <18 oz/week
Our meat butcher can trim fat off meat cutlets at NO additional cost.

Our fish handlers can cut most filets to order and devein and steam your shrimp free of charge. We even have a Rabbi to prepare our Kosher products.

Statements from local Whole Foods Market Store Manager, Lelora Merwin:

“Our meat butcher can trim fat off meat cutlets at NO additional cost.”

“Our fish handlers can cut most filets to order and devein and steam your shrimp free of charge. We even have a Rabbi to prepare our Kosher products.”
Beverages

• **Avoid** sugar loaded beverages.
  • **Opt** for regular water or calorie free flavored beverages instead
  • Excess sugar may increase blood pressure, inflammation, and weight gain according to American Heart Association.

• **Drink diet beverages in moderation.**
  • Do you drink regular soda daily? Switching to diet will cut calories and sugar significantly.
  • Excessive artificial sweeteners may cause gastrointestinal upset or perpetuate a sweet tooth (i.e. make you crave carbs more throughout the day).
  • Remember: plain water is the best way to hydrate!

Think of soda like dessert: an occasional treat!
Frozen Items

- Frozen fruits and vegetables are great
- Watch the sodium in prepackaged items
- Limit sodium to 1500-2000mg/day

Freezer Meal Tips:
- Colorful fruits/veg
- Whole grain
- <5g Fat
- <600mg sodium
- 5g fiber or more
- 20% DV for Vitamins A and C
Snack Foods

- Concern = Trans & Sat. Fats
  - *Contains Hydrogenated/Partially hydrogenated oils = BAD!*
- Concern = Calories
- Concern = Price

Most these foods contain few nutrients, lots of calories and may increase your cholesterol.
Chips/Pretzels

- Choose baked chips or trans fat free popcorn
- Food Label Tips:
  - 3-5g fiber/serving
  - 100% whole wheat/grain
    - Not all “wheat” is 100%
      - Ex: Whole grain white
  - < 140mg sodium/serving
Cereal/Coffee

- Try whole grain and high fiber cereals
- **Label tips:**
  - <10g sugar
  - At least 3g of fiber
- Opt for decaffeinated teas/coffee
Canned Goods

- MAIN CONCERN WITH CANNED GOODS?
  - Contains high salt; which is used as preservatives in items
  - Opt for the “No added salt” versions
  - Label tip: <140mg sodium/serving
  - Be mindful of serving sizes. Double portions mean double sodium content!
Baking Items/Condiments

- Watch the salt and sugar content
- Ketchup & barbeque sauces have added sugar
- Salad dressings, olive, pickles and marinades are often high in sodium.
Pasta/Rice

• Be mindful of **FIBER**
  • Good choices: long grain and brown rice & 100% whole wheat pasta
  • Aim for 3-5 grams of fiber per serving
  • A healthy diet includes 20-35 grams of fiber a day
“Food demonstrations and tastings are available in our store almost daily between 11am-7pm. During our “pop up theme moment” we highlight healthy meals (using fresh produce and whole grain products).”

- Lelora Merwin, local Whole Foods Market Store Manager
Overview of Map

- *Shop the perimeter first
- (produce, dairy, bread, meats)

Check your cart before checking out. Variety of food groups? Did you stick to your list?
Review: Smart Shopping

• **Buy** healthy foods ➔ **Eat** healthy foods

• Plan Ahead:
  Shop from a list

• Shop when not hungry

• Shop the perimeter (produce, meat, dairy, bread)

• Read labels very carefully in the interior aisles.
Resources

**Special thanks to Whole Foods and Kroger (for shopping tips and pictures)**

- **Academy of Nutrition and Dietetics** – National Nutrition Month 2013 ([http://www.eatright.org](http://www.eatright.org))

- Link to handouts on Academy of Nutrition and Dietetics website:
  - [http://www.eatright.org/nutritiontipsheets/](http://www.eatright.org/nutritiontipsheets/)
  - [www.eatright.org](http://www.eatright.org) Search “2013 NNM Recipes” and click PDF

- **Other Shopping Resources**
  - [http://www.fmi.org/industry-topics/health-wellness/facts-up-front](http://www.fmi.org/industry-topics/health-wellness/facts-up-front)
  - Search: Shopping for Health 2012 Data (Food Marketing Institute)
  - Search: Dietary Guidance on Sodium handout (USDA Center for Nutrition Policy & Promotion)
Resources

- **Other helpful sources:** *(click on links)*
  - USDA guides
    - [www.fda.gov/food](http://www.fda.gov/food)
    - [www.publix.com/wellness](http://www.publix.com/wellness)
  - Ingles Registered Dietitian provides some insightful [www.ingles-markets.com/ask_leah/](http://www.ingles-markets.com/ask_leah/)
  - Search SparkPeople.com
    - How to select perfect fruits and vegetables
    - Sample Weekly Shopping List Template
Thank you for viewing, and Happy Shopping!