

SHOP SMART

How to shop to
save money
and eat well

LIVELIGHTER



®

Partner:



Government of **Western Australia**
Department of Health



**Cancer
Council**
WA

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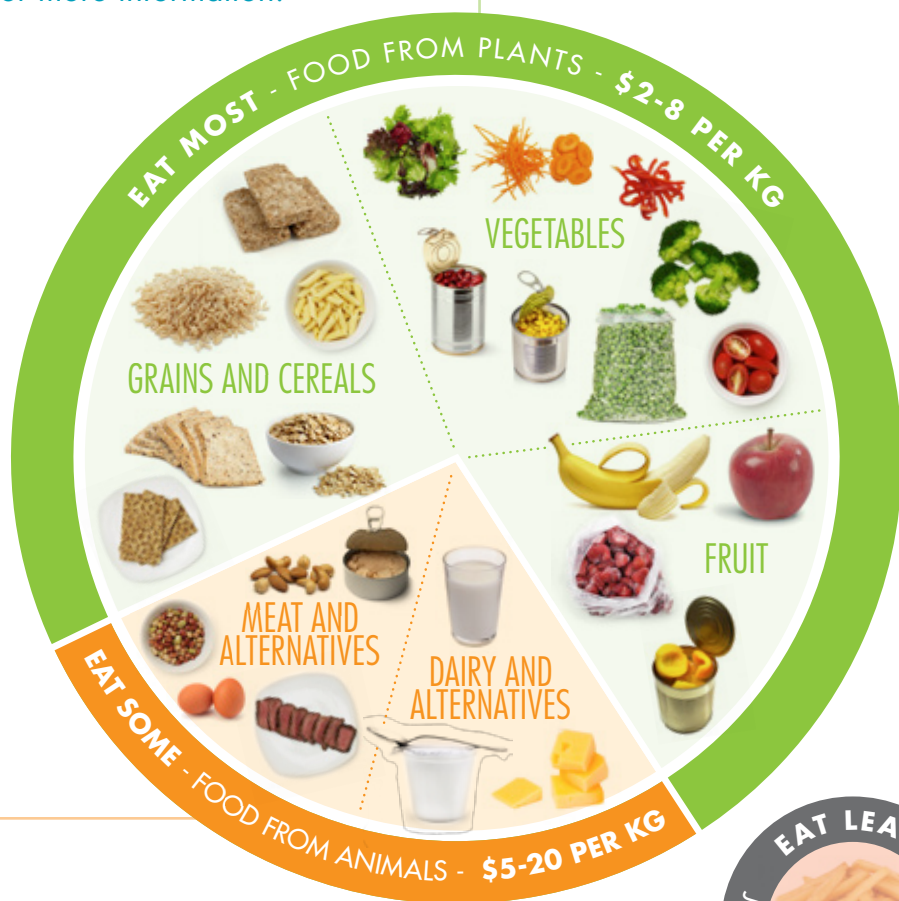
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WHAT IS HEALTHY EATING?

Eating well means eating a wide variety of foods, mostly from the 5 core food groups.

Visit eatforhealth.com.au for more information.

Foods from plants (vegetables, legumes, fruits, grains and cereals) are usually the cheapest. We need to eat plenty of these to keep our bodies strong and healthy.



Food from animals (like meat, fish, eggs and dairy) and alternatives (like nuts, soy milk and tofu) are a bit more expensive and we need a bit less of them in our diet.

SHOP SMART TO EAT SMART

Filling your trolley with healthy foods makes it easy to fill plates and tummies too.



BUY MOST

Vegetables, beans, fruit, grains and cereal foods

COST \$2-8 PER KG



BUY SOME

Fish, lean meat, chicken, dairy, nuts, eggs

COST \$5-20 PER KG



BUY LEAST

Junk food

COST \$10-40 PER KG



WHAT DOES \$100 BUY YOU?



About junk food

- ▲ Junk foods don't have any of the good stuff that keeps our bodies working well. They have too much sugar, saturated fat and salt.
- ▲ Examples of junk food includes chips, lollies, chocolate, alcohol, sugary drinks, fast food, cakes and biscuits.
- ▲ Eating too much junk can make us gain weight and can lead to type 2 diabetes, heart disease and even some cancers.
- ▲ Junk foods used to be a treat, but we are now eating them every day.
- ▲ Junk foods are everywhere, making them hard to resist.



HOW TO SAVE MONEY AT THE SUPERMARKET

Savvy shopper

- ▲ Use unit prices to find the best value (see p18).
- ▲ Make a list and then only walk down the aisles you need.
- ▲ Avoid shopping hungry.
- ▲ Try out the home brands.
- ▲ Give kids a mission to collect a specific item. Busy kids have less time to nag!

Tip

Notice where the junk food is at the supermarket. Walk around the edge of the supermarket to find lots of the healthy foods – fruit and vegies, dairy, meat and bread.





Buying in bulk

- ▲ It's often cheaper, but it's only good value if you use it all before it goes off.
- ▲ Freeze food you can't use straight-away into usable portions e.g. wrap up 500g portions of mince, then label and freeze.
- ▲ Store flour, cereal, rice and other dry goods in containers to keep fresh longer.
- ▲ Go halves with family or friends.

Eat plants!

- ▲ Fresh fruit and vegies taste the best and are usually on special when they're in season.
- ▲ Frozen and canned fruit and vegies are cheap, convenient and last a long time.
- ▲ Bulk up meals with vegies and legumes – they're much cheaper than meat!

WHEN YOU'RE COOKING THIS	SWAP THIS...	FOR THIS...	AND SAVE
Stir fry	2 chicken breasts	6 eggs or tofu	\$3 at the checkout
Curry	500 g lamb	2 cans chickpeas	\$9 at the checkout
Lasagne	500 g beef mince	250 g beef mince + 1 can lentils	\$2 at the checkout
Savings per week			\$14.00
Savings per year			\$728.00

HOW TO READ FOOD LABELS

Most packaged foods have a nutrition panel and an ingredients list. Here are some things to look out for on a nutritional panel.

Serving Size

The manufacturer chooses the serving size. This can be different between brands, and might not be a healthy or realistic size serve.

Fats

There are many different types of fats in foods. Low in saturated fat is more important than low in total fat.

Fibre

Also known as dietary fibre. Choose higher fibre foods.

Sodium

Sodium is salt. Look for lower sodium varieties.

Ingredients

Ingredients are listed from MOST to LEAST by weight.

Nutrition information

Serving size: 30g (2/3 cup)

Energy

Protein

Fat

-Total

-Saturated

Carbohydrate

-Total

-Sugar

Fibre

Sodium

Ingredients: Cereals (76%) (wheat, psyllium husk (11%), sugar, rice malt, vitamins (niacin, thiamine, folate)

Servings per package: 16

	Per Serve	Per 100g
	432kj	1441kj
	2.8g	9.3g
	0.4g	1.2g
	0.1g	0.3g
	18.9g	62.9g
	3.5g	11.8g
	6.4g	21.2g
	65mg	215mg

t, oatbran, barley),
alt extract, honey, salt,

100g column

Because the 'per serve' column is often different between brands, per100g is a fairer way to compare.

Sugars

This includes added sugar and naturally occurring sugar. Check the ingredients list for clues and choose foods lower in added sugar.

Allergies

Common foods that people are allergic to are in bold to make them easy to spot.

HOW TO READ FOOD LABELS

Sugar, fat and salt often have different names on the ingredients list. Watch out for these!

SUGAR	FAT	SALT
Evaporated cane juice	Oil (any kind)	Sodium
Fruit juice concentrate	Butter	Soy sauce
Molasses	Ghee	Stock
Maple/golden/ rice malt/corn syrup	Shortening	Vegetable/yeast/ meat extract
Dextrose, maltose, glucose, fructose	Copha	Rock/sea/table salt
Honey	Lard	



ADDED SUGAR vs NATURALLY OCCURRING SUGAR

Plain dairy and fruit naturally contain sugar. This sugar is packaged up with lots of good stuff (like protein, calcium and fibre). There is no need to avoid these foods. Check the ingredients list to check whether the sugar is natural, added, or a combination. Choose foods that have less added sugar.

Look in the per 100g column of packaged foods. Use the guidelines below to help decide if a food is a healthy choice. These numbers are not the only important thing, but they're a good place to start!

USE THE PER 100G COLUMN	BEST CHOICE	OKAY SOMETIMES	POOR CHOICE
TOTAL FAT	Less than 3g	3g – 10g	More than 10g
SATURATED FAT	Less than 1.5g	1.5g – 3g	More than 3g
SUGAR	Less than 5g	5g – 15g	More than 15g
SODIUM	Less than 120mg	120mg – 400mg	More than 400mg
FIBRE	More than 3g per serve (not per 100g)		

Tip

A long ingredients list often means the food is highly processed. Whole foods, and foods with only a few ingredients are usually cheaper and better for our health.

Check the back page for a wallet-sized version to take to the shops

HOW TO USE THE HEALTH STAR RATING

How it works

The Health Star Rating looks at the overall healthiness of a product, and gives it a score out of 5 stars. More stars are given to more nutritious foods. It's useful if you're in a hurry!



When is it useful?

The Health Star Rating is made to compare similar foods. For example, comparing different flavours of muesli bar or different kinds of yoghurt.

Use the stars to help choose which yoghurt to buy, rather than to decide whether to buy a yoghurt or a muesli bar.



When to be careful

- ▲ The star ratings are only on packet foods. So many foods that deserve 5 stars (like fresh fruit and vegies) can't show them.
- ▲ Food companies sometimes only put them on their healthy items or flavours. Some food companies don't use them at all, but this doesn't necessarily mean they're a bad choice.
- ▲ The stars are not made to compare foods in different categories. For example, a 4 star breakfast cereal might not be a better choice than a 3.5 star yoghurt. Use the stars to find healthier options in each category.

Visit **healthstarrating.gov.au** for more information.



DON'T BE FOOLED!

MARKETING TRICKS

Food marketers sometimes make foods look healthier than they actually are to convince us to buy them.

Here are some tricks to watch out for!

Nature calls

Brown paper packaging, green leaves, nature landscapes and brands that use “nature” “fresh” and “farm” in their names try to make us think the food is less processed than it really is.



Ticks and claims

A list of claims with ticks or seals of approval makes us think a food must be great. But check yourself – is this product special, or are the claims meaningless?



Pester power

Cartoon characters and free toys are often used to advertise junk food to kids. Adults often don't notice them because they're at children's eye level at the supermarket. These foods are usually not healthy choices!

Less... than what?

When food packaging makes a claim that they have less (or more) of something, we should ask... "than what?".

25% LESS SALT in big print on the front doesn't mean it's low salt, or that it's lower salt than other brands.

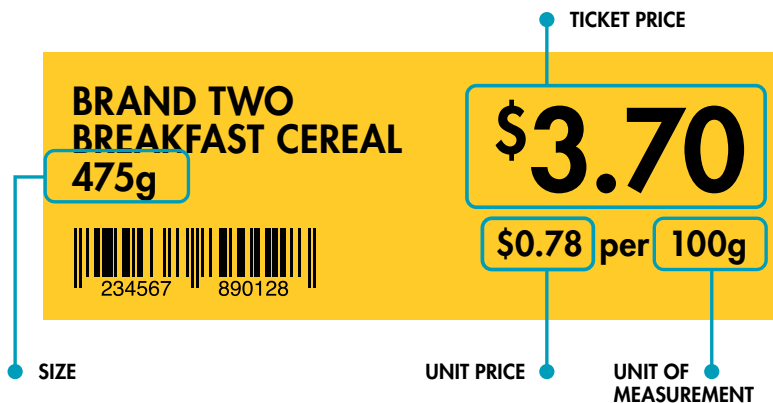
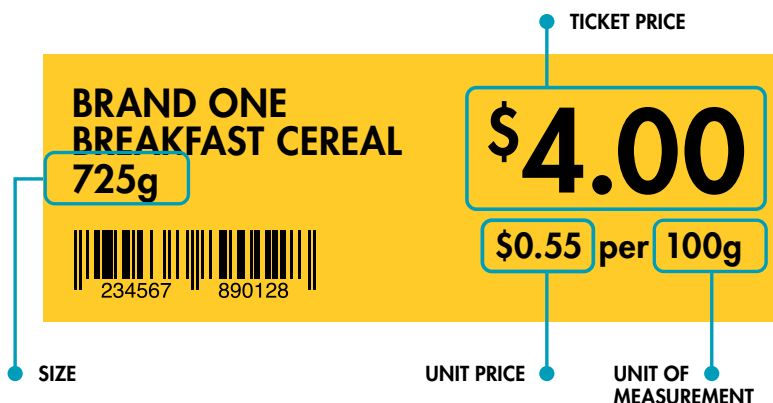


Tip

There are less tricky advertising or claims to interpret on the healthy foods we should fill up on! Fruit and vegies, lean meat, eggs, legumes, seafood and plain dairy don't usually have complicated packaging.

UNIT PRICE

- ▲ Unit price helps us compare the price of products when they come in different sized packets.
- ▲ Unit price can be written as dollars per kilo, per 100g, per roll, per litre, etc.
- ▲ It helps us tell which items are the best value (not just the cheapest).



Brand Two has a smaller ticket price but Brand One is better value

COST OF CONVENIENCE

Home-made versions are usually much cheaper and healthier



Home-made	Pre-packaged
Canned tomatoes \$1.50/kg	Pasta sauce \$6.50/kg
Whole fruit \$4/kg	Fruit snacks \$25/kg
Popping corn \$5/kg	Flavoured popcorn \$32/kg
Frozen fruits \$8/kg	Fruit ice-creams \$15/kg

Tip

Products portioned into single serves are usually more expensive. Try buying larger packs and make your own mini-packs using zip-lock bags or small containers.

SPENDING YOUR FOOD DOLLAR

Try this activity to get an idea of where your money is going at the supermarket.

What you'll need:

- ▲ At least 2 weeks of grocery receipts. This includes receipts from the supermarket, deli, greengrocer, butcher, and anywhere else you buy food e.g. Snacks from the petrol station, milk from the corner shop etc. Don't include meals you eat out for this activity.
- ▲ 3 different coloured highlighters or textas.
- ▲ Calculator or a phone with a calculator function.



What to do:

1. Go through each food item and highlight as 'eat most', 'eat some' or 'eat least'. See p4 for a reminder of what goes in which group.
2. Ignore non-food items (like cleaning products and pet food).
3. Add up the cost of the items in each group to get Group Total.
4. Add up the three groups to find out the Food Total.
5. Divide the Group Total by the Food Total.
6. Multiply by 100. This will tell you what percent of your food dollar is spent on each group.



Savings Supermarket

Description	\$
Coco pops 375g	5.50
Carrots 1kg	1.15
Reduced-fat milk 2L	2.00
Eggs XL 12pack	4.60
Wholemeal bread 680g	1.50
Soft drink cans 10pack	13.2
4 star beef mince 500g	6.50
Chicken thighs 500g	6.00
Pink lady apples 1kg	4.99
Onions 360g	0.79
Washed potatoes 720g	2.88
Bacon 200g	5.50
Butter 500g	5.80
Rice 1kg	2.00
Shampoo 375ml	7.50
Self-raising flour 1kg	2.00
Chocolate biscuits 250g	3.15
Mayonnaise 365g	3.50
Party pies 550g	6.20
Muesli bars - choc chip 375g	4.80
Corn chips 175g	3.40
Yoghurt	5.05
Dog food 1.8kg	13.20
Weet Bix 1kg	4.00
Frozen peas 500g	1.80
Tinned tomatoes 400g	0.80
Total for 26 items	\$117.81

Total \$117.81

Eat Most Total	\$21.91
Eat Some Total	\$24.15
Eat Least Total	\$51.05
FOOD TOTAL	\$97.11

To calculate percentages in each group:

1. Take the Group Total.
2. Divide it by the Food Total.
3. Multiply by 100.

Example:

Eat Most group

$$\$21.91 \div \$97.11 = 0.225$$

$$0.2245 \times 100 = \mathbf{22.5\%}$$

**Aim for 60%
or more**

Eat Some group

$$\$24.15 \div \$97.11 = 0.249$$

$$0.249 \times 100 = \mathbf{24.9\%}$$

**Aim for 30%
or less**

Eat Least group

$$\$51.05 \div \$97.11 = 0.526$$

$$0.526 \times 100 = \mathbf{52.6\%}$$

**Aim for 10%
or less**



TIPS TO SHIFT YOUR SPENDING

Spend less money on **Buy Least** foods

- ▲ Avoid sugary drinks.
- ▲ Swap from a sugary, low fibre cereal to a plain one like Weetbix or rolled oats. Add your own fruit, nuts and seeds to jazz it up.
- ▲ Swap butter and margarine for hummus or avocado in sandwiches.
- ▲ Make your own "corn chips" by cooking wraps in the oven or sandwich press.
- ▲ Swap sausages for lean mince.
- ▲ Make fruit your go-to snack.

BUY MOST

Vegetables, beans, fruit, grains and cereal foods

COST \$2-8 PER KG



BUY SOME

Fish, lean meat, chicken, dairy, nuts, eggs

COST \$5-20 PER KG



BUY LEAST

Junk food

COST \$10-40 PER KG



Spend less on **Buy Some** foods

- ▲ Reduce the amount of meat.
 - ▲ 100g of meat per person is plenty for a stir fry, pasta sauce or curry.
 - ▲ Swap half the mince in a recipe for a tin of lentils or beans.
 - ▲ Go for egg or tinned fish in salads and sandwiches instead of meat.
- ▲ Buy in bulk.
 - ▲ Meat is often cheaper if you buy big pieces or packets. Divide, label and freeze.
 - ▲ Make individual portions of nuts, yoghurt and cheese cubes in reusable containers.
- ▲ Reduce food waste by freezing foods getting close to their use-by date. Milk, grated cheese, meat and chicken all freeze well.

Take a picture on your phone or cut out this card and keep in your wallet to help you choose healthy foods.



Use the nutrition information panel to compare similar packaged food items

Compare numbers in the 100g column	Best choice 😊	Okay sometimes 😐	Poor choice 😞
TOTAL FAT	Less than 3g	3 – 10g	More than 10g
SATURATED FAT	Less than 1.5g	1.5 – 3g	More than 3g
SUGAR	Less than 5g	5 – 15g	More than 15g
SODIUM (salt)	Less than 120mg	120 – 400mg	More than 400mg
FIBRE	Choose high fibre . Use the per serve column and choose more than 3g fibre per serve .		

DRINKS: Choose **water first**

To sign up to our free meal plans or
for more great tips and resources
visit **livelighter.com.au**



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