



Why do a grocery shopping tour?

- A grocery shopping tour is:
 - A great way to teach clients right at the source, where meal and snack decisions are made
 - Inclusive of the whole family, so everyone can give input and be educated about proper nutrition
 - An important tool to help families learn as a team how to make healthy choices

Before your tour...

Participants should be very familiar with the nutrition facts panel prior to the tour

- Bring a food label handout with the benchmarks for good nutrition clearly defined, and use it as a map during your tour

On your tour...

- Go beyond energy nutrients, vitamins, and minerals:
 - Teach about phytochemicals and other non-nutrients that can be major players in disease prevention
 - Help clients achieve their goals with whole foods rather than supplements

...and when the tour is over.

Remember, a grocery shopping tour is just the beginning. After the tour you can:

- Help clients learn how to store fresh ingredients so that they last
- Show clients how to prepare foods and snacks with the ingredients they just bought
- Prove that clients can begin a lifetime of healthy eating just by being informed shoppers!

On your tour...

The dairy aisle is a great place to teach clients about the role of fat in the diet, and how to divide their fat “allowance” among monounsaturates, polyunsaturates, and even saturated fats, according to the latest research.

Saturated fats

- Saturated fats increase total cholesterol and LDL (bad) cholesterol
- But saturates have proven positive effect on HDL (good) cholesterol!
 - Read more about saturated fatty acids, and link to the scientific literature, in the smartbalanceRD library
- The goal for saturates in the diet is to reduce—not eliminate—intake to less than 7% of total calories per day

Trans fats

- Teach clients to eliminate artificial trans fats
 - Look at ingredient lists, avoiding hydrogenated or partially hydrogenated oils and shortening

Added functional nutrients

- Discuss the many nutrient substances now available in dairy products that not only create selection variety but also improve nutrition:
 - ALA (from flax) - EPA/DHA (like those found in fish oils)
 - Plant sterols - Antioxidants - Vitamin E - Probiotics
- Dairy products that are available with added functional nutrients:
 - Spreads - Milks - Eggs
 - Cheeses - Yogurt - Sour cream

A special mention for milk...

- Besides adding functional ingredients, new on the dairy aisle are milks that taste richer than your typical skim milk, due to:
 - Higher content of non-fat milk solids
 - Added protein, calcium, vitamins
- These richer-tasting milks may be perfect for clients who find texture of regular skim milk to be unappealing
- In addition, new research shows that fat free milk is a nutritious alternative to standard sports drinks for rehydration and recovery
 - Some studies suggest that chocolate milk in particular has the right balance of carbohydrates and protein (4:1) to help rebuild and refuel muscles



Meat, Fish & Poultry Aisle

On your tour...Meats and Poultry

- Teach clients how to choose the leanest meat:
 - Buy “choice” or “select” grades rather than “prime”
 - Choose cuts of meat from the loin (sirloin, tenderloin, loin chops, filet mignon)
 - Wild game (emu, buffalo, rabbit, venison) are low in total/saturated fat, cholesterol, & sodium
- Poultry should be lean white meat from the breast, without skin, and USDA Select Grade A or B
 - Wild duck has much less fat than duck raised for market

On your tour...Packaged meats and poultry

- Processed meats must be checked for sodium as well as fat content
 - Some have more than 25% of the sodium DV per slice!
- Ground meats and poultry should contain 15% fat at most
 - USDA allows ground meats labeled “lean” to contain up to 22.5% fat by weight
 - Rinsing ground meat in a strainer (not a colander) can help reduce fat content
 - Note that ground chicken and turkey may contain dark meat and skin, thus increasing the typical fat content, so, again, check the nutrition label

On your tour...Fish

- Fish is a great source of protein low in saturated fat, and an important source of essential omega-3 fatty acids EPA and DHA
 - The current recommendations are a 4 to 6 oz serving of fish or sea food high in omega-3 fatty acids at least two times per week; examples are: salmon, mackerel, trout, herring, sardines, tuna, and shrimp
- Clients may be confused about warnings for mercury and other environmental pollutants
 - Typically, these warnings are aimed at pregnant/nursing mothers and young children, because high levels of mercury may interfere with nervous system development
 - The fish most commonly implicated are swordfish, shark, “king mackerel” (as opposed to other mackerel, which is okay), and tilefish
 - Note that canned light tuna typically has less mercury than albacore tuna
 - Keep up to date at www.epa.gov/mercury/advisors.htm



Before your tour...

- Explain the differences between whole grains and refined grains
 - Refined grains have lost most of their bran and the wholesome germ
 - Results in loss of fiber, B vitamins, trace minerals, and most phytochemicals
 - Compared to refined grains, most whole grains provide more protein and fiber, and retain more nutrients, including phytochemicals
- Review the importance of fiber to overall health
 - The ADA recommends 25 to 38g fiber per day; average clients consume about 14g per day, so use the grains aisle to help them increase their consumption of fiber
- Explore the possibilities of replacing proteins with legumes for at least one meal during the week

On your tour...

- The grains aisle is the place to really focus on a variety of whole grains, including those other than wheat, oats, and corn:
 - Amaranth, barley, buckwheat, bulgur, millet, quinoa, rice, rye, sorghum, and wild rice
- Differentiate between products containing some whole grains vs those that are truly whole grain foods
 - Cereal and other ingredient lists say “whole” or “stone ground” and not “enriched”
 - Fiber content is at least 2g per serving
- Discuss getting enough fiber and eating more legumes
 - A 1 cup serving of cooked beans, peas, or lentils can replace a 2 oz serving of meat or poultry
- Show that there are healthy whole grain choices for snack foods, too
 - Example: Popcorn is an excellent whole grain; look for no more than 3g of fat per 100 calories, and reduced sodium

After your tour...

- Show clients how to use different types of grains in the kitchen
- Help clients choose different types of flour to add nutrients and fiber when baking (for example, substitute at least half of the recipe’s white flour for a variety of other types)
- Add nuts and seeds to muffins and breads to boost nutrition content



Oils & Dressings Aisle

Before your tour...

- Discuss ADA recommendations for keeping total fat consumption to 20% to 35% of daily calories (determined individually)
 - Agree on amounts for each family member, and use the tour to help them achieve their individual and collective goals

On your tour...

- Contrast and compare the different types of oils on the aisle, stressing those most appropriate for your client
- Explain the importance of the monounsaturated and polyunsaturated fats in the diet
 - When discussing monounsaturates, spend some time explaining how to choose a good extra virgin olive oil (and how to store it)
 - When discussing polyunsaturates, explain the differences:
 - Oils high in omega-6/LA include sunflower, safflower, corn, canola
 - Oils high in omega-3/ALA include flaxseed and soybean
- Remember that most oils are composed of a mix of fats
- Talk about how to choose oil based on its intended application
 - Review smoking points of the different oils and their consequences

After your tour...

- Help clients choose appropriate salad dressings
 - Some fat is needed to help the body absorb the fat-soluble nutrients contained in the salad
 - Portion control is important to consider
- Peanut butter—whether used as a protein or a snack—can be a healthful choice
 - Ingredients should not contain hydrogenated or partially hydrogenated oils
 - Discuss other ingredient considerations based on individual client needs



Before your tour...

- Discuss healthy eating guidelines recommending several cups of produce daily
 - For most of your clients: 1.5 to 2 cups of fruit and 2.5 to 3 cups of vegetables per day is a reasonable goal
 - Setting the goals prior to the tour helps focus your clients while they are shopping with you to learn how to put these recommendations into practice
- Explore your clients' interest in choosing between organic and conventionally grown produce
 - Only single-ingredient foods (fruits, eggs, etc) that are grown and processed according to stringent USDA guidelines may be called completely organic, and can carry a small USDA seal

On your tour...

- Focus on the nutrients—especially the phytochemicals—found in fresh produce:
 - Carotenoids—in carrots, cantaloupe, blueberries, red grapes
 - Antioxidants—in spinach, beets, red grapes, plums, oranges, pineapple
 - Lycopene—in tomatoes and tomato products
 - Flavonoids—in apples, onions, tea, coffee, chocolate, greenhouse-grown leaf lettuce
 - Read more at <http://ucanr.org/freepubs/docs/8313.pdf>
- Stress cruciferous vegetables—arugula, broccoli, brussel sprouts, cabbage, cauliflower, collard greens, horseradish, kale, radish, watercress—and explain why clients should focus on them
 - FUN FACT! Cauliflower has no color because its florets are shielded from the sun behind thick leaves...but it's high in vitamin C, folate, potassium, and fiber, and is a member of the cruciferous family of vegetables
- Explain that romaine and arugula have more phytonutrients than iceberg and other light-leaved greens
- Emphasize portion control when clients are interested in starchy vegetables, such as potatoes... seeing how small a 100-calorie (3 oz) potato is can be really eye-opening!

After your tour...

- Teach clients how to store fresh vegetables so they retain not only their freshness but also their nutrients
- Show clients how to prepare fresh vegetables so that they retain their nutrients and delicious taste