

Healthy Eating Starts in the Grocery Store!



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Smart Shopping Guidelines

Healthy eating begins with proper planning. Choosing healthy foods in the supermarket and choosing low-fat cooking techniques helps to pave the way for a healthier lifestyle. Smart shopping can save money as well. Follow the tips below.

Before You Go:

- Plan several healthy meals for the week, keeping in mind which days you have time to cook from scratch. Prepare a healthy casserole ahead of time or plan a crock-pot meal for days that time is limited. Be creative! If pizza is on the menu one night, shop for salad and fruit to balance out the meal.
- Form your menus using the My Plate guidelines which promote variety, moderation, and balance in your diet. Check out www.choosemyplate.gov to find out how many servings you need from each food group daily.
- Review what you have on hand then add to your list based on your planned menus.
- Remember to add snacks: fresh nuts, fruit, low fat snack crackers, yogurt, granola bars.
- Arrange your list in the same order as the aisles in your favorite store.
- To save money, do your homework. Don't assume featured flyer ads are on sale.
- Eat. If you're hungry when shopping, you're more inclined to stray from your list.



At the store:

- Shop only for items on your list to avoid impulse buying and store marketing ploys.
- To save, use coupons and awards cards but compare product coupons with other similar brands before buying. Purchase store brands rather than name brands.
- Purchase larger quantities when possible. Share and split the cost with friends.
- Buy fresh produce in season and freeze.
- Try vegetarian sources of protein such as canned beans.
- Avoid check out temptations such as overpriced soda and candy.

- Retailers rotate their older items to the front of the shelf. To maximize shelf-life, burrow to the back of shelves, especially with dairy, to get the newest items. Use the “unit price” (price per ounce or pound) to compare brands.
- Pay attention at the check-out for errors.

Going Green - Consider the following tips to be environmentally conscious:

- Carpool or plan ahead to limit gas use from frequent trips to the grocery store.
- Choose reusable cloth bags.
- Consider organic, especially for produce more likely to harbor pesticides such as strawberries, peaches and bell peppers. Buy seasonal and local produce.
- Buy in bulk for less packaging waste when spoilage is not a concern.
- Eat less meat to reduce your carbon footprint. Aim for at least one vegetarian day weekly.

To Buy Organic or Not?

Organic food is food that is produced without pesticides, hormones, antibiotics and genetically modified organisms (GMO's). It is important to realize that organic food is not any lower in calories and therefore, will not make you lose weight. It is also debatable that organic foods are more nutritious than their non-organic counterparts. However, it is a good idea to consume some of your foods organic that are known to absorb and contain a higher amount of pesticides than others. Consuming a large amount of pesticides and synthetic fertilizers can be harmful to your health, so avoid the “dirty dozen.” Your best bet is to buy local produce and meats from your local farmer's market to save money, increase your nutrition potential and get the best taste.

Buy Organic	Okay to Buy Non-Organic
Apples	Onions
Celery	Sweet corn
Strawberries	Pineapple
Peaches	Avocado
Spinach	Asparagus
Nectarines	Sweet peas
Grapes	Mango
Bell peppers	Eggplant
Potatoes	Cantaloupe
Blueberries	Kiwi
Lettuce	Cabbage
Kale	Watermelon
Collards	Sweet potatoes
Fatty meats	Grapefruit

Milk	Mushrooms
Coffee	
Wine	
Chocolate	

Nutrition Information & Label Reading

The Ingredients Panel: The ingredients panel lists food items in a product in descending order by weight, from most to least. Be sure that the less nutritious ingredients such as sugar, hydrogenated fat, and salt are near the end of the list of foods on the label.

Country of origin labeling (COOL): The law requires grocery stores to notify consumers of the source of their food.

Food allergens: To protect individuals with food allergies, laws require manufacturers to list the following potential food allergens on labels: milk, egg, fish, crustacean shellfish, tree nuts, wheat, peanuts and soybeans.

Nutrient and health claims: Claims that can be used on food and dietary supplement labels fall into three categories: health, nutrient content, and structure/function claims. Health claims describe a relationship between a food or food component and reducing risk of a disease or health-related condition. For example, a food low in salt can legally carry the statement: "Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors." Structure/function claims describe the role of a nutrient intended to affect normal structure or function in humans, for example, "calcium builds strong bones".

The FDA provides specific guidelines about health and nutrient content claims on food labels. For example, for a food to be labeled "low fat" it must have 3 grams or less of fat per serving. For additional information access contact the USC dietitian or access <http://www.fda.gov/Food/LabelingNutrition/LabelClaims/ucm111447.htm>. Additional nutrient labeling symbols are also used by companies. For example, a heart symbol indicates that the food follows guidelines approved by the American Heart Association. The Whole Grains Council symbol indicates whole grains. The American Dietetic Association provides information at <http://www.eatright.org/Public/content.aspx?id=6387>.

Nutrition Information & Label Reading

Nutrition Facts Panel

% Daily Value can be an easy guide to follow but doesn't always pertain to athletes.

Too much cholesterol (>300 mg) can contribute to high blood cholesterol and be detrimental to performance.

Lean protein is necessary for muscle recovery. Aim for 25-35 g/meal.

Vitamin and mineral-dense foods are important for recovery, especially during high intensity training.

Nutrition Facts

Serving Size 1/2 cup (57g)

Servings Per Container 15

Amount Per Serving

Calories 230 **Calories from Fat 100**

% Daily Value*

Total Fat 11g **17%**

 Saturated Fat 2g **10%**

 Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 95mg **4%**

Total Carbohydrate 32g **11%**

 Dietary Fiber 3g **12%**

 Sugars 18g

Protein 5g

Vitamin A 0% • Vitamin C 0%

Calcium 4% • Iron 10%

*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	
Saturated Fat	Less Than	20g	25g	
Cholesterol	Less Than	300mg	300 mg	
Sodium	Less Than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Pay attention to serving sizes and how many there are in a food product. Check here first!

Saturated & trans fats increase inflammation and slow recovery.

Sodium is essential for optimal hydration before, during and after moderate-hard trainings.

Complex carbs and dietary fiber can stabilize blood sugar, prevent insulin spikes and keep body weight under control. Aim for 20-40 grams/day.

Things to consider in general:

- Stick with foods that include 5 or less ingredients that you can actually pronounce (there are exceptions to the rule)
- Hydrogenated oils= *Trans* fat (even if it says 0g on the label)- avoid these
- Sugar of any type shouldn't be in top three ingredients- these include honey, molasses, cane juice, brown rice syrup, sugar, corn syrup, high fructose corn syrup
- Choose whole foods (100% whole grain, fresh fruits & veggies, plain meats without flavoring, added sauces, etc.)
- Stay away from containers that are targeted to kids- these tend to be higher in sugar and other "junky" items
- Compare items! This is the best way to know you're getting the best product

Things to consider for weight management:

- Eating complex carbs and >25 g fiber per day will help stabilize insulin levels and help maintain a good body composition (fat mass vs. lean mass). Eat frequently throughout the day and focus on fiber-rich foods, such as whole grains, fruits and vegetables.
- % Daily Value is based on a 2,000-2,500 calorie meal plan and is not applicable to everyone, particularly athletes. Calories consumed should vary based on weight, body composition goals and training cycle. Meet with Kristen to find out what is right for you.
- Aim to eat every 3-4 hours and focus on lean protein, fruits, veggies and whole grains. These will help improve body composition.

Add some flavor without the calories & fat!

- Herbs
- Chicken/beef/vegetable broth & stock- great for sautéing veggies with!
- Cook/braise with red & white wine
- Mustard- try different varieties
- Flavored vinegars
 - Balsamic
 - Red wine
 - Cider
 - Fruit-flavored vinegars
- Tomato paste
- Tomato sauce
- Salsa- different flavors like pineapple, mango, regular, salsa verde
- Peppers, onions, garlic
- Fruit preserves
- Fruits & veggies add a variety of flavors

Try These Herb/Spice Combos!

HERB/SPICE	ADD TO:	HERB/SPICE	ADD TO:
Basil	Tomato based dishes	Oregano	Tomato based dishes and meats
Cayenne	Mexican dishes	Paprika	Soup, meat, chicken, hummus
Cilantro	Salsa, dips, and soups	Rosemary	Tomatoes, potatoes, chicken, and lamb
Curry Powder	Rice, chicken, and vegetables	Sage	Chicken, eggplant, and stews
Dill	Salads (tuna, chicken, egg)	Thyme	Soup, vegetable mixes, and meat
Garlic	Almost anything	Mint	Fruit salad

Filling Your Cart

40% Fruits & Veggies

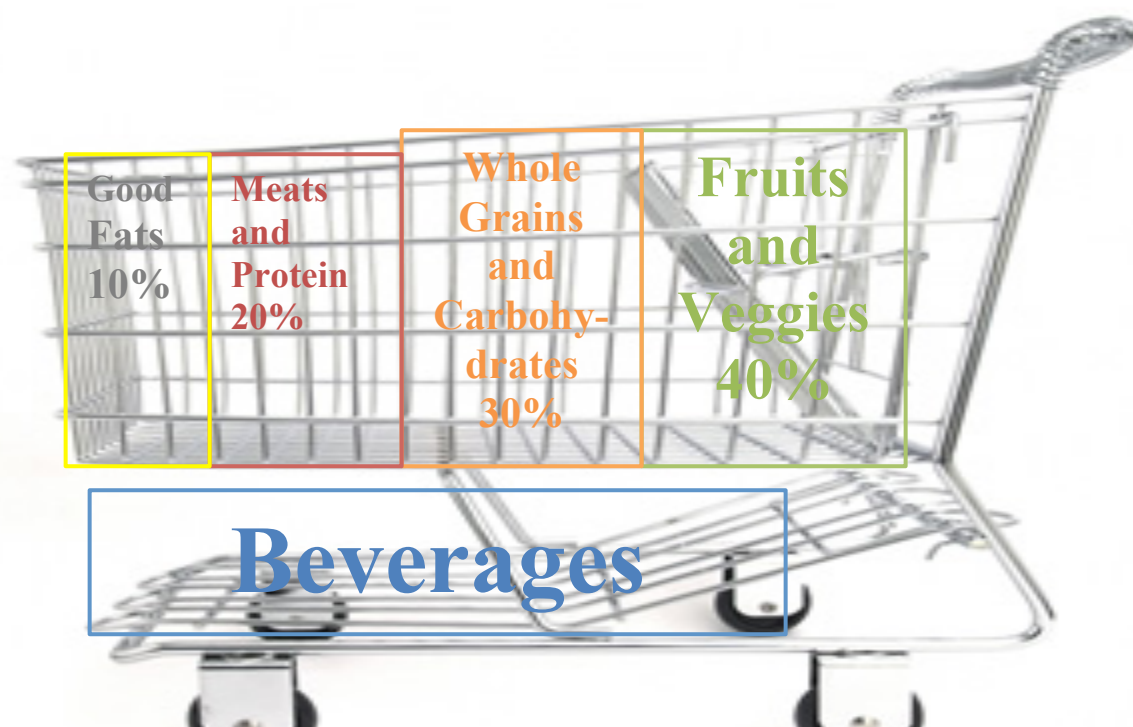
30% Whole Grains and Complex Carbs

20% Meats and Proteins

10% Healthy Fats

*Stock up on beverages, primarily water

**If you need “junk” food, pick one item per week!



Proteins

- Boneless, Skinless Chicken Breast
- Tuna (water packed)
- Fish (salmon, seabass, halibut)
- Shrimp
- Extra Lean Ground Beef or Ground Round (92-96%)
- Protein Powder (Whey or Egg protein powder)
- Egg Whites or Eggs
- Top Round Steaks or Roast (aka Stew Meat, London Broil, Stir Fry)
- Top Sirloin (aka Sirloin Top Butt)
- Beef Tenderloin (aka Filet, Filet Mignon)
- Top Loin (NY Strip Steak)
- Flank Steak (Sir Fry, Fajita)
- Eye of Round (Cube Meat, Stew Meat, Bottom Round , 96% Lean Ground Round)
- Ground turkey, Turkey Breast Slices or cutlets
- Deli cuts- Boar's Head is best
- Dry beans and peas
- Frozen burritos

Dairy & Eggs

- Low-fat cottage cheese
- Eggs
- Low or Non-Fat Milk, Soy Milk
- Smart Balance (Margarine), butter (small amounts)
- Non-fat yogurts (plain)
- Low-fat cheeses

Complex Carbohydrates

- Oatmeal (Old Fashioned or Quick Oats)
- Sweet Potatoes (Yams), White or Purple Potatoes
- Beans (pinto, black, kidney)
- Oat Bran Cereal
- Brown Rice, Wild Rice
- Multigrain Hot Cereal (Muesli)
- Whole grain cereals (Shredded Wheat, Grape-nuts, Post Selects: Great Grains)
- Whole wheat pasta or Barilla Plus
- Potatoes (red, baking, new)
- Whole Wheat Sandwich breads, bagels, pita bread, English muffins
- Soft Corn Tortillas, Low Fat Flour Tortillas
- Low fat, low sodium crackers (Triscuits, Wasa)

Fruits & Veggies

- Green Leafy Lettuce (Green Leaf, Red Leaf, Romaine, Spinach)
- Broccoli
- Asparagus
- String Beans
- Bell Peppers
- Brussels Sprouts
- Cauliflower
- Celery
- Cucumber

- Green or Red Pepper
- Onions
- Garlic
- Tomatoes
- Zucchini
- Bananas
- Apples
- Grapefruit
- Peaches
- Strawberries
- Blueberries
- Raspberries
- Oranges
- Grapes
- Lemons or Limes
- Fresh 100% juices (orange, pineapple, grapefruit, apple)

Healthy Fats

- Natural Style Peanut Butter
- Olive Oil, Vegetable Oil, Canola Oil, Sesame Oil
- Nuts (peanuts, almonds, walnuts, cashews, etc.)
- Flaxseed Oil
- Seeds (pumpkin, sunflower, flax, chia, sesame)
- Avocado
- Tahini
- Olive oil mayonnaise

Beverages

- Water
- 100% juices mixed with water

Condiments & Misc.

- Reduced Sodium Soy Sauce
- Vinegars
- Salsa
- Chili Paste
- Mustard
- Extracts (vanilla, almond, etc)
- Low Sodium beef or chicken broth
- Plain or reduced sodium tomatoes sauce, puree, paste
- Salsa (mild, medium and/or hot)
- Spices (garlic and basil in oil, oregano, black pepper, Italian seasoning, thyme)

Avoid the Health Halo Effect!

Food manufacturers want you to believe their food is healthy so you will buy it. Don't fall into this trap! Make sure you scrutinize the label and compare products to make sure you're getting the best item possible. For weight loss there are a few items you need to pay particular attention to:

- High protein for satiety
- High fiber for satiety
- Low in sugar- check the ingredients, not just the nutrition facts panel
- Calories are not always the most important but do need to be factored in

Popular Health Halo Foods:

- Baked chips
- Gummy fruit snacks
- Light ice cream
- Diet soda
- Calorie-free sprays
- Non-fat and "lite" salad dressings
- Low-fat cookies
- 100 calorie packs
- pretzels
- spinach wraps
- veggie pasta or veggie chips
- flavored water
- cereals
- yogurt
- frozen entrees
- "instant" foods
- generally anything with added fiber, low-carb, fat-free (except dairy), "all natural," organic



A Comparison of Products:

Pasta Sauce:

Best: Mario Batali Marinara- no sugar, lowest in calories and fat

Middle Ground: Bertolli Portobello and light Alfredo sauce (if you are craving something creamy),

Mid's Meat Sauce

Avoid: Franchise Simmer Sauce

Pasta:

Best: mueller's 100% whole grain, barilla plus (great for vegetarians), ronzoni healthy harvest- high fiber, high protein, made with 100% whole grains, higher vitamins & minerals

Avoid: veggie pastas (just have added veggie juice to white pasta, little fiber), white pastas, Dream Fields Pasta is a marketing gimmick it's just the same as white pasta

Grains:

Best: Near East taboule wheat salad, plain wild rice, brown rice, quinoa (no fat, little sodium, high fiber)

Middle Ground: Uncle Ben's individual brown rice cups (microwaveable)

Avoid: Flavored pastas & rices, organic mac and cheese, such as Back to Nature and Annie's (same as Kraft, no fiber), flavored couscous (too high sodium, a lot of junky ingredients)

Stocks & Broths:

Good options: Thai coconut curry no fat (only 20 cal- sub for coconut milk), any fat free low sodium stock, Swanson Flavor Boosts

Spreads:

Best: Publix low-sugar preserves, Suckers Natural Peanut Butter, Naturally More peanut butter or almond butter

Avoid: Biscoff spread, Chocolate peanut butter spreads, Nutella, Agave syrup, honey, molasses, pancake syrup, maple syrup, etc. (if trying to cut back on weight)

Best Snacks:

Sweet: Popcorn Indiana kettle corn, Kashi cookies, Sahale pecans, plain 0% fat Greek yogurt with fresh/frozen berries, dried fruit, chocolate soy/almond milk

Salty: Pistachios with shell on, 2% string cheese, veggie sticks with hummus, Soy Crisps, Rice Works chips, Diamond Nut Thins, whole grain pretzels, fruit & nut (only) trail mix