

Shopping Strategies

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Store Locations

Shopping for healthy foods does not have to break your bank account. This may require you to travel off campus to a real supermarket. But, considering the better food and price selection, it is probably worth the extra hassle or bus fare. Within the Westwood area there are a couple of different grocery stores to choose from:

Westwood

Ralph's Grocery Store

10861 Le Conte Ave.

Store Hours: Open 24 Hrs.

Westwood Farmer's Market

On the Veterans Affairs campus

Wilshire and Sawtelle/Sepulveda

Every Thursday

Trader Joe's

1000 Glendon Avenue

(310) 824-1495

Store Hours: 9 a.m. to 9 a.m.

Whole Foods Market

1050 Gayley Ave

(310) 824-0858

Store Hours: 7 a.m. to 10 p.m.

Brentwood

Whole Foods Market

11737 San Vicente Blvd

(310) 826-4433

Store Hours: 8 a.m. to 10 p.m.

West Los Angeles

Whole Foods Market

11666 National Blvd.

(310) 996-8840

Store Hours: 8 a.m. to 10 p.m.

Pavillions

11750 Wilshire Blvd.

(310) 479-5294

Store Hours: 6 a.m. to 12 a.m.

Ralph's Grocery Store

12057 Wilshire Blvd.

(310) 477-8746

Store Hours: 24 Hrs

Trader Joe's

3212 Pico Blvd.

(310) 581-0253

Store Hours: 9 a.m. to 9 p.m.

Vons

11674 Santa Monica Blvd.

(310) 820-1012

Store Hours: 6 a.m. to 1 a.m.

Ten Strategies to Save You Time, Energy, & Money



Have you ever gotten lost when grocery shopping? Do you often find yourself buying unnecessary or extra food items because they were on sale or advertised near the checkout counter? How do you avoid impulse buying? Fortunately, there are a few easy strategies to use when grocery shopping that will save you time, energy, and money.



Strategy #1: *Never leave home without an organized grocery list.* A list will remind you of what foods you need and keep you focused. Try to categorize your list to match the store layout, such as produce, dairy case, deli, frozen foods, meat counter, bakery, and grocery shelves.

Strategy #2: *Avoid extra shopping trips and high traffic store hours.* Try to shop once or twice a week to save time and to reduce the chance of impulse buying. Plan on going to the store early in the morning, late in the evening, or midweek rather than on the weekends.

Strategy #3: *Make sure you're getting the "best buy" with sale items and coupons.* Always check to make sure that sales items are actually discounted at the check out counter. And, don't assume that a coupon is going to get you the best buy. Sometimes another brand or similar food might be cheaper even without a coupon.

Strategy #4: *Check shelves above and below eye level.* Often the most expensive food items are stored at eye level to encourage customers to buy the first product they see.

Strategy #5: *Never go grocery shopping on an empty stomach.* Grocery shopping when you're hungry makes every food item look good. It is easy to waste money on food you don't really like or need.

Strategy #6: *Check supermarket specials printed in newspaper inserts.* Plan meals around those sale items. If the store runs out of an item on special, ask for a rain check.

Strategy #7: *Buy frozen fruits and vegetables or produce that keeps longer in the refrigerator.* Frozen fruits and vegetables do not run a high risk of spoiling. Produce that stays fresh for longer periods of time include: broccoli, brussel sprouts, cabbage, carrots, parsnips, potatoes, sweet potatoes, apples, grapefruits, melons, oranges, and pears.

Strategy #8: *Buy food in economy sizes and share with a friend.* There is no savings in buying in large quantities if food spoils and must be discarded. Recruit a friend to share your food purchases and reap the cost rewards.

Strategy #9: *Shop for convenience and foods sold in single servings.* Often salad greens and vegetables that are already pre-mixed cost less than buying each food item separately. Products such as yogurt, cottage cheese, soup, and frozen meals save preparation time and allow for a better food variety.

Strategy #10: *Compare prices using unit prices on supermarket shelves.* If two foods are identical types of products and the units being compared are equal, it is best to go with the lowest price per unit.



Reading Food Labels

The most reliable nutrition information at the grocery store is the food label. Almost all processed and packaged foods carry a standardized label. Some fresh produce will have a poster or pamphlet displayed nearby if a food label is not possible. Ask your supermarket manager to start providing this information if it is not available. The food label identifies the amount inside the package, the manufacturer, the ingredients, expiration date, “sell by” date, health claims, and nutrition facts. This is a great tool to use to compare the nutrition of similar foods and to choose the food that is packed with vitamins, minerals, and other healthy nutrients.

Sample Food Label:

Sample label for
Macaroni & Cheese

① **Start Here** →

② **Check Calories**

③ **Limit these Nutrients**

④ **Get Enough of these Nutrients**

⑤ **Footnote**

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

⑥ **Quick Guide to % DV**

- 5% or less is Low
- 20% or more is High

* 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

Serving size (#1 on sample label)

Pay attention to the serving size and how many servings there are in the food package. Compare this to how much YOU actually eat. The size of the serving on the food package influences all the nutrient amounts listed on the top part of the label. In the sample label above, one serving of macaroni and cheese equals one cup. If you ate the whole package, you would eat two cups. That doubles the calories and other nutrient numbers, including the %Daily Values as shown below.

Calories & Calories from Fat (#2 on sample label):

Calories provide a measure of how much energy you get from a serving of this food. The label also tells you how many of the calories in one serving come from fat. In the example, there are 250 calories in a serving of this macaroni and cheese. How many *calories from fat* are there in ONE serving? Answer: 110 calories, which means almost half come from fat. What if you ate the whole package contents? Then, you would consume two servings, or 500 calories, and 220 would come from fat.

	Single Serving	%DV	Double Serving	%DV
Serving Size	1 cup (228g)		2 cups (456g)	
Calories	250		500	
Calories from Fat	110		220	
Total Fat	12g	18%	24g	36%
Saturated Fat	3g	15%	6g	30%
Cholesterol	30mg	10%	60g	20%
Sodium	470mg	20%	940mg	40%
Total Carbohydrate	31g	10%	62g	20%
Dietary Fiber	0g	0%	0g	0%
Sugars	5g		10g	
Protein	5g		10g	
Vitamin A		4%		8%
Vitamin C		2%		4%
Calcium		20%		40%
Iron		4%		8%

It is recommended that no more than 30% of your **total** daily calories come from fat (i.e. if you consume ~2000 calories/day, no more than 585 calories or 65g fat/day should come from fat). For better health, try to get the majority of your fat intake from unsaturated food sources (i.e. nuts, olive oil, peanut butter, avocado, canola oil, and fish). Keep in mind that all fat (whether saturated or unsaturated) is a concentrated source of calories (~100 calories for each tablespoon of oil); so be sure to keep portion sizes small.

Nutrition Information Panel:

Under the label's "Nutrition Facts" panel, manufacturers are required to provide information on certain nutrients. The mandatory (underlined) and voluntary components and the order in which they must appear are listed below:

- total calories
- calories from fat
- calories from saturated fat
- total fat
- saturated fat
- trans fat
- polyunsaturated fat & monounsaturated fat
- cholesterol
- sodium
- potassium
- total carbohydrate
- dietary fiber
- soluble fiber & insoluble fiber
- sugars
- sugar alcohol (for example, the sugar substitutes xylitol, mannitol and sorbitol)
- other carbohydrate (the difference between total carbohydrate and the sum of dietary fiber, sugars, and sugar alcohol if declared)
- protein
- vitamin A
- percent of vitamin A present as beta-carotene
- vitamin C
- calcium
- iron
- other essential vitamins and minerals

Date Definitions:

Date Definitions	
Expiration or Exp	Last date on which a product should be used. If the date has passed, throw it away.
Sell By	Indicates the last day on which the product should be sold. You can keep the food five to seven days longer than that if it is well-refrigerated
Best If Used By	The date by which the manufacturer guarantees the freshness and quality of the food. It is not dangerous to use the food after that date, but the food may not have top quality or top nutritional value after that date.
Packed On	Dates are sometimes found on canned and frozen food. This is not useful information unless you know when the food was picked and processed before the freezing or canning. As a rule of thumb, frozen foods can be kept for three to four months after that date. Canned goods can be stored for up to a year beyond that date. Foods stored and kept longer may lose their flavor and nutritional value, but they are not dangerous.

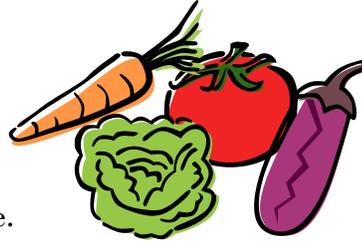
Aisle By Aisle

1. Fruits & Vegetables

The produce is generally the first section in a grocery store. Most college students don't consume enough fresh fruits and vegetables because they can be expensive, spoil easily, require refrigeration, and are more difficult to transport. This is concerning since produce is packed with health-promoting vitamins, minerals, fiber, and phytonutrients.

Here are simple ways around these problems:

- Buy only what you will use in a week.
- Avoid produce with bruises, blemishes, or bad spots.
- Buy frozen or canned produce to supplement fresh.
- Try drinking vegetable juice.
- Buy pre-cut, portioned and washed vegetables for easy use.
- Buy produce that is in season or on sale.



GUIDE TO WHEN FRUITS AND VEGETABLES ARE IN SEASON

Summer: apricots, blueberries, cherries, eggplant, fresh herbs, green beans, hot peppers, melon, okra, peaches, plums, sweet corn, sweet peppers, tomatoes, and zucchini.

Fall: apples, broccoli, brussels sprouts, cauliflower, collards, grapes, kale, pears, persimmons, pumpkins, winter squash, and yams.

Winter: beets, cabbage, carrots, citrus fruits, daikon radishes, onions, rutabagas, turnips, and winter squash.

Spring: asparagus, blackberries, green onions, leeks, lettuces, new potatoes, peas, red radishes, rhubarb, spinach, strawberries, and watercress.

2. Meat, Poultry, & Fish

The freshest cuts of meat are found in the meat case, which is generally located on the back wall of the store behind the produce section. This is the easy way to select the cut and grade of meat you want. You can ask the butcher to cut, ground, or package a specific type and amount of meat. For example, if you wanted extra lean ground beef for a meal, you could ask the butcher to prepare 4 ounces of "5% fat ground round" beef.

Meat includes beef, veal, lamb, and pork. **Beef** is graded by the U.S. Department of Agriculture depending on the amount of "marbling" (fat between the muscle), appearance, texture, and age of the animal. **Veal** and **lamb** use the same grading system; however, instead of using the term "select," the term "good" is used. **Pork** is not graded. It is important to note that from a nutritional standpoint (protein, vitamins, and minerals) all grades are equal.

- **Prime:** Most tender, most expensive, and highest amount of fat
- **Choice:** Less tender, cheaper, and less fat than prime
- **Select (beef) or Good (veal and lamb):** Tougher cut of meat, least expensive, and least amount of fat

Here is a list of the leanest cuts of meat. Try buying these cuts at the grocery store and ordering them more frequently at restaurants.

Beef	Fat grams	Calories
<i>Round & Loin Cuts</i>		
	(per 3 oz. cooked serving)	
Eye of round (select)*	3.8 g	135 calories
Top or bottom round (select)	4.9 g	160 calories
Top sirloin (select)	6.8 g	165 calories
<i>Ground</i>		
“Extra lean” ground beef (5% fat)*	6.8 g	180 calories
“Lean” ground beef (7% fat)	8.3 g	195 calories
Pork		
<i>Loin Cuts</i>		
	(per 3 oz. cooked serving)	
Pork tenderloin*	5.3 g	150 calories
Pork sirloin roast	8.3 g	173 calories
Pork chop, top loin	9.8 g	195 calories
* Best Bite!		

Poultry includes chicken and turkey, both very economical and lean protein sources. They come prepared in a variety of ways depending on your need. For example you can buy skinless, dark meat, light meat, ground, whole, cuts, slices, lean, frozen, fresh, and boneless. Select meaty birds that are free of blemishes and have a creamy white to yellow skin. When estimating how much meat or poultry to buy, figure ~4 ounces raw meat per person to base your total purchase.

Here is a list of the leanest poultry choices. Try buying these at the grocery store and ordering them more frequently at restaurants.

	Fat grams	Calories
	(per 3 oz. cooked serving)	
Chicken breast, skinless*	3.0 g	140 calories
Chicken drumstick, skinless	4.5 g	150 calories
Chicken thigh, skinless	9.0 g	180 calories
Turkey light meat, skinless*	3.0 g	135 calories
Turkey dark meat, skinless	6.0 g	158 calories
<i>Ground</i>		
“Extra lean” ground turkey breast*	1.5 g	120 calories
“Lean” ground turkey	8.3 g	165 calories
* Best Bite!		

Fish is also another excellent addition to any meal as it is low in saturated fat and high in healthful omega-3 fatty acids. The American Heart Association recommends 2-3 fish meals per week to help reduce risk of heart disease. There are many varieties of fish on the market including cod, mahi mahi, salmon, seabass, swordfish, tuna, halibut, catfish, and trout. Fish may be purchased fresh, frozen, or canned. In fact, you can easily substitute frozen fish for fresh in a recipe, and canned fish offers many



of the same nutritional benefits. Only buy fish from a reputable source that has the fish properly iced or refrigerated in a clean display case. It should contain no “fishy” smell or mucous on its gills. The eyes should be bright and clear with shiny skin. There are also many types of shellfish such as scallops, shrimp, and clams sold at the grocery store that are tasty to cook.

3. Deli & Prepared Foods

The **Deli** section contains many prepared salads, pasta dishes, and meats that are easy to order and take home for dinner that night. You can also request slices of your favorite sandwich meat to be wrapped in plastic. Buy in small quantities because freshly cut ham, turkey, or roast beef will spoil within a few days after purchasing.



Prepared meals are becoming very popular since they are very convenient to grab when time is of the essence. Supermarkets offer salad bars, rotisserie chicken meals, side vegetable dishes, and potatoes. These products are expensive due to preparation time. However, if you add your own vegetables or salad at home the cost becomes more reasonable. Be sure to check for quality of freshness, expiration date, and temperatures before buying “to go” items.

4. Frozen, Boxed, & Canned Meals

As college students, the day is consumed by studying or work, which leaves little time and energy to make dinner at night. In this case, preparing a frozen, boxed, or canned meal may be the best alternative. Fortunately, with all of the new food products on the market, it is easier than ever to make convenient AND healthy meals.

Below are some examples of healthy **frozen meals**:

- **Smart Ones** by Weight Watchers makes for a satisfying meal without the added sodium, saturated fat, and calories. The ultimate veggie pizza is a good choice. You can add extra vegetables to help you meet your daily requirement or slice up a couple pieces of skinless chicken breast to place on top.
- **Healthy Choice** is another good frozen meal choice. They have a variety of meals to choose from such as Chicken Breast & Vegetable, Lemon Pepper Fish, Beef Stroganoff, and Salisbury Steak.
- **Lean Cuisine** and **Taj Gourmet** offer several healthy and tasty frozen meals. Try Lean Cuisine’s Chicken Enchilada Suiza, Spaghetti with Meat Sauce, and Chicken Parmesan. And, Taj Gourmet’s frozen meals taste like they’re made in a New Delhi kitchen...delicious!
- Several companies now offer frozen “**Meal Kits**” that come with vegetables and either pasta, rice, or potatoes. Some also come with chicken, turkey, shrimp, or beef; while others tell you to throw it in. Some good brands include: **Birds Eye** Chicken, Shrimp, or Steak Viola!, **Birds Eye** Easy Recipe Creations, **Cascadian Farm** Meals for a Small Planet (vegetarian), **Green Giant** Create a Meal, and **Stouffer’s Lean Cuisine** Skillet Sensations.
- Frozen “**Meal Bowls**” are another good choice. Try **Ethnic Gourmet’s** Vegetarian or Chicken Rice Bowls, **Healthy Choice’s** Chicken Bowls, **Seapoint Farms** Edamame Soybean Rice Bowls, **Cascadian Farm** Veggie Bowls, or **Uncle Ben’s** Rice & Chicken Bowls.
- **Boca**, **Morningstar**, **Health is Wealth**, **Yves Veggie**, and **Gardenburger** make meatless soy protein burgers, ground “meat” crumbles, hot dogs, and/or chicken-free patties/nuggets which can be microwaved quickly for a nutritious and simple vegetarian meal.
- Frozen fish sticks or fillets can be added to a microwaved baked potato and some steamed vegetables for a quick and healthy meal. Good brands include **Mrs. Paul’s** or **Gorton’s** Grilled

Salmon and Grilled Fillets (unbreaded). For lower fat breaded fish sticks or fillets, choose **Mrs. Paul's Healthy Selects Baked Fish** or **Van de Kamp's Crisp & Healthy Fish**.

5. Dairy Products & Eggs

The **Dairy** section is where all milk, yogurt, cottage cheese, and cheese products are contained. These foods have a high potential of spoiling. Be sure to always check the “sell by” dates before purchasing. It is generally safe to assume that the food will be safe to eat for an additional 5-7 days past that date. However, if there is any doubt about the safety of a food, throw it away! Remember that dairy products come from animals, so they naturally contain a high amount of saturated fat, which clogs our arteries! So do your heart a favor and select the **1% low-fat** or **fat free** varieties.



NOTE: Some **yogurts** have a lot of *added* sugar, in addition to the naturally occurring sugar in milk and fruit. This *added sugar* can add a lot of unwanted “empty calories.” Your best choice is always **plain** low fat or fat free yogurt (and you can just add your own fruit). For flavored yogurts, read the Nutrition Facts panel, and look for yogurts with the least amount of sugar and calories. Good choices include:

- Stonyfield Farm Organic Nonfat flavored yogurts (160 kcal, 31 g sugar in 8 oz.)
- Stonyfield Farm Lowfat Fruit Blends (160 kcal, 28 g sugar in 6 oz.)
- Horizon Organic Dairy Blended (160 kcal, 29 g sugar in 6 oz.)
- Yoplait Original Lowfat (170 kcal, 27 g sugar in 6 oz.)

Eggs provide an economical, convenient, and easy to prepare source of high quality protein. When deciding upon which eggs to buy, be sure to inspect the carton. The eggs should be clean, whole, and free of cracks because eggs are common sources of Salmonella poisoning. Also check for the freshness dating, which is located on the container. Eggs spoil quickly when stored at room temperature so make sure you buy eggs that have been refrigerated properly. There is not a difference in nutritional quality between brown or white eggs. The shell color is dependent upon the breed of hen. Eggs are graded based on the interior and exterior quality of eggs when they're packed.

Grade for Eggs:

- **AA:** Highest quality grade.
- **A:** Most common grade found in grocery store
- **B:** Lowest quality grade

The American Heart Association suggests limiting our consumption of egg yolks to four per week because of their cholesterol content. Fortunately, you can substitute two egg whites or $\frac{1}{4}$ cup egg substitute for one whole egg when cooking. The protein content remains exactly the same, but there is significantly less saturated fat and cholesterol, which are both linked to the development of heart disease.

6. Butter, Margarine, & Spreads

Butter and stick margarine are high in heart-damaging saturated and trans fat, so avoid these for every day use. Instead, choose **tub** or **squeeze bottle** margarines/spreads that have no more than 1 gram of saturated plus trans fat per tablespoon. Good choices include:

- I Can't Believe It's Not Butter Fat Free or Light Spread
- Promise Fat Free or Buttery Light Spread
- Smart Beat Trans Fat Free Super Light Margarine
- Fleischmann's Light Margarine
- Take Control Light or Regular Spread
- Benecol Light or Regular Spread
- Olivio Premium Spread with Olive Oil
- Brummel & Brown Spread with Yogurt
- Parkey Calcium Plus Spread



NOTE: Instead of butter or margarine, consider using heart healthy unsaturated oils (like canola or olive oils).

7. Bread Products, Cereals, & Grains

There is nothing more satisfying than eating warm, soft **bread** straight out of the oven. You can add a lot variety and nutrients to meals by experimenting with various baked goods such as: pumpernickel, rye, whole wheat, multigrain, French, bagels, pita, tortillas, rolls, muffins, and herb breads. These products are quick to become stale, hard, and moldy at room temperature. Placing them in the refrigerator or bagging portions in the freezer are helpful ways to extend the shelf life of these items.

Try to limit danishes, croissants, cakes, cookies, and donuts because these are high in fat and calories (but low in fiber and nutrients). Instead, choose low fat “100% whole grain” products with more fiber and nutrients. Good choices include the following:

- **Bread:**

NOTE: Look for the words “100% whole wheat or grain” on the package.

Roman Meal 100% Whole Wheat, Wonder 100% Whole Wheat, Pepperidge Farm 100% Whole Wheat.

- **Pasta, Rice, & Grains:** whole wheat pasta, brown or wild rice, bulgar wheat, whole wheat cous cous.

- **Cereals:**

NOTE: Look for at least 3 g of fiber (preferably 5+), no more than 3 g of fat, and typically no more than 8 g of total sugar (unless it has dried fruit in it).

- **Kashi** Good Friends and GoLean
- **Kellogg's** All-Bran, Complete Wheat Bran Flakes, and Nutri-Grain Golden Wheat or Almond Raisin
- **Post** Shredded Wheat, Raisin Bran, Grape Nuts, and Fruit & Fiber,
- **General Mill's** Wheat or Multi Bran Chex, Cheerios, Wheaties, and Whole Grain Total
- **Quaker** Oat Bran, Crunchy Corn Bran, Toasted Oatmeal Squares, and Regular, Unflavored Instant Oatmeal (hot)

- **Crackers:** Ry Krisp, Wasa Fiber Rye, Ryvita Rye, Ak-Mak 100% Whole Wheat Stone Ground, Nabisco Reduced Fat Triscuits, Manischewitz 100% Whole Wheat Matzos, Whole Foods Woven Wheats



Take the Shopping

