

# Smart, Fearless Shopper

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**These slides were created by the  
Kentucky Inclusive Health Collaborative at the  
University of Kentucky Human Development  
Institute in collaboration with Aramark and the  
American Heart Association as part of the  
Healthy for Life<sup>®</sup> Initiative.**



# Agenda

- Introduction
- Shop Smart Throughout the Grocery Store
- What is a Unit Price?
- Healthy Shopping Tips
- Grocery Store Tour
- Big Green Monster Smoothie Recipe
- Goal Setting



# Learning Objectives

- Describe at least two tips for heart-healthy grocery shopping.
- Understand when to choose fresh, frozen or canned fruits and vegetables as you shop for cost-effective meals.
- Learn how to compare unit prices.



# Ice Breaker

# Shop Smart Throughout the Grocery Store

Dairy

Meat/Deli

Seafood

Whole-Grain Breads

Frozen Fruits and Vegetables

\*Sometimes can be found in one of the store's center aisles



Non-Perishable Healthy Groceries

- ✓ Canned fruits and vegetables: Look for canned fruits in their own juice or water and low-sodium or no-salt-added canned vegetables
- ✓ Herbs/spices
- ✓ Whole-grain foods
- ✓ Nuts and seeds



Fresh Fruits and Vegetables

Registers



## **Non-Perishable Groceries**









whole-  
grain  
bread



fresh fruits  
and  
veggies



fish high in  
omega 3s



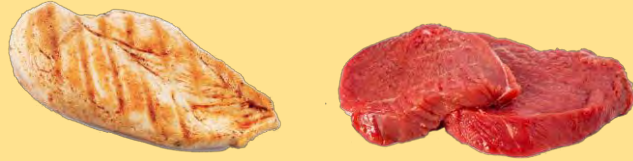
whole-  
grain  
bread



fresh fruits  
and  
veggies



limit red  
meat



fish high in  
omega 3s



whole-  
grain  
bread



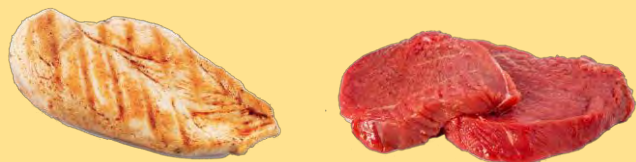
fresh fruits  
and  
veggies



low-fat and  
fat-free  
dairy



limit red  
meat



fish high in  
omega 3s



whole-  
grain  
bread



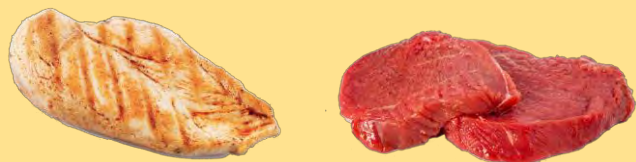
fresh fruits  
and  
veggies



low-fat and fat-free dairy



limit red meat



fish high in omega 3s



whole-grain bread



frozen fruits and veggies



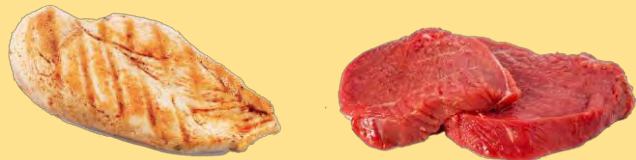
fresh fruits and veggies



low-fat and fat-free dairy



limit red meat



fish high in omega 3s



whole-grain bread



frozen fruits and veggies



look for items without added sugar or sodium



fresh fruits and veggies





3.80 is

$$\$3.80 / 20 \text{ lb} = \$1.90 \text{ lb}$$



### WHICH FAT-FREE CHEESE IS ACTUALLY LESS EXPENSIVE?

It may look like the 10 oz. fat-free cheese is less expensive because its retail price is less. But with a closer look at the unit prices, you'll see the 20 oz. fat-free cheese is \$0.04 cheaper per ounce than the 10 oz. fat-free cheese, making it a better buy.

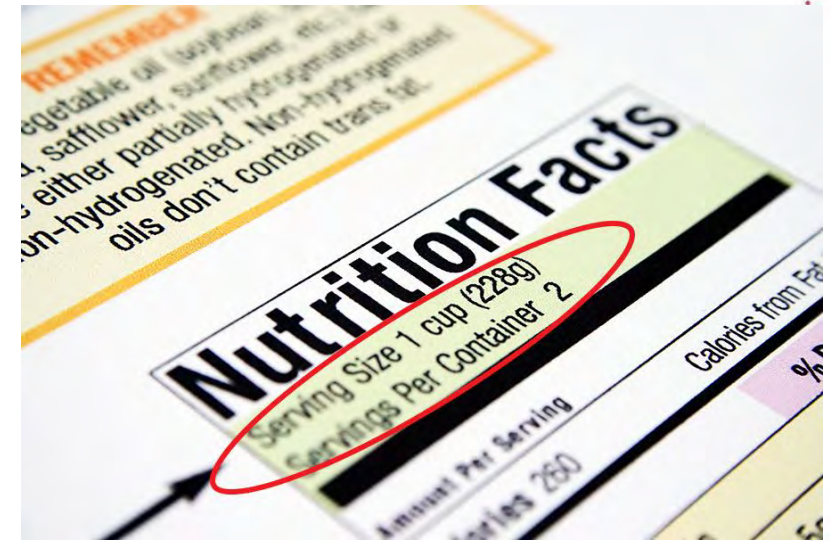
10 Oz. Fat-Free Cheese	
<b>UNIT PRICE</b> <b>\$0.18</b> per oz.	<b>RETAIL PRICE</b> <b>\$1.75</b>
	

20 Oz. Fat-Free Cheese	
<b>UNIT PRICE</b> <b>\$0.14</b> per oz.	<b>RETAIL PRICE</b> <b>\$2.85</b>
	



# What Is A Unit Price?

- Compare items with **unit prices**
- Look at **price per unit**  
= total price ÷ number of ounces
- Locate **nutrition labels** and look at **serving size**





# Healthy Shopping Tips: Fruits and Vegetables

They can be fresh, frozen, or canned

## Daily Goal:

4 servings (2 cups) of fruit

- 1 serving = baseball

5 servings (2½ cups) of vegetables

- 1 serving = small fist



# Canned

- Longer shelf-life
- Watch for added sodium and sugar
  - Sodium is added to preserve
  - Choose fruit canned in juice or water



# Canned

## Delicious Uses:

- Rinse and drain vegetables and add a low sodium chicken broth to make vegetable soup
- Mash beans to make a dip
- Served canned fruit as dessert with no-sugar added yogurt



# Frozen

- Last longer for months in the freezer
- Can cost less than fresh produce
- Pay attention to added sugar and sodium



# Frozen

## Delicious Uses:

- Boil pasta and add frozen veggies
- Blend frozen fruit & low-fat yogurt to make a smoothie
- Mix thawed berries into oatmeal



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# Fresh

- Easy to grab like bananas or carrots
- Look for seasonal choices





# Fresh

## Delicious Uses:

- Top sandwiches with vegetables
- Cut up vegetables and eat with a healthy dip
- Make a fruit salad
- Add to sauces, soups, and smoothies



# SEASONS OF EATING

Your heart-healthy recipes will taste even better with seasonal produce.

## SPRING SUMMER FALL WINTER

artichokes, asparagus, carrots, chives, fava beans, green onions, leeks, lettuce, parsnips, peas, radishes, rhubarb and Swiss chard



berries, corn, cucumbers, eggplant, figs, garlic, grapes, green beans, melons, peppers (sweet and hot), stone fruit (apricots, cherries, nectarines, peaches, plums), summer squash, tomatoes and zucchini



apples, brussels sprouts, dates, hard squash (acorn, butternut, spaghetti), pears, pumpkins and sweet potatoes



bok choy, broccoli, cauliflower, celery, citrus fruit (clementines, grapefruit, lemons, limes, oranges, tangerines), collard greens, endive, leafy greens (collards, kale, mustard greens, spinach) and root vegetables (beets, turnips)



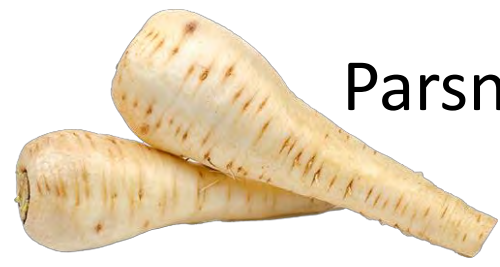
### KEEP THESE TIPS IN MIND WHEN USING AND SHOPPING FOR SEASONAL PRODUCE:

- 1 Fresh foods are often less expensive during their harvest season. You may even save money by buying in bulk.
- 2 Shop the farmers' market to learn more about produce and get ideas on how to prepare foods in season.
- 3 Gardening gives you fresh seasonal produce and a little exercise, too. The sense of accomplishment you'll feel will make that produce taste even better!
- 4 Frozen, canned and dried fruits and vegetables also can be healthy choices. Compare food labels and choose items with the lowest amounts of sodium and added sugars.
- 5 Choose canned fruit packed in water, its own juice or light syrup (avoid heavy syrup).
- 6 Choose canned and frozen vegetables without sauces that can be high in sodium and saturated fat.
- 7 Freeze fresh produce at the peak of its season, so you can add it to smoothies, soups and breads and enjoy it throughout the year.

# Spring



Fava Beans



Parsnips



Radishes



Rhubarb



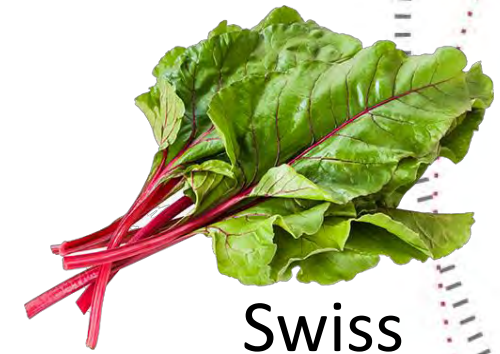
Leeks



Artichokes



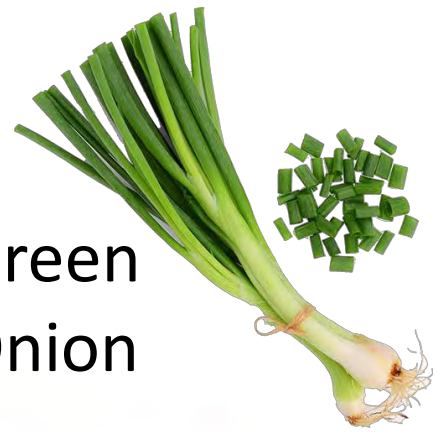
Carrots



Swiss Chard



Lettuce



Green Onion



Asparagus



Peas



Chives



# Summer



Grapes



Corn



Nectarine

## Summer Squash & Zucchini



Berries



Green Beans



Eggplants



Tomatoes



Garlic



Cherries



Peaches



Melon



Plums

Figs



Apricots



Cucumbers



Peppers

 **Fall**



Butternut Squash



Brussel Sprouts



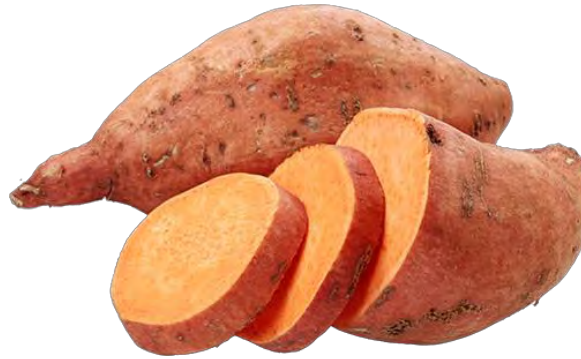
Acorn Squash



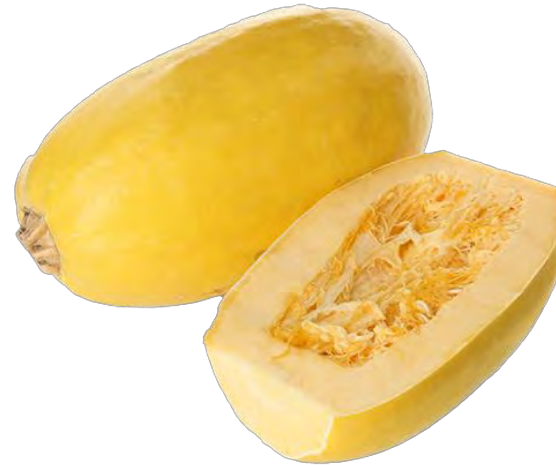
Pumpkins



Pears



Sweet Potatoes



Spaghetti Squash



Apples



# Winter



Citrus Fruit



Bok Choy



Endive



Spinach



Collard Greens



Turnip



Celery



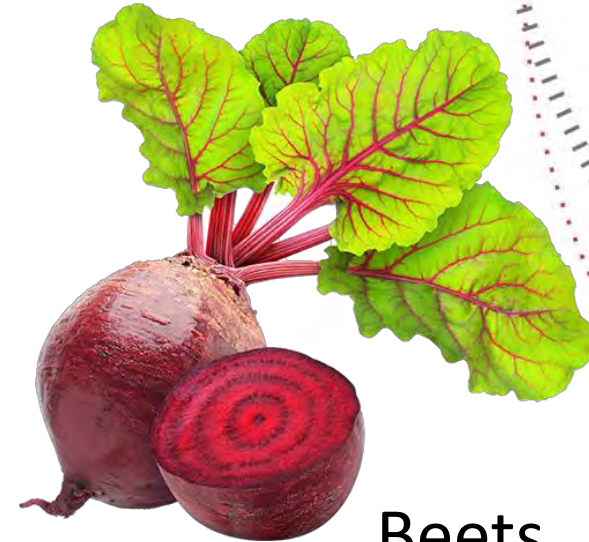
Cauliflower



Broccoli



Kale



Beets

# Tips For Buying Seasonal Produce



1. Less expensive during harvest season
2. Visit the farmers' market
3. Gardening gives you fresh produce and encourages physical activity
4. Frozen, canned, and dried fruits and vegetables are healthy options
5. Choose canned fruit packed in water or juice
6. Choose low-sodium and low-fat canned and frozen vegetables
7. Freeze fresh produce when it is in season

**What fruits and  
vegetables are in  
season?**



**What if your favorite  
fruits and vegetables  
are not in season?**



# Big Green Monster Smoothie

Makes 6 servings; 1 cup per serving  
Per serving: 53 Calories; 0.0 g Saturated Fat; 30 mg Sodium

## Ingredients

-  1 cup fat free or low-fat milk or non-dairy alternative
-  1 cup ice cubes
-  1 green apple
-  1/4 large cucumber
-  1 kiwifruit
-  1-2 handfuls spinach (washed and dried)
-  2 tablespoons fresh lemon juice
-  2 teaspoons honey

## Tools Needed

-  Measuring cups & spoons
-  Vegetable peeler
-  Blender
-  Cutting board
-  Knife
-  Glass and straw
-  Apple slicer (optional)

## Directions

**1** Using a cutting board and knife, cut apple and remove the core. Cut into chunks.



(optional tool)



**2** Using a vegetable peeler, peel cucumber and kiwi fruit and cut into chunks.



**3** Cut lemon in half and squeeze out 2 tablespoons of juice.



2 tablespoons



**6** Pour into glasses and serve immediately.



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**Are any of the smoothie ingredients in season?**

# Big Green Monster Smoothie





## Sample Grocery List

This sample grocery list can help you make healthier choices when you shop. Add the quantity you need next to each item, and check if you have a coupon. Planning ahead will help you save time and money! Remember to compare labels and choose products with the lowest amount of sodium, added sugars and saturated fat and no trans fat that you can find in your store.

	Quantity	Coupon
<b>Fresh Vegetables</b>		
Asparagus		
Broccoli		
Carrots		
Cauliflower		
Celery		
Corn		
Cucumbers		
Lettuce/Greens		
Onions		
Peppers		
Potatoes		
Spinach		
Squash		
Sweet potatoes		
Tomatoes		
Zucchini		
<b>Fresh Fruits</b>		
Apples		
Avocados		
Bananas		
Berries		
Cherries		
Grapefruit		
Grapes		
Kiwis		
Lemons/Limes		
Melon		
Oranges		
Peaches		
Pears		
Plums		
<b>Canned/Dry Beans</b>		
Black beans		
Chickpeas		
Kidney beans		
Lima beans		
Pinto beans		
White beans		

	Quantity	Coupon
<b>Frozen Vegetables</b>		
Broccoli		
Cauliflower		
Corn		
Green beans		
Mixed vegetables		
Spinach		
<b>Frozen Fruits</b>		
Berries		
Cherries		
Mixed fruit		
Peaches		
<b>Canned Vegetables</b>		
Corn		
Green beans		
Mixed vegetables		
Peas		
Tomatoes		
Tomato paste/sauce		
Yams		
<b>Canned/Jarred/ Dried Fruits</b>		
Apple sauce		
Apricots		
Dates		
Mixed fruit		
Oranges		
Peaches		
Pineapple		
Prunes		
Raisins		

## Sample Grocery List (Continued)

	Quantity	Coupon
<b>Whole Grains</b>		
Bread		
Brown rice		
Cereal		
Couscous		
Oatmeal		
Pasta		
Quinoa		
Tortillas		
<b>Fresh/Frozen Meat &amp; Seafood</b>		
Chicken breasts		
Lean ground beef/turkey		
Lunch meats		
Salmon		
White fish fillets		
<b>Canned/Pouched Meat &amp; Seafood</b>		
Chicken		
Salmon		
Tuna		
<b>Pantry Staples</b>		
Nut butters (peanut, almond)		
Nuts (almonds, walnuts)		
Salsa		
Soups and broths		
Spaghetti sauce		
<b>Cooking/Baking Essentials</b>		
Extra Virgin Olive Oil		
Flour (whole wheat)		
Non-stick cooking spray		
Vegetable/canola oil		
Vinegars		

	Quantity	Coupon
<b>Herbs/Spices &amp; Seasonings</b>		
Basil		
Cilantro		
Garlic		
Mint		
Parsley		
Pepper (black, cayenne, red)		
Salt-free seasoning blend		
<b>Dairy (Low-fat/Fat-free)</b>		
Cheese		
Eggs/egg whites		
Milk		
Yogurt		
<b>Cleaning Supplies &amp; Miscellaneous</b>		



Look for the Heart-Check mark to quickly and easily identify foods that can be part of a heart-healthy eating plan.



# WEEKLY MEAL PLAN



	<b>BREAKFAST</b> 	<b>LUNCH</b> 	<b>DINNER</b> 	<b>SNACK</b> 	<b>PHYSICAL ACTIVITY</b> 	<b>NOTES</b>
<b>MON</b>						
<b>TUE</b>						
<b>WED</b>						
<b>THU</b>						
<b>FRI</b>						
<b>SAT</b>						
<b>SUN</b>						

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# SMART

What are your **SMART** goals?

<b>Specific</b>	<b>Measurable</b>	<b>Attainable</b>	<b>Relevant</b>	<b>Time-Based</b>
				





# SMART Goal Example



## Goal:

I will be a smart, fearless shopper.

## SMART Goal:

When buying items at the grocery store, I will compare at least two different options and choose the healthiest, cheapest one.





# SMART Goals

**My Goal**


**Step 5**

**Time-Based**

When will this goal be met?




**Step 4**

**Relevant**

Will this goal help me reach my long-term goals?


**Step 3**

**Attainable**

How can this goal be met?


**Step 2**

**Measurable**

How will I know when I reach my goal?




**Step 1**

**Specific**

What do I want to accomplish?


**Questions?**

# Thank You!

