Too Many Choices

• Over 30,000 items
• Numerous brand names
• How do you choose?
  – Enjoyable
  – Affordable
  – Proper nutrition
Outline Of What’s To Come

• Big picture
• Tricks of the trade
• Be label savvy
• “Healthy” logos -- really healthy?
Big Picture

• Plan your meals ahead of time
  – Days you’ll have time to cook
  – Days you’ll be pressed for time
    • Consider healthy additions to frozen entrees, pizza, fast food, etc.

• Check your list
  – Envision the Food Guide Pyramid to get a variety of foods and all your needed nutrients

• Shop the perimeter
  – Fresh fruits and vegetables, fresh meat, breads, eggs, dairy products
Tricks of the Trade

• Produce
  – Needed nutrients
  – Spoilage factor – buy only the amount you’ll need over a few days
  – Frozen and canned are long-lasting

• Meat, fish, eggs
  – Get your protein!
  – Look at dates on fresh meats and eggs

• Milk, cheese, yogurt
  – Calcium Central
  – Be aware of “use by” dates
Tricks of the Trade

• Frozen
  – Great for convenience
  – Compare labels of meals and entrees

• Bread, cereal, rice, pasta
  – Opt for whole-grain products

• Legumes, lentils, nuts
  – Choose dried or canned – provide fiber, folate, and protein

• Canned foods
  – Great for convenience
  – Be cautious of sodium content and fruits canned in heavy syrup
Be Label Savvy

• Where to start?
  – Serving size

• What’s the priority?
  – Limit calories
  – Limit saturated fat, trans fat
  – Limit sodium, cholesterol, total fat
  – Consider protein (satiety)
  – Get enough fiber and nutrients
  – Limit sugar or total carbohydrate (for diabetics)
Be Label Savvy

What’s important to you?

- **Weight Control**
  - Calories, total fat, fiber, protein

- **Heart Health**
  - Saturated/trans fat, total fat, cholesterol, fiber, “weight control”

- **Blood Pressure**
  - Sodium, “weight control,” “heart health”

- **Overall Health**
  - Saturated/trans fat, fiber, vitamin/minerals, “weight control,” “heart health,” “BP”
Be Label Savvy

One example...

Use your sample label to record what’s important to you.
Be Label Savvy

• What’s the better choice?

<table>
<thead>
<tr>
<th></th>
<th>Lay’s Classic Potato Chips</th>
<th>Baked Lay’s Potato Chips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serving Size</td>
<td>1 oz (20 chips)</td>
<td>1 oz (11 chips)</td>
</tr>
<tr>
<td>Calories</td>
<td>158</td>
<td>114</td>
</tr>
<tr>
<td>Total fat</td>
<td>10 g</td>
<td>1.5 g</td>
</tr>
<tr>
<td>Saturated fat</td>
<td>3 g</td>
<td>0 g</td>
</tr>
<tr>
<td>Dietary fiber</td>
<td>1 g</td>
<td>2 g</td>
</tr>
<tr>
<td>Calcium</td>
<td>0 mg</td>
<td>40 mg</td>
</tr>
<tr>
<td>Potassium</td>
<td>443 mg</td>
<td>252 mg</td>
</tr>
</tbody>
</table>
Be Label Savvy

- What’s the better choice?

<table>
<thead>
<tr>
<th></th>
<th>Pepperridge Farm Milano cookies</th>
<th>Pepperridge Farm Sugar-free Milanos</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Serving Size</strong></td>
<td>3 cookies</td>
<td>3 cookies</td>
</tr>
<tr>
<td><strong>Calories</strong></td>
<td>180</td>
<td>170</td>
</tr>
<tr>
<td><strong>Total fat</strong></td>
<td>10 g</td>
<td>9 g</td>
</tr>
<tr>
<td><strong>Saturated fat</strong></td>
<td>3.5 g</td>
<td>3.5 g</td>
</tr>
<tr>
<td><strong>Total Carbohydrates</strong></td>
<td>21 g</td>
<td>21 g</td>
</tr>
<tr>
<td><strong>Sugars</strong></td>
<td>11 g</td>
<td>0 g</td>
</tr>
</tbody>
</table>
Be Label Savvy

- What’s the better choice?

<table>
<thead>
<tr>
<th></th>
<th>Danon Fruit on the Bottom, Strawberry Yogurt</th>
<th>Kroger Lite Strawberry Yogurt</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Serving Size</strong></td>
<td>6 oz</td>
<td>6 oz</td>
</tr>
<tr>
<td><strong>Calories</strong></td>
<td>150</td>
<td>80</td>
</tr>
<tr>
<td><strong>Total fat</strong></td>
<td>1.5 g</td>
<td>0 g</td>
</tr>
<tr>
<td><strong>Saturated fat</strong></td>
<td>1 g</td>
<td>0 g</td>
</tr>
<tr>
<td><strong>Total Carbohydrates</strong></td>
<td>30 g</td>
<td>12 g</td>
</tr>
<tr>
<td><strong>Sugars</strong></td>
<td>26 g</td>
<td>9 g</td>
</tr>
<tr>
<td><strong>Protein</strong></td>
<td>6 g</td>
<td>7 g</td>
</tr>
</tbody>
</table>
“Healthy” logos – really healthy?

• Logos do not use the word “healthy” and do not have to fall under FDA’s criteria for healthy food

• Point you to a company’s “healthier” products

• Not necessarily “healthy” food

Pepsi-owned brands

Kraft’s

Summary

• Big picture & Tricks of the trade
  – Plan ahead, make a healthy list, shop the perimeter

• Be label savvy
  – What’s important to you?
  – Compare products

• “Healthy” logos -- really healthy?
  – Use “healthy” logos to draw attention to healthier products
  – Compare labels