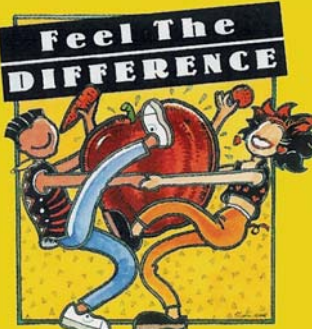


## Ten Tips for Smart Shopping

*(Get the most value for your food dollar!)*

1. Use newspaper and store discount coupons for the foods you normally purchase.
2. Make a shopping list of needed food items and stick to it. Mark items for which you have discount coupons.
3. Allow yourself enough time to shop thoughtfully.
4. Set a limit to the amount you can spend on "impulse items." If necessary, take a calculator to help add up purchases before getting to check-out counter.
5. Read "Nutrition Facts Labels" to compare nutrient content of comparable products. Compare ingredient lists. Check shelf price card to compare the "unit" price for comparable products.
6. Check "expiration" and "use by" dates to help choose the freshest products.
7. Never go food shopping on an empty stomach!
8. Store brand varieties or larger sizes of your favorite foods generally offer greater savings & comparable quality. If possible, form a "buying club" with friends.
9. Be aware of marketing techniques such as strategic placement of impulse items at the check-out counter, end of aisle displays, or eye level shelving. Essential food products such as produce, dairy and meat are generally found in the outer aisles of the store .
10. Stay alert at the checkout counter and keep your eyes on the scanner. Sometimes, wrong prices pop up



**Feel The  
DIFFERENCE**

**Eat Healthy!  
Be Active!**

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**7  
HEALTHY HABITS  
FOR EVERYBODY**

Feast on Fruits  
& Vegetables

Move it! Improve it!  
Be Active

Supercharge Your Day!  
Eat Breakfast

Be Fiber Fit! Eat Beans  
& Whole Grains

Lighten Up on Sugar,  
Salt & Fat

Quench Your Thirst  
with Water

Power Up - Follow  
the Food Pyramid

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Call Nutrition Help-Line  
**415.499.3099**  
Monday - Friday 9 to 5

