

# Smart Shopping

# WELCOME TO YOUR WIC NUTRITION EDUCATION LESSON!

- Lesson topic: SMART SHOPPING
- Length of time: 5-7 minutes

## Reminders:

- Start and stop as many times as you like. Just hit save!
- Click the NEXT button to move through the lesson.
- Once you finish the lesson you are done! You will automatically receive credit once the lesson is complete.
- If you are in the WIC site, show the page that says “**lesson complete**” to a WIC team member!

# Be a Smart Shopper!

Grocery shopping can be hard, especially when you're on a budget and trying to be healthy! Here are 10 tips to help you spend less and get more for your money!



# 1. Plan out your meals for the week.

Do you like to have cereal with milk for breakfast, or do you like yogurt with berries? Maybe you will have pasta with vegetables one night and black bean tacos another.

Planning healthy meals that your family likes to eat will help you choose the right foods, save time during the week, and reduce the number of trips you may need to take to the grocery store .

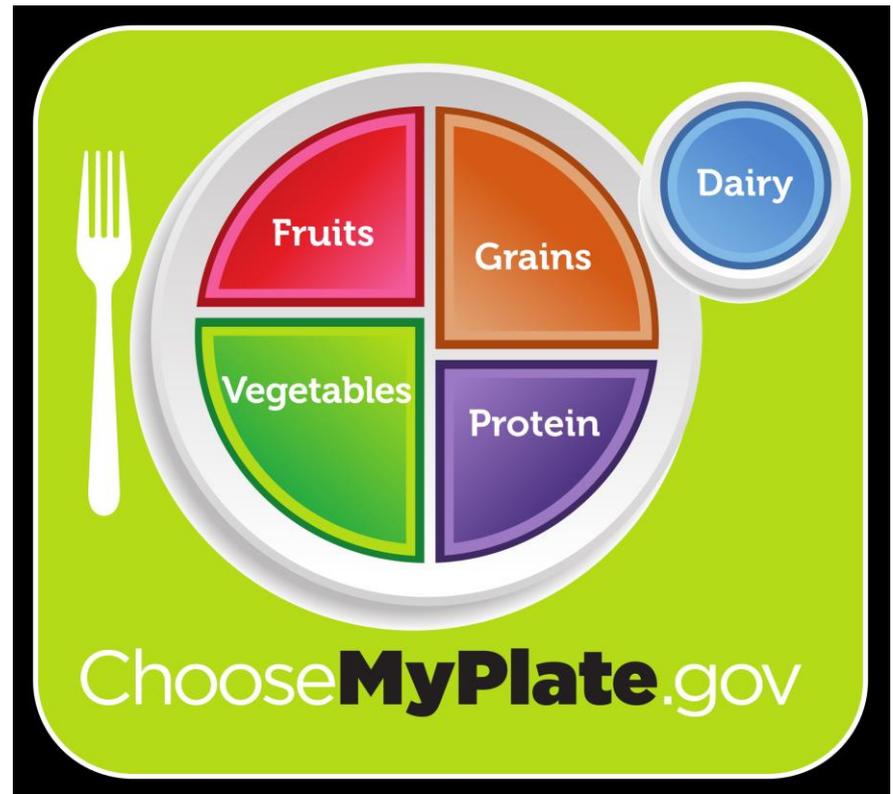


Photo source: <https://www.choosemyplate.gov>

*Quick tip: Look online to find new, healthy recipes to try with your family!*



Photo source: <https://pixabay.com>

## 2. Make a List– and Stick to It!

Look at your meal plan and decide what foods you need to buy. **Check your cabinets** to make sure you don't buy what you already have!

Once you are in the store, **only buy what's on your list**. Junk food may be tempting, but you'll be less likely to buy it if you already know what you're going to buy. This will also help you save money!

### 3. Find and Use Coupons

Coupons are a great way to save money! You can find them in newspapers, online, or even in the grocery store aisles. Some stores have coupon books just inside the door with coupons inside. Many stores now have rewards programs that give you additional sales and discounts.





Photo source: USDA via [www.flickr.com](http://www.flickr.com)

## 4. Buy in Bulk

When foods you eat often are on sale, stock up! Does your family eat a lot of green beans? Buy 3 cans instead of 1 when they are having a good sale. Things like toilet paper, dried pasta, and canned fruits and vegetables last a long time in storage and can save money if you don't have to buy them in future weeks.

**Be careful, though:** Don't buy food that you won't use!

## 5. Compare Unit Prices

Another cost-saving trick is to look at the **unit price**. Food is measured in units, like ounces (oz.) and pounds (lb.). The unit price is the cost per unit of a food.

How can unit prices save you money? Let's take a look at this yogurt for an example:

Size	Unit Price	Retail Price
32 OZ LF YOGURT	\$0.05 per oz	\$1.62
6 OZ LF YOGURT	\$0.12 per oz	\$0.72

The big yogurt on the top costs 5¢ per ounce, while the small yogurt on the bottom costs 12¢ per ounce. Even though the 6 ounce container is 72¢, the 32 ounce container for \$1.62 is the better deal.

In order to buy 32 ounces of yogurt in the 6 ounce containers, you would have to buy at least 5, costing you \$3.60!

## 6. Limit Junk Food Purchases

Junk food can often be expensive. Unhealthy foods like chips, candy, and soda are full of “**empty calories**,” because they don’t provide the protein, fiber, vitamins, and minerals that you need.

Instead of unhealthy snacks, choose nutritious, low-cost ones, such as apples, baby carrots, or string cheese. Buy popcorn kernels and pop them yourself for another cheap and healthy snack.



# 7. Read the Nutrition Facts Label

Sometimes it can be hard to tell if a food is healthy or not. Look at the nutrition facts label to see how much fat, sodium, fiber, vitamins, and minerals the food provides.

Foods with lower amounts of fat, sodium, and sugar and higher amounts of fiber, protein, and vitamins and minerals are healthy food choices. They also save money, because they keep you full longer and keep your body healthy!

- ① **Start Here** →
- ② **Check Calories**
- ③ **Limit these Nutrients**
- ④ **Get Enough of these Nutrients**
- ⑤ **Footnote**

Sample label for Macaroni & Cheese

<b>Nutrition Facts</b>		
Serving Size 1 cup (228g)		
Servings Per Container 2		
Amount Per Serving		
<b>Calories</b> 250	Calories from Fat 110	
		<b>% Daily Value*</b>
<b>Total Fat</b> 12g		<b>18%</b>
Saturated Fat 3g		<b>15%</b>
Trans Fat 3g		
<b>Cholesterol</b> 30mg		<b>10%</b>
<b>Sodium</b> 470mg		<b>20%</b>
<b>Total Carbohydrate</b> 31g		<b>10%</b>
Dietary Fiber 0g		<b>0%</b>
Sugars 5g		
<b>Protein</b> 5g		
Vitamin A		4%
Vitamin C		2%
Calcium		20%
Iron		4%

\* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

- ⑥ **Quick Guide to % DV**
- 5% or less is Low
  - 20% or more is High

Photo source: <https://commons.wikimedia.org>



Photo source: Mike Mozart via <https://www.flickr.com/>

## 8. Buy Store Brands

Store brands are often less money than big-name brands. Even better, they are just as good as the name brands!



Photo source: Mike Mozart via <https://www.flickr.com/>

## 9. Buy Produce in Season

One way to get good deals on fresh produce is to buy fruits and vegetables when they are **in season**. In season means that they are being grown in the U.S. or nearby during that time of year. This makes produce less expensive because it doesn't have to be packaged and shipped from far away.

Buy berries, grapes, zucchini, and summer squash during the summer, and buy apples, sweet potatoes, and carrots in the winter.

*Quick Tip: You can buy frozen or canned produce in any season! It is healthy, often costs less, and can be stored longer.*



Photo source: <https://pixabay.com>



# Smart shopping is a skill you can master.

When you learn to follow these steps, shopping will become easier, more enjoyable, and less stressful. Ask a WIC Nutritionist to help you make a meal plan and grocery list. Shopping smart is something everyone can do!



**Please finish the lesson by  
answering the next 5 questions.**

**Thank you!**

# Topic: Smart Shopping

## Lesson Complete

**Congratulations! Your account has been credited with the completion of this module.**

### **Have a question?**

Talk with a WIC team member.

### **For more information go to:**

<https://www.choosemyplate.gov/ten-tips-smart-shopping>

<https://www.choosemyplate.gov/budget-grocery-list>

Submitted On:

Reference ID:

# Lesson: Smart Grocery Shopping Tips

<b>Estimated Time:</b>	<b>15 minutes</b>
<b>Audience:</b>	<b>WIC Participants</b>
<b>Overview:</b>	Grocery shopping for healthy foods while on a budget can be difficult. Learning new shopping skills like looking at unit prices, buying in bulk, and planning meals ahead of time makes shopping much easier and saves money.
<b>Objectives:</b>	After completing this class, participants will: <ul style="list-style-type: none"> <li>• Know how to compare prices using unit prices</li> <li>• Be able to name at least two of the smart shopping tips discussed</li> <li>• Understand how habits such as buying store brands, comparing unit prices, and buying in season will help them save money</li> <li>• Be motivated to change at least one of their grocery shopping habits by making a list, using coupons, using their WIC checks, or another action</li> </ul>
<b>Introduction:</b>	Welcome! My name is _____, and today we will talk about how you can save money when grocery shopping. Grocery shopping can be time consuming and difficult, especially when you're on a budget and trying to eat healthy. We will learn about 10 tips that can make grocery shopping easier and help you get more for your money.
<b>1. Plan out your meals for the week</b>	<b>Who here plans out their meals for the week before going to the store?</b> <i>(Let participants answer, and then ask them how meal planning helps them. Affirm answers.)</i>  Planning healthy meals that your family likes to eat will help you: <ul style="list-style-type: none"> <li>• Choose the right foods</li> <li>• Save time during the week</li> <li>• Reduce the number of trips you may need to take to grocery store</li> <li>• Save time at the store</li> </ul>
<b>2. Make a list—and stick to it!</b>	Making a list is a great way to keep you on the right track when at the grocery store.  Look at your meal plan and decide what foods you need to buy. <b>Check your cabinets</b> to make sure you don't buy what you already have!  Once you are in the store, <b>only buy what's on your list</b> . Junk food may be tempting, but you'll be less likely to buy it if you already know what you're going to get. This will also help you <b>save money!</b>

<p><b>3. Find and use coupons</b></p>	<p>Coupons are a great way to save money! <b>Where can you find coupons?</b> <i>(Let participants answer, affirm answers.)</i></p> <p><b>You can find coupons:</b></p> <ul style="list-style-type: none"> <li>• In newspapers</li> <li>• Online</li> <li>• In grocery store aisles or magazines inside the door</li> <li>• Through grocery store rewards programs</li> </ul> <p>Look for coupons that are for foods you plan you buy that week. It isn't a deal if it leads you to buy something you wouldn't normally buy.</p>
<p><b>4. Buy in bulk</b></p>	<p><b>What does "buying in bulk" mean?</b> <i>(Allow participants to answer, affirm answers)</i></p> <p>Buying in bulk means to buy more than usual when it is a cheaper price. Does your family eat a lot of green beans? <b>Buy 3 cans instead of 1 when they are having a good sale.</b></p> <p>Things like toilet paper, dried pasta, and canned fruits and vegetables last a long time in storage and can save money if you don't have to buy them in future weeks.</p> <p><b>Be careful, though:</b> Don't buy food that you won't use!</p>
<p><b>5. Compare unit prices</b></p>	<p><b>What is a unit price?</b> <i>(Allow participants to answer, affirm answers)</i></p> <p>Food is measured in units, like ounces (oz.) and pounds (lb.). The unit price is the cost per unit of a food.</p> <p><b>Let's take a look at an example of a unit price.</b>  <i>*Have participants look at the picture of yogurt (Appendix A).</i></p> <p><b>Who can name the unit price (price per ounce) of each carton of yogurt?</b> <i>(Allow participants to answer, affirm answers)</i></p> <p>Answer: The top carton is \$0.05 per ounce; the bottom one is \$0.12 per ounce.</p> <p>Once they identify the unit price of each yogurt container, ask:  <b>Which one is a better price?</b> <i>(Allow participants to answer, affirm answers)</i></p> <p>Answer: the container of yogurt on the <b>top</b></p> <p>The big yogurt on the top costs 5¢ per ounce, while the small yogurt on the bottom costs 12¢ per ounce. Even though the small container is less expensive, the bigger one is a better deal.</p> <p><b>If you were to buy 32 ounces of the yogurt on the bottom, it would cost \$3.84!</b></p>

<p><b>6. Limit junk food purchases</b></p>	<p>Junk food can often be expensive. Unhealthy foods like chips, candy, and soda are full of “<b>empty calories</b>,” because they don’t provide the protein, fiber, vitamins, and minerals that you need.</p> <p><b>Instead of unhealthy snacks, choose nutritious, low-cost ones such as:</b></p> <ul style="list-style-type: none"> <li>• Baby carrots, celery sticks, or snap peas</li> <li>• Yogurt &amp; fruit</li> <li>• Apple slices &amp; peanut butter</li> <li>• String cheese</li> <li>• Popcorn (make it at home over the stove or in an air popper)</li> <li>• Whole grain tortilla with hummus or peanut butter</li> </ul> <p><b>Would anyone else like to share other any low-cost, healthy snacks they and their family like to eat?</b> <i>(Allow participants to answer, affirm answers)</i></p>
<p><b>7. Read nutrition labels</b></p>	<p><b>Why are nutrition labels helpful when shopping?</b><i>(Allow participants to answer, affirm answers)</i></p> <p>Sometimes it can be hard to tell if a food is healthy or not. Look at the nutrition label to see how much fat, sodium, fiber, vitamins, and minerals the food provides.</p> <ul style="list-style-type: none"> <li>• Foods with <b>lower</b> amounts of fat, sodium, and cholesterol and <b>higher</b> amounts of fiber, protein, and vitamins and minerals are healthy food choices.</li> </ul> <p>Healthy foods also save money, because they keep you full longer and keep your body healthy!</p>
<p><b>8. Buy store brands</b></p>	<p><b>Who knows what a store brand is?</b> <i>(Allow participants to answer, affirm answers)</i>  <i>*Show them the two pictures of macaroni &amp; cheese brands (Appendix B).</i></p> <p>Store brands are often less expensive than big-name brands. They are usually just as good as the name brands. Make sure the brand you are buying is the cheapest one– it can save you a lot of money!</p>
<p><b>9. Buy produce in season</b></p>	<p>One way to get good deals on fresh produce is to buy fruits and vegetable when they are in season.</p> <p><b>What does “in season” mean?</b> <i>(Let participants answer, affirm answers)</i>  <b>In season</b> means that the fruit or vegetable is being grown in the U.S. or nearby during that time of year. This makes produce <b>less expensive</b> because it doesn’t have to be packaged and shipped from far away.</p> <p><b>What fruits and vegetables are in season in the summer? Which ones</b></p>

	<p><b>are in season in the winter?</b> <i>(let participants answer, affirm answers)</i></p> <ul style="list-style-type: none"> <li>Buy berries, grapes, zucchini, and summer squash during the summer, and buy apples, sweet potatoes, and carrots in the winter.</li> </ul> <p>You can buy frozen or canned produce in any season! It is healthy, often costs less, and can be stored longer.</p>
<b>10. Use your WIC checks!</b>	<p>Using your WIC checks can save you lots of money! <b>How does using WIC checks help you save money and buy healthy foods at the grocery store?</b> <i>(Allow participants to answer, affirm answers)</i></p> <p>WIC foods are full of nutrients that will keep you and your family healthy and strong! WIC checks help you buy essential items like cereal, milk, eggs, and fruits and vegetables without spending your own money.</p> <p><b>Don't forget to highlight</b> the WIC foods on your shopping list and <b>group them together in your cart</b> so you don't buy them with your personal money!</p>
<b>Questions</b>	<p>What is one thing we talked about today that you want to do the next time you go grocery shopping? <i>(let participants answer/affirm answers)</i></p> <p>What other questions do you have? <i>(let participants answer/affirm answers)</i></p>
<b>Handouts/Resources</b>	<ul style="list-style-type: none"> <li>WIC Smart "Shopping Smart" slides</li> <li><a href="https://www.choosemyplate.gov/ten-tips-save-more-at-the-grocery-store">https://www.choosemyplate.gov/ten-tips-save-more-at-the-grocery-store</a></li> <li><a href="https://www.choosemyplate.gov/ten-tips-eating-better-on-a-budget">https://www.choosemyplate.gov/ten-tips-eating-better-on-a-budget</a></li> <li><a href="https://www.choosemyplate.gov/ten-tips-smart-shopping">https://www.choosemyplate.gov/ten-tips-smart-shopping</a></li> <li><a href="https://www.choosemyplate.gov/budget-grocery-list">https://www.choosemyplate.gov/budget-grocery-list</a></li> <li><a href="https://www.choosemyplate.gov/budget-weekly-meals">https://www.choosemyplate.gov/budget-weekly-meals</a></li> </ul>
<b>Evaluation</b>	<p><b>Group Class:</b> Shopping Smart Post Test <b>Individual Education:</b> Quiz participant on objectives or use Shopping Smart post test</p>
<b>Documentation</b>	<p><b>Group Class:</b> Choose Group Education Contact- WICSmart: Shopping Smart <b>Individual Education:</b> Choose individual contact: (2) Cutting Food Cost</p>

**Adapted from:**

- DC WIC: WICSmart Shopping Smart lesson

APPENDIX A: Yogurt Unit Price Comparison

Product	Unit Price	Retail Price
32 OZ LF YOGURT	\$0.05 per oz	\$1.62
6 OZ LF YOGURT	\$0.12 per oz	\$0.72

Photo source: <https://www.choosemyplate.gov>

Appendix B: Name Brand vs. Store Brand Macaroni & Cheese



Photo source: Mike Mozart via <https://www.flickr.com/>

# WICSmart Post Test

## Subject: Smart Shopping

- 1. What is a unit price?**
  - a) The amount of food in a portion for one person
  - b) The cost per unit (ounce, pound) of a food
  - c) The number of calories in a serving
  - d) None of the above
  
- 2. What foods are in season in the summer?**
  - a) Berries and zucchini
  - b) Apples and pumpkin
  - c) Sweet potatoes and carrots
  - d) Sweet potatoes and summer squash
  
- 3. Healthy foods have high amounts of fiber, protein, vitamins, and minerals and low amounts of:**
  - a) Fat
  - b) Sugar
  - c) Sodium
  - d) All of the above
  
- 4. What tips from this lesson would you like to apply in your grocery shopping?**
  - a) Reading nutrition labels
  - b) Making a meal plan
  - c) Comparing unit prices to buy the better deal
  - d) Using coupons and signing up for a grocery store rewards program
  
- 5. What did you think about the information in this lesson?**
  - a) It was just the right amount of information for me– I learned some new things
  - b) It was too much information– I felt a little overwhelmed
  - c) I would have liked more information– I knew a lot of this already.