

# Healthy Grocery Shopping

This playbook provides a guide for making healthier choices while navigating through the various aisles of a grocery store. It focuses on identifying and selecting nutritious options and avoiding common marketing traps that may lead to less healthy purchases.

## Step 1: **Planning**

Create a meal plan for the week and make a list of necessary ingredients. This helps ensure you buy only what you need, saves time, and avoids impulse buying.

## Step 2: **Perimeter Shopping**

Start shopping around the perimeter of the store where fresh produce, dairy, meat, and fish are typically located. Most healthy, whole foods are found in these areas.

## Step 3: **Produce Selection**

Choose a variety of fruits and vegetables for a broad spectrum of nutrients. Opt for organic if possible and prioritize in-season produce for better taste and value.

## Step 4: **Label Reading**

Read nutrition labels carefully. Check serving sizes, calories, and nutrient contents. Look for items with lower levels of sodium, added sugars, and unhealthy fats.

## Step 5: **Ingredient Awareness**

Examine ingredient lists for added sugars, sodium, and preservatives. The fewer the ingredients and the more recognizable they are, the better.

## Step 6: **Whole Grains**

Choose whole grains over refined grains for added fiber and nutrients. Look for 'whole' as the first ingredient in breads, pastas, and cereals.

## Step 7: **Avoiding Traps**

Be mindful of end-cap displays, checkout aisle temptations, and sale items that are often strategically placed to encourage impulse purchases of less healthy options.

## Step 8: **Frozen Goods**

When buying frozen products, choose those without added sauces or sugars. Frozen fruits and vegetables can be as nutritious as fresh and last longer.

## Step 9: **Unprocessed Foods**

Focus on unprocessed or minimally processed foods. These foods are closer to their natural state and typically more nutritious.

# **General Notes**

## **Seasonal Buying**

Seasonal fruits and vegetables are usually fresher, more flavorful, and often less expensive. Check a seasonal produce guide before shopping.

## **Store Layout**

Familiarize yourself with the store's layout to shop more efficiently and reduce the temptation of unhealthy options.

## **Shopping Frequency**

Consider shopping more frequently for smaller amounts to ensure your produce is fresh and to reduce food waste.