

HO 8.2 Food Shopping Within Your HEED Goals

The following are specific shopping strategies related to each of the six HEED goals. Review the strategies for your own goals as well as for all of the healthy eating goals.

Balancing Calories

- Read labels to compare the amount of calories among various food products.
- Create a shopping list and stick to it! Don't be lured by fancy advertising, promotions, and packaging.
- Eat before going shopping. If you are hungry when you go to the store, you'll be likely to buy high-fat convenience foods and other items you don't need.
- Don't fall victim to the chocolate bars and other sweets at the checkout aisle. They are high calorie, high sugar, and high cost!
- Get in some physical activity during your shopping trip. Walk down each aisle and carry a basket instead of pushing a cart if you need only a few items.

Increasing Fruits and Vegetables

- When buying fresh produce, look for the following:
 - Fruits and vegetables that are in season
 - Colors! Red, green, yellow, orange, white, and even blue and purple
 - Textures! Bumpy, smooth, leafy, seedy, fuzzy
 - Fresh-looking produce that is not bruised, shriveled, moldy, or slimy
- Since fresh fruits and vegetables don't last very long, buy only the amount that you'll eat over the following week.
- Purchase frozen, canned, and dried fruits and vegetables for longer-lasting produce.
- When buying fruit juice, look for "100% fruit juice" on the label. Drinks that claim to be made with "real fruit juice" and contain "the full daily recommended amount of vitamin C" may contain only 5 to 10% real fruit juice. They are typically packed with artificial flavors, sugars, and additives and lack the other vitamins, antioxidants, and other healthy compounds in natural fruit.
- Select soups that are broth based and are loaded with vegetables.
- Look for low-fat frozen waffles and pancakes that you can top with fresh or frozen fruit for a quick, healthy breakfast.

Increasing Whole Grains

- When buying bread, look for "whole wheat" or "whole grain" as the first ingredient on the list. Words like "wheat flour," "multigrain," or "hearty" do **not** indicate that a bakery item is whole grain or high in fiber.
- Whole-grain breads include corn bread from whole ground cornmeal, cracked wheat bread, oatmeal bread, pumpernickel bread, rye bread, and whole-wheat bread.
- When buying cereal, look for ones that list the first ingredient as a whole grain such as "whole wheat" or "wheat bran" (the words *whole* and *bran* are key, not the word *wheat*).

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- Look for whole-grain pastas (whole-wheat flour will be listed first on the ingredient list).
- Opt for brown rice over white rice. You can often find brown basmati or quick-cooking brown rice.
- Don't be afraid to experiment with new types of grains. Barley, millet, and quinoa are whole grains that are high in fiber. Look for recipes on the side of the package, on the Internet, or in cookbooks that use these grains.

Increasing Dairy and Dairy Alternatives

- Look for low-fat varieties of milk, yogurt, and cheese in your dairy case.
 - Buy nonfat and low-fat milk rather than 2% milk and whole milk. Although all the varieties have the same key nutrients, nonfat and low-fat milk are lower in fat and calories.
 - Look for low-fat cheeses (American, mozzarella, ricotta, cottage) made with 2%, 1%, or nonfat milk.
- When selecting yogurt, choose low-fat, no-sugar-added varieties. Fruit yogurts made with sugar substitutes are lower in calories.
- Most supermarkets carry a variety of nonfat and low-fat dairy products that can be great snacks. Try low-fat yogurt, string cheese, cottage cheese, and flavored milks.
- Look for ways to sneak dairy into your meals and snacks. Buy yogurt to top low-fat frozen waffles or pancakes, and hot or cold cereals. Add a few fresh or frozen berries for a quick, healthy breakfast.

Decreasing Unhealthy Fats and Added Sugars

- Use food labels to compare the amount of fat and saturated fat among similar products.
- Look for low-fat varieties of milk, yogurt, and cheese in your dairy case.
 - Buy nonfat and low-fat milk rather than 2% milk and whole milk. Although all of the varieties have the same key nutrients, nonfat and low-fat milk are lower in fat and calories.
 - Look for low-fat cheeses (American, mozzarella, ricotta, cottage) made with 2%, 1%, or nonfat milk.
- Choose lean types of meat.
 - When buying beef, look for tenderloin, sirloin, top round, eye of round, and 95% lean (5% fat) ground beef. Avoid meat that is heavily marbled or has a lot of visible fat. Meat should be red or pink in color, not any shade of brown.
 - When buying pork, look for loin chop and tenderloin.
 - When buying poultry, look for skinless chicken or turkey breasts or low-fat ground chicken or turkey.
- To save fat and calories, buy frozen vegetables packaged without a sauce or butter. Sprinkle with Parmesan cheese or make your own low-fat cheese sauce.
- Look for frozen-food packages that say “light,” “lean,” “reduced fat,” or “reduced calorie.”

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- Look for low-fat, low-sodium soups and sauces. Cream sauce, butter sauce, béarnaise sauce, hollandaise sauce, and certain ready-to-eat sauces are deceptively high in calories and fat. Look for reduced-fat varieties or choose tomato (marinara) sauces instead.
- Herbs and spices are great for adding flavor and zest (without calories) to your meals.
- Try low-fat or baked varieties of typically high-fat foods including crackers, chips, and puddings.
- Look for and experiment with the numerous varieties of low-fat and nonfat, low-calorie salad dressings. Watch your portion size, however, because many nonfat dressings have sugar added to compensate for the lost fat.
- Purchase nonstick cooking spray to use instead of butter on pans.
- Buy 100% fruit juices instead of fruit drinks or fruit punch.
- Choose juices high in vitamin C such as orange, grapefruit, and tomato juice.
- Look for nonfat or low-fat varieties of snack foods.
- Many baked desserts and crackers are made with partially hydrogenated vegetable oil. Limit or avoid these types of snacks.
- Warning: Foods at the bakery usually won't have food labels listing calorie or fat content, but this doesn't mean they're free of calories or fat!

Decreasing Sodium and Salt

- Look for low-sodium varieties of snack foods, soups, and other packaged foods.
- Stock up on fresh vegetables and fruits, most of which contain low or no sodium or salt.
- Look for unsalted nuts as a good protein choice.
- When shopping for deli meats or cold cuts, avoid bologna or any meat that has been labeled as smoked.
- Fresh meats such as fish or poultry which have **not** been seasoned or breaded can be an excellent choice.
- Frozen dinners, canned foods, and prepackaged foods can be high in sodium. Their sodium content can range from 300 mg to well over 1,000 mg per serving. Aim for less than 400 mg of sodium per serving in canned foods. Try to find frozen dinners with less than 600 mg of sodium.
- Choose frozen and canned foods with a short list of ingredients. Extra salt, sugar, and other ingredients are often added to foods to increase their shelf life, keep the food looking fresh, or boost their flavor. Choosing foods that are minimally processed—canned fruit packed in fruit juice, orange juice instead of orange drink, cheese sticks instead of cheese puffs—limits the amount of extra calories, sodium, and other unhealthy ingredients you eat.
- To satisfy a sweet tooth, gelatin desserts can be a good option. You can use fruit, whipped cream, or marshmallows to spruce up a plain gelatin dessert and keep the sodium content low.
- Seasonings and condiments can be high in sodium. Read the labels for sodium content before you purchase ketchup, mustard and mayonnaise. In place of salt, use garlic powder, onion powder, vinegar, honey, or even a salt substitute.