

Food \$ense

Wisconsin Nutrition Education Program

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Supermarket Savvy

Time is money—The more time you spend in the grocery store, the more money you spend! Therefore, the most efficient way to shop is at one nearby store that has reasonable prices. By shopping at the same store, you learn their floor plan and can shop faster.

Stick to your list—

Organize your list according to the store layout or by food type and department (e.g. meats, canned foods and dairy products). This saves time, keeps you from forgetting items, and reduces temptation to buy foods not on the list.



Look high and low—You may have to do a little bending and stretching to find bargains. More expensive items are at "eye-level." Store brands that may be cheaper and just as good are often placed higher or lower on the grocery shelves.

Convenience Foods—You can buy a lot of nutritious carrots, apples, bananas and potatoes for the price of a large bag of chips and box of cookies. Save money on groceries by taking a few minutes to do some of the work yourself.

Shop the store's perimeter—Grocery stores are designed to encourage shoppers to spend money. Try to stick to the outer perimeter, or edges, of the grocery store. Fresh produce, meats, dairy, breads and healthier, less processed foods usually are found in this area. Keep foods safe by shopping for cold items last.

Tips at checkout—Make sure prices ring up as advertised or as indicated on the shelf label. See that all your groceries get put into your bag or cart and that breakable and crushable items are bagged correctly. Ask that cold foods be bagged together so you can spot them easily and unpack them first when you get home.

Source: Clemson Cooperative Extension

Strawberry Spinach Salad

Great mix of fruit and vegetable tastes!

1 6-ounce package spinach leaves (or about 2 bunches)
1 pint strawberries (about 2 cups sliced)
1/2 cup sugar
2 Tablespoons sesame seeds
1 Tablespoon poppy seeds
1/2 teaspoon minced onions
1/4 teaspoon Worcestershire Sauce
1/4 teaspoon paprika
1/4 cup vegetable oil
1/3 cup cider vinegar

Serves 6

Source: Kansas State University Kids a Cookin'

1. Wash spinach leaves and strawberries in water; drain well.
2. Remove stems from spinach leaves, tear into bite-size pieces and place in a large bowl.
3. Remove stems and slice strawberries; add to spinach. Cover and chill until serving time.
4. In a blender or food processor, combine sugar, seeds, onions, Worcestershire Sauce and paprika.
5. With blender running, add oil and vinegar to combine ingredients. Chill.
6. Toss spinach and strawberries with about half the dressing, reserving the rest for another recipe.



Sales Are Not Always the Best Deal

Sale items are supposed to save you money but sometimes they can actually increase your overall food costs! Ask yourself these questions to determine if the sale is a good deal.

- **Is the cost less than I usually spend?** Be sure the item costs less than the store brand or brand you usually buy.
- **Do I need it?** Are you out of this food item or will it be extra.
- **Is this food something I usually purchase?** Most sale items are for the more expensive, highly processed foods or for foods in abundant supply.
- **Will I use this item?** Choose foods that you will use in your typical meal preparations.
- **Is this a healthy choice?** Coupons are usually available for sugary snacks and convenience foods.
- **Can I afford it?** Some food items may not be within your budget even if it is on sale.

Be aware that specials and coupons are designed to get you to make an impulse buy. Be sure that the items you select are things you need and will use.



Source: *Spend Smart Eat Smart & Shopping Game*

Food Safety Starts at the Store

There are steps you can take while grocery shopping to safeguard you and your family against foodborne illness:

Check for Cleanliness.

This helps ensure that the food is safe.

Keep Foods Separated.

Separate raw meat, poultry, and seafood from other foods in your shopping cart. Place these foods in plastic bags to prevent their juices from dripping on other foods.

Inspect Packaging.

Don't buy cans that are bulging or dented, jars that are cracked or frozen packages that are open, torn or crushed.



Choose Eggs Carefully.

Before putting eggs in your cart, open the carton and make sure the eggs are clean and none are cracked.

Keep Time and Temperature in Mind.

It's important to refrigerate perishable products as soon as possible after grocery shopping. These foods should not be left at room temperature longer than 2 hours; reduce that to 1 hour when outdoor temperatures are above 90°F.

Source: www.foodsafety.gov

Roasted Vegetable Wrap

A great meal with your garden vegetables.

1 medium red pepper, cut into 1-inch slivers
1 medium zucchini, cut into 1/4-inch slices
1 medium yellow squash, cut into 1/4-inch pieces
1 small eggplant, cut into 1/2-inch round slices
1 cup cherry tomato, halved
1 medium onion, quartered
4 teaspoons olive oil
Nonstick cooking spray
Dried herbs (such as basil, thyme, parsley)
1/2 cup grated low-fat mozzarella cheese
4 whole-wheat tortillas

Serves 4

Source: *Produce for Better Health Foundation (PBH)*

1. Preheat oven to 375°F. Line a pan with foil and brush with olive oil or cooking spray.
2. Place vegetables in a single layer on pan and brush with olive oil and sprinkle with herbs.
3. Spray with nonstick cooking spray. Shake the vegetable in the pan to make sure they are coated with oil.
4. Bake for 20 minutes or until vegetables are golden.
5. Divide vegetables among tortillas, sprinkle with grated cheese, wrap and enjoy.



What Kind of Milk is That?

There are many choices of *milk* in the grocery store. MyPlate encourages us to consume low-fat milk and milk products such as cheese and yogurt to get nutrients such as calcium, potassium, vitamin D and protein. But what about alternative *milks* that come from plant sources such as soybeans, rice and almonds?



Alternative *milks* are made by grinding seeds very finely and mixing them with water. They may have calcium, vitamin D, sweeteners and artificial flavors added. Look at labels to compare nutrients. If you want to try other *milks*, remember that the nutrition and price can vary a lot.

General summary of nutrients in 1 cup of milk or milk alternative

g. = grams, mg. = milligrams, IU = International Units

Milk/milk alternative	Calcium	Potassium	Vitamin D	Protein	Saturated fat
Low-fat milk	314 mg.	397 mg.	98 IU	9 g.	1 g.
Soy milk, with added calcium and vitamin D	299 mg.	296 mg.	104 IU	6 g.	Less than 1 g.
Rice milk, fortified with added calcium and vitamin D	118 mg.	27 mg.	42 IU	Less than 1 g.	0 g.
Almond milk	451 mg.	120 mg.	101 IU	1 g.	0 g.
Coconut milk	38 mg.	631 mg.	0 IU	6 g.	51 g.

Dear Sue Keeney...
Meet Sue Keeney--your source of research-based information about nutrition and health! Readers of all ages like Sue's practical tips on eating for good health, stretching the food dollar & more!

Submit your question to Sue Keeney at fyi.uwex.edu/foodsense/ask-sue-keeney/

Dear Sue,

I see lots of items labeled as *gluten-free* when I'm grocery shopping. What does this mean? Are these products better for my family?

Rita LaBell

Dear Rita,

Gluten is a protein found in wheat, barley, malts and rye. Other foods that contain gluten include processed foods such as bread, pasta, crackers, cereal, candies, brown-colored soda, beer, and gravy.

When people with Celiac Disease eat gluten, they are likely to become ill, have stomach pain and diarrhea. Manufacturers now produce gluten-free products, labeled as *gluten-free*, that are intended for people on this special diet.

There is recent interest in using a gluten-free diet for weight loss. But there is no evidence showing that a gluten-free diet will lead to weight loss. Gluten-free products contain a similar number of calories and may have increased sugar and fat to make them taste better.

There are many naturally gluten-free foods that are good choices for most people: rice, corn, potato, soy, most dairy products, eggs, meats, beans, fish, fruits, and vegetables. These will usually not be labeled *gluten-free* because they normally don't contain wheat, barley, malts, or rye.

Sue

Source: *Iowa State Extension*

Sources: *Choose MyPlate*
USDA Nutrient Database Calcium

Get the Best Buy

To find the best buy when grocery shopping, try looking at **unit pricing**. Unit prices tell you the cost of one unit, such as one ounce. Follow these steps at the grocery store:

- 1) **FIND** unit price labels on the shelf edge, right under the package.
- 2) **USE** unit prices to compare costs of different brands and forms of the same food.
- 3) **SELECT** food items that give you the best price by unit.



You can use technology to help find the best buy as well. There are grocery shopping apps available for phones and tablets. When searching for the right apps, understand which apps are helpful and based on fact, not fad. To find reviews of apps go to <http://www.eatright.org>.

Adapted from: *Iowa State Extension Spend Smart. Eat Smart.* and *The Academy of Nutrition and Dietetics*

GOAL: Write one tip you will use on your next shopping trip.

Kids in the Kitchen...

Shopping With Kids

Grocery shopping *can* be a great way to teach your child about food and nutrition.

Including children in meal planning and grocery shopping, as well as cooking is a great way to let them feel like they have **choices**.

When shopping with children point out the nutritious and affordable foods and then allow them to make choices from these selections. For example, in the cereal aisle, pick two or three cereals that are low in sugar and offer your child the choice.

Instead of restricting some foods, point out **healthier** and **more affordable** choices to your children in the grocery store. Allow them the opportunity to be part of family meal planning.

Source: *WebMD-Raising Fit Kids*

MyPlate Tip

Shop smart for fruits & veggies.



WNEP education is supported by the USDA Supplemental Nutrition Assistance Program (SNAP), UW-Extension, FoodShare Wisconsin, and local partners. In Wisconsin, FoodShare can help provide a healthy diet. To find out more about FoodShare, call 715-395-1304 or go to <http://access.wisconsin.gov>. To learn more about the Wisconsin Nutrition Education Program in your county, please contact:

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