Shopping for Success

- Eat something healthy and filling before you go shopping. Carry a bottle of water to sip.
- Avoid samples of high-calorie foods. An occasional bite may be all right, but if you're tasting items in every section of the store, the calories can add up.
- Use a list and stick to it.
- Be aware that store "merchandisers" are out to tempt you with unhealthy impulse items placed at eye level, at the ends of aisles, and in the checkout line.
- Resist "deals" on unhealthy choices. It's not a bargain at any price to compromise your health!
- You don't have to go up and down every aisle. Skipping the candy, cookie, snack, and soda aisles can save you time, money, and calories.
- If it's safe to do so, pick a parking spot at the far end of the lot. When you're finished shopping, push your cart out to the car to load it yourself. It's an easy way to add some activity to your shopping trip.

PRODUCE

- ☐ Bananas
- ☐ Oranges
- ☐ Spinach or other leafy greens
- ☐ Onions
- ☐ Broccoli
- ☐ Tomatoes
- ☐ Apples
- ☐ Berries
- ☐ Sweet potatoes
- ☐ Red grapes
- ☐ Coleslaw mix
- ☐ Red peppers
- ☐ Baby carrots
- ☐ Portabella mushrooms
- ☐ Minced garlic *(usually sold packed with oil in jars)* or fresh garlic
- ☐ Flaxseed *(if not in the produce area, check elsewhere at your grocery store)*

GRAINS

- ☐ Whole-grain pasta
- ☐ Brown rice
- ☐ Couscous
- ☐ Barley
- ☐ Bulgur
- ☐ Spelt
- ☐ Whole-grain, reduced-calorie English muffins
- ☐ Whole-wheat tortillas

MEAT, POULTRY, FISH, AND DELI

- ☐ Frozen salmon patties *(wild Alaskan)*
- ☐ Tuna, tilapia, or catfish
- ☐ Grilled chicken strips
- ☐ Lean beef such as loin or round cuts or pork cubes for stir-frying
- ☐ Deli turkey or lean ham
- ☐ Extra lean ground beef
- ☐ Grilled chicken strips

DAIRY

- ☐ Reduced-fat sour cream
- ☐ Eggs *(eggs are not dairy, but they are often found in the dairy case)*
- ☐ EggBeaters®
- ☐ Skim or 1% milk
- ☐ Low-fat half-and-half
- ☐ 2% milk cheese
- ☐ Feta or blue cheese
- ☐ Parmesan cheese
- ☐ "Lite" margarine spread
- ☐ Low-fat yogurt
- ☐ Reduced-fat cottage cheese
- ☐ Tofu

CANNED FOODS

(choose lower-sodium versions)

- ☐ Stewed tomatoes
- ☐ Spaghetti sauce
- ☐ Beans: Your favorites, including:
  - –Black beans
  - –Chickpeas
  - –Cannellini beans
  - –Kidney beans
- ☐ Olives
- ☐ Sun-dried tomatoes in oil
- ☐ Canned chicken, salmon, or tuna
- ☐ Peanut butter
- ☐ Soups
- ☐ Chunky applesauce

CONDIMENTS

- ☐ Low-sodium soy sauce
- ☐ Reduced-fat mayonnaise
- ☐ Reduced-fat tartar sauce
- ☐ Low-fat or fat-free salad dressings

FROZEN FOODS

- ☐ Low-fat ice cream or Popsicles®
- ☐ Vegetables
- ☐ Black-bean burgers or other meatless soy products
- ☐ Whole-grain waffles
- ☐ Berries
- ☐ Low-fat whipped topping
- ☐ Reduced-fat pizza dough
- ☐ Whole-wheat bagels *(1-oz size)*

BAKED GOODS

- ☐ Non-stick cooking spray
- ☐ Whole-wheat flour
- ☐ Yeast
- ☐ Reduced-sugar maple syrup
- ☐ Olive oil
- ☐ Low-fat, all-purpose baking mix
- ☐ Raisins
- ☐ Vinegar *(try apple cider or red wine vinegar)*
- ☐ Cooking wine *(red or white)*
- ☐ Old-fashioned rolled oats
- ☐ Herbs and spices, including:
  - –Oregano
  - –Cinnamon
  - –Black pepper or white chili
  - –Italian seasoning
- ☐ Peanut butter
- ☐ Soups
- ☐ Chunky applesauce

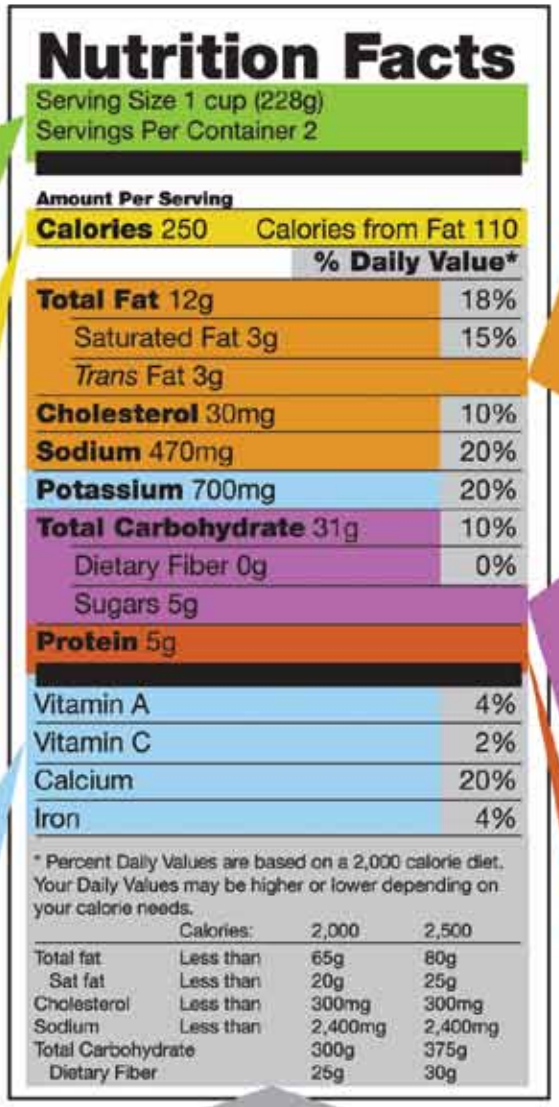
BEVERAGES

- ☐ Sugar-free hot chocolate mix
- ☐ Reduced-sugar fruit juice
- ☐ 100% real fruit juice *(dilute with water or seltzer to cut sugar and calories)*
- ☐ Tea
- ☐ Reduced-sodium vegetable juice

SNACKS

- ☐ Dark chocolate
- ☐ Baked tortilla chips
- ☐ Salsa
- ☐ Almonds, walnuts, or other nuts
- ☐ Whole-grain baked crackers
- ☐ Graham crackers
- ☐ Reduced-fat popcorn

Use the Nutrition Facts Label to Eat Healthier



Check the serving size and number of servings.

- The Nutrition Facts Label information is based on ONE serving, but many packages contain more. Look at the serving size and how many servings you are actually consuming. If you double the servings you eat, you double the calories and nutrients, including the % DVs.
- When you compare calories and nutrients between brands, check to see if the serving size is the same.

Calories count, so pay attention to the amount.

- This is where you'll find the number of calories per serving and the calories from fat in each serving.
- Fat-free doesn't mean calorie-free. Lower fat items may have as many calories as full-fat versions.
- If the label lists that 1 serving equals 3 cookies and 100 calories, and you eat 6 cookies, you've eaten 2 servings, or twice the number of calories and fat.

Look for foods that are rich in these nutrients.

- Use the label not only to limit fat and sodium, but also to increase nutrients that promote good health and may protect you from disease.
- Some Americans don't get enough vitamins A and C, potassium, calcium, and iron, so choose the brand with the higher % DV for these nutrients.
- Get the most nutrition for your calories—compare the calories to the nutrients you would be getting to make a healthier food choice.

The % Daily Value is a key to a balanced diet.

The % DV is a general guide to help you link nutrients in a serving of food to their contribution to your total daily diet. It can help you determine if a food is high or low in a nutrient—5% or less is low, 20% or more is high. You can use the % DV to make dietary trade-offs with other foods throughout the day. The * is a reminder that the % DV is based on a 2,000-calorie diet. You may need more or less, but the % DV is still a helpful gauge.

Know your fats and reduce sodium for your health.

- To help reduce your risk of heart disease, use the label to select foods that are lowest in saturated fat, *trans* fat and cholesterol.
- *Trans* fat doesn't have a % DV, but consume as little as possible because it increases your risk of heart disease.
- The % DV for total fat includes all different kinds of fats.
- To help lower blood cholesterol, replace saturated and *trans* fats with monounsaturated and polyunsaturated fats found in fish, nuts, and liquid vegetable oils.
- Limit sodium to help reduce your risk of high blood pressure.

Reach for healthy, wholesome carbohydrates.

- Fiber and sugars are types of carbohydrates. Healthy sources, like fruits, vegetables, beans, and whole grains, can reduce the risk of heart disease and improve digestive functioning.
- Whole grain foods can't always be identified by color or name, such as multi-grain or wheat. Look for the "whole" grain listed first in the ingredient list, such as whole wheat, brown rice, or whole oats.
- There isn't a % DV for sugar, but you can compare the sugar content in grams among products.
- Limit foods with added sugars (sucrose, glucose, fructose, corn or maple syrup), which add calories but not other nutrients, such as vitamins and minerals. Make sure that added sugars are not one of the first few items in the ingredients list.

For protein, choose foods that are lower in fat.

- Most Americans get plenty of protein, but not always from the healthiest sources.
- When choosing a food for its protein content, such as meat, poultry, dry beans, milk and milk products, make choices that are lean, low-fat, or fat free.

www.healthierus.gov/dietaryguidelines