

- **PLAN AROUND SALES** The key to smart, budget-friendly grocery shopping is to plan ahead for the week. Plan meals around fresh produce, lean proteins, and healthful dairy items that are on a sale to save money while eating healthy.

Check store sale fliers, and then check available coupons on the same items for additional savings. Compare national brands and private store labels for the lowest price. Use the unit price to compare cost of varying sizes of products.

- **CREATE A SHOPPING LIST** Use your weekly meal plan to create a master grocery list, and stick to it. Prioritize your food dollars for nutrient-rich vegetables, fruits, lean protein and whole grains. Skip highly processed items and packaged snack foods, which can increase your total spending and fill your cart with not-so-healthy items.
- **IN THE PRODUCE SECTION** Shop seasonally. In season produce is at its peak flavor and is generally more abundant, so it's sold at a lower price. Frozen vegetables and fruits are comparable in nutritional quality to fresh, but check the ingredients list and avoid those that have added sugars or salt.
- **AT THE MEAT COUNTER** Purchase larger quantity of meat that is on sale, and preparing enough for two or more meals. Enjoy leftovers later in the week or freeze for future use. Plan a meatless meal several times each week, or try replacing half the meat in dishes such as chili, meatloaf, or burger patties with beans or chopped vegetables. Incorporating more non-meat proteins, including beans, nuts, and eggs, can be cost-effective and nutritious.
- **GRAINS AND DRY GOODS** Whole grains and dried beans are generally inexpensive and are an easy way to get more nutrition for your buck. Stock up on these nonperishable items when on sale, or take advantage of the bulk bin to purchase only the amount you need.
- **REDUCE WASTE** Once you've done your shopping, make the most of your food by cutting down on waste. Plan to use highly perishable items- such as fish and seafood, salad greens, berries, and fresh herbs- early in the week and save the more hearty items for later in the week.

