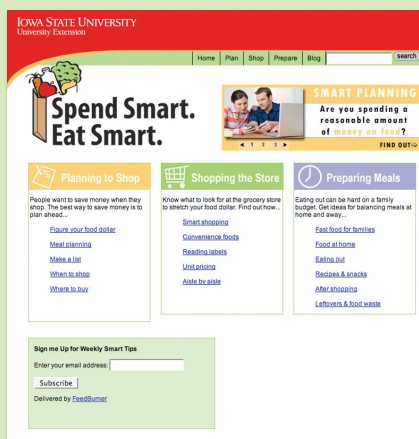




Spend Smart. Eat Smart.

Strategies You Can Use



Visit the Web site with the answers:

www.extension.iastate.edu/foodsavings

- Discover how much your family would need to spend on a low-cost plan
- Test your shopping skills in a supermarket game
- See how food choices at home and away from home vary in cost, calories, and time
- Watch videos showing how to prepare easy, low-cost recipes
- Check tips for buying common food products, such as
 - Milk, Cheese, and Yogurt
 - Meat, Poultry, Beans, and Nuts
 - Fruits
 - Vegetables
 - Bread, Cereal, and Grains
- Follow links to more resources
- Sign up for a blog discussion

Buying the most food for the least money means using all your resources:

- How much **MONEY** do you have to spend?
- How much **TIME** can you trade for money?
- What **SKILLS** and **KNOWLEDGE** do you have (or need) related to buying and preparing food?



Spend Smart strategy #1

Buy the most you can with the dollars you have


Choosing more nutritious foods gives you the most value for your dollar.

Compare unit prices to find the best dollar value

Unit price = package price divided by number of units (ounces or items)

Use unit pricing to compare

- package sizes—bigger is not always cheaper.
- brands—generic or store brands are often, but not always, lower in price.
- product forms (fresh, frozen, and canned items) or individual items, such as apples or rolls.

Unit Price	Total Price
20¢ per oz.	
	\$2.40
Crackly Rice	12 oz.

Some states require stores to show unit prices. Look for them on the shelf in front of the product, above the product, or to the side of the product.

If unit pricing is not posted, you can figure it yourself using the calculator on your cell phone to do the simple math.

Compare the Nutrition Facts labels on products to find the best nutritional value

You can compare the gram amounts of fiber, sugar, or protein, for example. Or compare the % Daily Value amounts—a value of 20 percent or more is considered high; a value of 5 percent or less is considered low.

Nutrition Facts	
Serving Size 1 cup (253g)	
Servings Per Container 4	
Amount Per Serving	
Calories 260	Calories from Fat 120
% Daily Value*	
Total Fat 13g	20%
Saturated Fat 5g	25%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 660mg	28%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	

Find more tips at

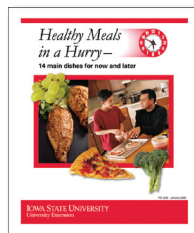
www.extension.iastate.edu/foodsavings

Spend Smart strategy #2

Invest your time to save money

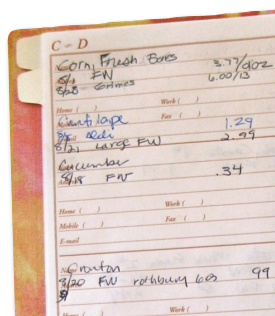
Use plan-ahead tactics

- Spend 10 minutes in the morning putting ingredients into a slow cooker—instead of after work in the ready-to-eat-carry-out line
- Once a week, make a double recipe of a favorite soup, stew, or casserole; freeze the extra in meal-size amounts (For more ideas, see *Healthy Meals in a Hurry*, PM 2035)*
- Spend 15 to 20 minutes planning a week's worth of evening meals; check current supplies, then write a shopping list for what you need to buy



Make a price book to monitor prices of frequently purchased products

1. Find or buy a small address book or notebook
2. Write down the product name, package size, price, store, and date
3. Compare the written prices to advertised specials. After a few weeks, you'll know the best prices for the items on your list.



Spend Smart strategy #3

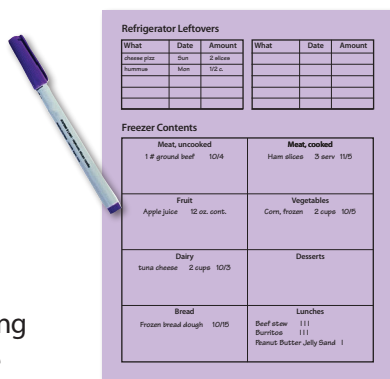
Use all the skills you have and develop new skills

Apply your organizational skills

- Use see-through storage containers for refrigerated leftovers
- Check supplies before going to the store
- Write the date on packaged foods before storing in freezer or cupboard; arrange supplies so the oldest items are in front and use them first
- Post a written inventory of what's in your freezer; designate a specific area for ready-to-reheat leftovers; cross off or add items as they are used and purchased
- Keep a grocery list in the notes section of your cell phone for easy reference
- Plan potlucks with friends instead of always meeting at restaurants

Practice your food preparation and meal planning skills

- Label, date, and freeze leftover main dishes in meal-size servings
- Plan leftovers into next-day breakfasts, lunches, snacks, or dinners
- Take a basic cooking class or get ideas from Web sites, cookbooks, and magazines



Visit these Web sites for more ideas

ISU Extension Spend Smart. Eat Smart.
www.extension.iastate.edu/foodsavings

ISU AnswerLine
www.extension.iastate.edu/answerline
(or, call 1-800-262-3804)

ISU Extension Food, Nutrition, and Health
www.extension.iastate.edu/healthnutrition

ISU Extension Distribution Center
www.extension.iastate.edu/store
*Order copies here

MyPyramid
www.mypyramid.gov

Videos showing how to prepare simple recipes
www.extension.iastate.edu/foodsavings

No endorsement of mentioned products or firms is intended nor is criticism implied of those not mentioned. Quoted prices were collected in central Iowa, Fall 2008. Although prices vary with date and location, the comparative differences generally follow a similar pattern.

Prepared by Peggy Martin, MS, RD, state EFNEP coordinator; Diane Nelson, extension communication specialist; and Jane Lenahan, graphic designer. Reviewed by Ruth Litchfield, PhD, RD, LD extension nutritionist.

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www.extension.iastate.edu/foodsavings