Eat Right with Color

Brightly colored, whole foods can be healthy bargains. These foods are nutrient rich. That means you get more nutrients for the calories you eat. Processed and packaged foods tend to be high in fat, sodium and added sugars. The bright colors of these foods are often artificial! These items may cost more because you pay for fancy packaging and advertising.

Plan

- Savvy shoppers plan ahead. Planning is the way to get the most nutrition for your grocery dollar. Smart shopping doesn’t have to be hard or take extra time. Here are some ways to be a savvy shopper.
  - **Make a list.** Take a few minutes to make a careful list. Think about your family’s schedule for the week. Think about what foods are already in your kitchen.
  - **Check specials.** Take advantage of store sales. Buy seasonal fruits and vegetables at lower prices. Check newspaper ads, in-store circulars and online specials.
  - **Eat a snack before shopping.** When you’re hungry, you’ll make more impulse buys. The foods you’ll buy will probably cost more and be high in calories. Eat some string cheese or fruit before shopping.

Shop

- **Focus on the aisles on the edge of the store.** In most grocery stores, the healthiest and freshest foods are along the outside walls. This is where you usually find the meat, fish and poultry counters. The dairy cases and produce sections are here, too. Do most of your shopping here.
- **Stroll the canned, frozen and cereal aisles.** There are nutrient-rich foods in these aisles too. Look for whole-grain cereals, rice, legumes (dried and canned beans/peas) and canned fruits in juice. Check out the freezer section for frozen vegetables and berries.
- **Skip the candy, cookie, snack and soft drink sections.** It’s no secret. The packages and displays in these areas are designed to tempt you. Don’t buy things that you don’t really need. Keep them out-of-sight – and out of your shopping cart!

Enjoy

- Fill your shopping cart with the colors of good health. Try green broccoli, purple grapes, yellow peppers or red watermelon. Stock up on black beans and brown rice. Buy pink salmon, lean red meat and 1% white milk. Your family will eat better and feel better.