MyPlate Nutrition Education Series: Smart Shopping for Veggies and Fruits

USDA Center for Nutrition Policy and Promotion, with an Introduction by Linda B. Bobroff

After introducing MyPlate in June 2011, USDA provided a series of one-page fact sheets to help consumers use the dietary advice of the Dietary Guidelines 2010. The USDA added new fact sheets in December 2011 and continued adding fact sheets in 2012, 2013, and 2014. These fact sheets are distributed by UF/IFAS Extension for Extension faculty, health professionals, and consumers. This fact sheet is Smart Shopping for Veggies and Fruits, and it can be found on the following page.

Figure 1. ChooseMyPlate.gov

Credits: http://choosemyplate.gov

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2. Linda B. Bobroff, PhD, RD, LD/N, professor, Department of Family, Youth and Community Sciences; UF/IFAS Extension, Gainesville, FL 32611.

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smart shopping for veggies and fruits

10 tips for affordable vegetables and fruits

It is possible to fit vegetables and fruits into any budget. Making nutritious choices does not have to hurt your wallet. Getting enough of these foods promotes health and can reduce your risk of certain diseases. There are many low-cost ways to meet your fruit and vegetable needs.

1. celebrate the season
   Use fresh vegetables and fruits that are in season. They are easy to get, have more flavor, and are usually less expensive. Your local farmer’s market is a great source of seasonal produce.

2. why pay full price?
   Check the local newspaper, online, and at the store for sales, coupons, and specials that will cut food costs. Often, you can get more for less by visiting larger grocery stores (discount grocers if available).

3. stick to your list
   Plan out your meals ahead of time and make a grocery list. You will save money by buying only what you need. Don’t shop when you’re hungry. Shopping after eating will make it easier to pass on the tempting snack foods. You’ll have more of your food budget for vegetables and fruits.

4. try canned or frozen
   Compare the price and the number of servings from fresh, canned, and frozen forms of the same veggie or fruit. Canned and frozen items may be less expensive than fresh. For canned items, choose fruit canned in 100% fruit juice and vegetables with “low sodium” or “no salt added” on the label.

5. buy small amounts frequently
   Some fresh vegetables and fruits don’t last long. Buy small amounts more often to ensure you can eat the foods without throwing any away.

6. buy in bulk when items are on sale
   For fresh vegetables or fruits you use often, a large size bag is the better buy. Canned or frozen fruits or vegetables can be bought in large quantities when they are on sale, since they last much longer.

7. store brands = savings
   Opt for store brands when possible. You will get the same or similar product for a cheaper price. If your grocery store has a membership card, sign up for even more savings.

8. keep it simple
   Buy vegetables and fruits in their simplest form. Pre-cut, pre-washed, ready-to-eat, and processed foods are convenient, but often cost much more than when purchased in their basic forms.

9. plant your own
   Start a garden—in the yard or a pot on the deck—for fresh, inexpensive, flavorful additions to meals. Herbs, cucumbers, peppers, or tomatoes are good options for beginners. Browse through a local library or online for more information on starting a garden.

10. plan and cook smart
    Prepare and freeze vegetable soups, stews, or other dishes in advance. This saves time and money. Add leftover vegetables to casseroles or blend them to make soup. Overripe fruit is great for smoothies or baking.

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Go to www.ChooseMyPlate.gov for more information.

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