EAT SMART MONTH

Nourish yourself, your family and your community.

JOIN THE MOVEMENT:
heart.org/HealthyforGood

Locally Sponsored By

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November 2019

Healthy Foods, Healthy Eating Champion!

Change a little. Change a lot. Hannaford Supermarkets and the American Heart Association believe that everyone has a reason to live a longer and healthier life. Why? Life. Life is why. It gives us great pleasure to provide you with this FREE National EAT SMART Month and EAT SMART Day Resource Kit.

Eat smart during the month of November and get Healthy for Good™ with the American Heart Association (AHA). The Healthy for Good movement is designed to inspire all Americans to live healthier lives and create lasting change. It focuses on the idea of making small, simple changes.

The approach is simple: Eat smart. Add color. Move more. Be well.

AHA National EAT SMART Month (Nov.) and National EAT SMART Day on November 6 are opportunities for millions of people to kick off a healthier lifestyle, but it’s also about having fun and creating community. National EAT SMART Month and National EAT SMART Day are public awareness observances focusing on making small, simple changes to incorporate healthier foods into a daily diet.

These observances can serve as excellent health education and audience/employee engagement opportunities. Hannaford Supermarkets and the American Heart Association encourage you to raise awareness, share information and resources with your audiences, and consider holding some type of creative or fun healthy foods or healthy eating activity on Wednesday, November 6 – AHA National EAT SMART Day – or anytime during November.

Thank you for supporting American Heart Association National EAT SMART Month. Should you have questions or need additional information, please contact the American Heart Association at (603) 263-8328.

Sincerely,

Anne L’Heureux
Hannaford Dietitian
Hannaford Supermarkets

Eat smart. Add color. Move more. Be well.
Daily tips to make this holiday season Healthy for Good™

Use these tips (one each weekday throughout November) to keep everyone focused on how we can eat smart, move more and be well this holiday season.

1. **Balance is the key.** You can enjoy some of the splurges of the season without overdoing it. For example, if you’re going to miss your workout for a holiday event, walk during lunch or ride your bike to work. If dinner is going to be a feast, opt for a light lunch. Save your appetite for the big meal by skipping the appetizers or serving lighter snacks like cut-up fruits and veggies.

2. **Eat smart at special holiday events.** They often serve up extra helpings of less-than-healthy foods. If you’re a guest, eat a healthy meal or snack before you go to avoid overdoing it at the event. If you’re the host, challenge yourself to offer some delicious and healthier options using our recipes and cooking tips (your guests will thank you).

3. **Keep the family active.** When the kids are out of school, squeeze in some active chores and trips to the park. Break up the video game marathon with a physical activity break. Take advantage of cooler weather to get moving outdoors.

4. **Sip smarter.** Replace sugary drinks (including sodas, energy and sports drinks, sweet tea, lemonade and coffee drinks) with water or unsweetened tea and coffee to avoid excess calories. To make the switch easier, cut back the amount of sweetener gradually until your taste adjusts.

5. **Give yourself the gift of peace.** When the invitations pile up, don’t be afraid to say no to some of them. If you need some down time to recharge for the next party, take a break. Do something that relaxes you, like yoga, meditation, reading, a warm bath or spending time in nature.

6. **Keep portions in check.** Enjoy your favorites without overeating. Put less on your plate and pass on that second helping. Split appetizers, entrees and desserts with others. Cut standard portions into halves or quarters before serving. Use smaller plates when possible so it will look like more.

7. **BYOB (be your own barista).** Opt for less-sweet homemade versions of sugary coffee drinks, hot chocolate and other holiday beverages. (You’ll save money, too!) Swap out marshmallows and whipped cream with steamed or frothed low-fat milk.

8. **Keep up healthy habits.** Commit to staying healthy during the holidays. For example: “For the next three weeks I will move more and do something active every day, have a healthy breakfast and limit the sweets, and get at least seven hours of sleep each night.” If you don’t completely give up your healthy habits, you won’t feel like you have to start all over once the holidays are in the rear-view.

9. **Bring something.** For holiday eating events, whether potluck or not, offer to contribute a lighter, healthier dish. That way, you’ll have at least one better-for-you option!

10. **Mix it up.** If alcohol is being served at a holiday event, alternate each glass with a glass of water. This will quench your thirst and fill you up so you’ll be less likely to overindulge. Or enjoy non-alcoholic versions of your favorite cocktails to lower the calorie count. Just watch out for added sugars.
Daily tips to make this holiday season Healthy for Good™

Use these tips (one each weekday throughout November) to keep everyone focused on how we can eat smart, move more and be well this holiday season.

11. **Get your ZZZs.** Aim for 7-9 hours of sleep each night to stay in the healthy zone. Don’t let your wake-up time and bedtime get too far off your regular schedule. Nap when needed and ditch the digital devices at night.

12. **Treat yourself.** Try bite-sized tastes or split portions of desserts and other holiday treats. Or choose fresh fruit for dessert. Delicious, seasonal fruits make great gifts, too!

13. **Holiday hydration.** Remember, the healthiest thing you can drink is water! Make it your go-to choice when you’re feeling thirsty. You can give it some extra appeal by adding fresh or frozen fruits, herbs or a splash of 100% fruit juice.

14. **Add color.** Seasonal fruits and vegetables can give your meals, snacks and party dishes that healthy holiday spirit. Try apples, dates, leafy greens, pears, pumpkin, root vegetables, sweet potato and winter squash.

15. **Make beverages sparkle.** Try seltzer, club soda or sparkling water if you love the fizz. For a festive holiday look, garnish with whole cranberries and mint leaves.

16. **Fit in fitness.** Try to stay committed to your workouts when the holidays kick into high gear. But when a full social calendar gets in the way, squeeze some healthy activity like walking into your daily routine. Or do something active with the whole family.

17. **Gotta have the ‘nog’?** If it’s just not Christmas without eggnog, try a low-fat version or mix it with an equal amount of low-fat or nonfat milk. You’ll still get the flavor without as many calories.

18. **Shake it off.** Many holiday dishes can be packed with sodium. Breads, poultry and canned soups are three common foods that can be loaded with salt. When shopping for ingredients to prepare your holiday meal, compare the labels and choose options with the lowest amount of sodium. Use herbs and spices (like rosemary and cloves) to flavor dishes instead of salt.

19. **Spice it up.** Use spices to flavor foods and drinks with less sugar. For example, make a skinny hot apple cider with unsweetened apple juice and plenty of cinnamon, cloves, allspice and nutmeg. Garnish with whole cinnamon sticks.

20. **Focus on being present instead of buying presents.** When holiday stress starts to get to you, the two simple practices of mindfulness and gratitude can help. Focus on what you’re doing right now and what you’re thankful for. Slow down, take it one step at a time and make your wellbeing a priority.
Get Smart in the Kitchen

Nourish yourself, your family and your community by learning how to shop, cook and eat smart! Making more of your meals at home is one of the best ways to eat healthier and save money, too. Try these tips to get cooking.

• Add more color to your meals with fruits and vegetables. Fresh, frozen, canned and dried can all be healthy choices, but watch out for salty sauces and sugary syrups.

• Compare nutrition label information at the grocery store. Choose products with the lowest amounts of sodium, saturated fat and added sugars.

• Learn some new cooking methods and techniques. Instead of frying foods – which can add a lot of extra calories and unhealthy fats – use healthier cooking methods that add little or no fat, like roasting, grilling, baking or steaming.

• Give your pantry a makeover. If your cabinets, fridge and freezer are well-stocked with the right staple ingredients, it will be easier to make healthy meals.

• Make it fun for kids to try new foods. Let them pick out a new fruit or vegetable in the grocery store each week. Figure out together how to cook or prepare it in a healthy way.

• Make healthy substitutions, like whole grain instead of refined white flour. Take small steps over time to replace less-healthy ingredients in your family favorites.

• Cut down on the salt and learn new ways to give food great flavor, including herbs, spices, vinegars, citrus, garlic and other seasonings.

• Upgrade your fats. Use liquid vegetable oils such as canola, corn, olive, safflower, sesame and sunflower in place of butter and solid fats.

• Include some meatless meals. Choose plant-based proteins like beans, vegetables, legumes and tofu.

• Relax! Have fun in the kitchen and get the family involved in planning and preparing meals. Explore new recipes together.

Find recipes, cooking tips and more at heart.org/HealthyforGood.
Find recipes, cooking tips and more at heart.org/HealthyforGood.

Seek Out Smart Options Away from Home

You don’t have to drop your healthy habits when eating away from home. Many restaurants, workplaces and school cafeterias now offer better-for-you options and menus. But it may still take a little bit of effort and a splash of willpower to construct a healthy meal away from home. Here are some tips to help.

- Do some research. Look up menus and nutrition info online to find healthier options. Ask servers or managers about ingredients, preparation methods and substitutions.

- Look for clues. The menu may have “healthy” designations or symbols, or key words in item names (like light, fresh, fit, vegetarian), which indicate they could be a better choice.

- Add color. Look for fruits and vegetables on the menu that you can add as sides or substitutes in your meal.

- Avoid the fryer. Deep-fried foods tend to be less healthy than other options, like grilled, roasted, steamed and baked.

- Keep it on the side. Request that butter, cheese, toppings, salad dressings, sauces and gravies be served on the side so you control how much you eat.

- Stick with water. Stay away from sugary soft drinks, sweet tea and cocktails. They’re loaded with added sugars and extra calories you don’t need.

- Split it. If the portions are large, share something or set aside half to take home before you start eating. Turn one oversized portion into two meals.

- Bring it from home. Pack your own healthy meals and snacks so you can resist the temptations on the cafeteria line or in the vending machine.
Snack and Sip Smarter

Think beyond meals. Snacks and drinks are an important part of your eating pattern. They can add extra calories, sodium, saturated fat and added sugars you don’t need. Here are some ways to keep them healthier.

• Choose H20. Remember, the healthiest thing you can drink is water! Make it your default choice when you’re feeling thirsty. You can give it some extra appeal by adding fresh or frozen fruits, herbs or a splash of 100% fruit juice.

• Try seltzer, club soda or sparkling water if you love the fizz. For a festive holiday look, garnish with whole cranberries and mint leaves.

• Swap the empty calories of most crackers and chips for the crunchy goodness of whole grains, raw fruits and veggies, and nuts and seeds.

• Replace sugary drinks (including sodas, energy and sports drinks, sweet tea and lemonade) with water or unsweetened tea. To make the switch easier, cut back the amount of sweetener gradually until your taste adjusts.

• For a satisfying boost of energy, try peanut or almond butter, hummus or low-fat yogurt.

• Be your own barista. Opt for less-sweet homemade versions of coffee drinks, hot cider and cocoa. (You’ll save money, too!)

• Throw an apple, orange or banana in your bag for those times when hunger takes you by surprise. It will fill you up and help keep you from overeating later.

• Drink in moderation. Alternate cocktails and other adult beverages with water to cut down on the calories and added sugars.

• For a lighter appetizer or game day snack, serve crisp, colorful, cut-up vegetables for dipping into hummus or guacamole.
EAT SMART MONTH

Stay Smart This Holiday Season

’Tis the season of holiday parties and special events. The festive atmosphere and free food and drinks can make it very tempting to forsake your healthy eating plan! Try these tips to celebrate the season without overdoing it.

• Keep portions in check. Put less on your plate and pass on that second helping. Split appetizers, entrees and desserts with others. Use a smaller plate when possible so a small serving will look like more.

• Bring a dish. If the event is a potluck (or even if not), offer to contribute a lighter option. That way, you'll have at least one healthy choice.

• Go easy. Avoid loading up on foods that are fried, buttered or have a lot of cheese or cream. Look for fruit, veggies and dip, whole grains and baked or grilled items.

• Be prepared. Have a healthy, high-protein, high-fiber meal or snack before you go to the event. If you’re not hungry it will be easier to avoid overeating.

• Go slow if you drink alcohol. Drinking plenty of water between drinks will quench your thirst and fill you up so you’ll be less likely to overindulge.

• Treat yourself. Try bite-sized tastes or split portions of desserts, candy and other treats. Let yourself enjoy some of the indulgences of the season without overdoing it.

• Balance is the key. For example, if dinner is going to be a feast, opt for a lighter lunch.

• Eat smart at holiday events. They often serve up extra helpings of less-than-healthy foods. If you’re a guest, eat a healthy snack before you go. If you’re the host, challenge yourself to offer some delicious healthier options using our recipes and cooking tips.

Find recipes, cooking tips and more at heart.org/HealthyforGood.
As part of an overall healthy diet, replacing sugary drinks with low- and no-calorie beverages can help you limit calories, which may help you achieve or maintain a healthy weight.

Most Americans consume nearly 20 TEASPOONS of added sugars EACH DAY. That’s TRIPLE the recommended daily limit for women and DOUBLE for men!

Sugar-sweetened beverages like soda and energy/sports drinks are the #1 SOURCE OF ADDED SUGARS IN OUR DIET.

A can (12 FL OZ) of regular soda has about 150 CALORIES AND 10 TEASPOONS of added sugar.

REPLACE SUGARY BEVERAGES...
• full-calorie soft drinks
• energy/sports drinks
• sweetened “enhanced water” drinks
• sweet tea
• sweetened coffee drinks

WITH THESE BETTER CHOICES!
• water — plain, sparkling and flavored
• diet soft drinks
• coffee and tea without added sugars

THE FACTS MAY SURPRISE YOU.

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Try these tips to switch to drinks with less added sugars. They’ll quench your thirst and taste good.

**START CUTTING BACK.**
Take steps to reduce or replace added sugars (caloric sweeteners) in your diet:

**REPLACE** some of your drinks **WITH WATER.**

**SWAP** a full-calorie soda with diet soda.

**REDUCE** the amount of **SUGAR** in your coffee and tea.

**ADD** plain or **SPARKLING WATER** to drinks to keep some of the flavor with less added sugars per serving.

**MAKE IT AT HOME.**
Family favorites like hot chocolate, lemonade, smoothies, fruit punch, chocolate milk and coffee drinks easily can be made at home with less added sugars.

**START WITH UNSWEETENED** beverages, then flavor to taste with additions like fruit, nonfat milk, low-calorie sweeteners, and herbs and spices.

**READ THE LABEL, AND CHOOSE WISELY.**
Some drinks that appear to be healthy may be high in calories and added sugars. Check servings per container and ingredients list.

Keep in mind that added sugars go by many names, including sucrose, glucose, maltose, dextrose, high fructose corn syrup, concentrated fruit juice, agave nectar and honey.

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EAT SMART   ADD COLOR   MOVE MORE   BE WELL

FOR MORE TIPS ON HEALTHY EATING, COOKING AND RECIPES: HEART.ORG/EATSMART
The Easy Way to Eat Healthy

A healthy eating pattern is about making smart choices. The American Heart Association recommends:

**ENJOY** a variety of vegetables, fruits, whole grains, non-tropical vegetable oils, low-fat & fat-free dairy products, fish, skinless poultry, lean & extra lean meat, nuts, seeds, beans, and legumes

**LIMIT** sugary drinks, sweets, fatty or processed meats, solid fats, and salty or highly processed foods

**AVOID** partially hydrogenated oils

### DAILY AMOUNTS

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<td>Fruits</td>
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Servings are based on AHA’s Healthy US-Style Eating Pattern for 2,000 calories/day. Your calorie needs may be different. Cup/oz equivalent may vary depending on form of food.

Compare nutrition labels. Choose products with the lowest amounts of sodium, saturated fat and added sugars.

Find out more about serving sizes at [heart.org/servings](http://heart.org/servings).

heart.org/HealthyForGood

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The good news is eating the right amount of fruits and vegetables doesn’t have to be complicated. Here are some examples of about one serving:

**FRUITS**
- Apple, pear, orange, peach or nectarine: 1 medium
- Avocado: Half of a medium
- Banana: 1 small (about 6” long)
- Grapefruit: Half of a medium (4” across)
- Grape: 16
- Kiwifruit: 1 medium
- Mango: Half of a medium
- Melon: Half-inch thick wedge of sliced watermelon, honeydew, cantaloupe
- Pineapple: ¼ of a medium
- Strawberry: 4 large

**VEGETABLES**
- Bell pepper: Half of a large
- Broccoli or cauliflower: 5 to 8 florets
- Carrot: 6 baby or 1 whole medium (6 to 7” long)
- Corn: 1 small ear (6” long) or half of a large ear (8 to 9” long)
- Leafy vegetable: 1 cup raw or ½ cup cooked (lettuce, kale, spinach, greens)
- Potato: Half of a medium (2½ to 3” across)
- Squash, yellow: Half of a small
- Sweet potato: Half of a large (2½” across)
- Zucchini: Half of a large (7 to 8” long)

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#HEALTHYFORGOOD
LEARN MORE AT HEART.ORG/HEALTHYFORGOOD
Your heart-healthy recipes will taste even better with seasonal produce.

### SEASONS OF EATING

#### SPRING
- artichokes, asparagus, carrots, chives, fava beans, green onions, leeks, lettuce, parsnips, peas, radishes, rhubarb and Swiss chard

#### SUMMER
- berries, corn, cucumbers, eggplant, figs, garlic, grapes, green beans, melons, peppers (sweet and hot), stone fruit (apricots, cherries, nectarines, peaches, plums), summer squash, tomatoes and zucchini

#### FALL
- apples, brussels sprouts, dates, hard squash (acorn, butternut, spaghetti), pears, pumpkins and sweet potatoes

#### WINTER
- bok choy, broccoli, cauliflower, celery, citrus fruit (clementines, grapefruit, lemons, limes, oranges, tangerines), collard greens, endive, leafy greens (collards, kale, mustard greens, spinach) and root vegetables (beets, turnips)

### KEEP THESE TIPS IN MIND WHEN USING AND SHOPPING FOR SEASONAL PRODUCE:

1. Fresh foods are often less expensive during their harvest season. You may even save money by buying in bulk.

2. Shop the farmers’ market to learn more about produce and get ideas on how to prepare foods in season.

3. Gardening gives you fresh seasonal produce and a little exercise, too. The sense of accomplishment you’ll feel will make that produce taste even better!

4. Frozen, canned and dried fruits and vegetables also can be healthy choices. Compare food labels and choose items with the lowest amounts of sodium and added sugars.

5. Choose canned fruit packed in water, its own juice or light syrup (avoid heavy syrup).

6. Choose canned and frozen vegetables without sauces that can be high in sodium and saturated fat.

7. Freeze fresh produce at the peak of its season, so you can add it to smoothies, soups and breads and enjoy it throughout the year.
1. FULL OF THE GOOD

Fruits and vegetables provide many beneficial nutrients, including vitamins, minerals, healthy fats, protein, calcium, fiber, antioxidants and phytonutrients. Add fruits and veggies to meals and snacks for a nutritional power boost.

2. FREE OF THE BAD

Fruits and vegetables typically contain no trans fat, low saturated fat and very little or no sodium. The natural sugars they contain don’t affect your health the same way added sugars do, especially if you eat the whole fruit or vegetable and not just the juice.

3. WON’T WEIGH YOU DOWN

Fruits and vegetables tend to be low in calories, so they can help you manage your weight while still filling you up. Thanks to the fiber and water they contain. Replacing higher-calorie foods with fruits and vegetables is an easy first step to a healthier eating plan.

4. SUPER FLEXIBLE SUPER FOODS

All forms of fruits and vegetables – fresh, frozen, canned, dried and 100% juice – can be part of a healthy diet. They can be eaten raw or cooked, whole or chopped, organic or not and alone or in combination with other foods. They are among the most versatile, convenient and affordable foods you can eat.

5. A WHOLE BODY HEALTH BOOST

A healthy eating plan rich in fruits and vegetables can help lower your risk of many serious and chronic health conditions, including heart disease, stroke, obesity, high blood pressure, high blood cholesterol, diabetes, kidney disease, osteoporosis and some types of cancer. They’re also essential to many daily functions of a healthy body.

heart.org/addcolor #ADDCOLOR
Life is Sweet… with these Easy Sugar Swaps!

Cut back on added sugars and calories with these tasty tips and tricks.

Baking and Cooking

Unsweetened applesauce can substitute for some of the sugar in a recipe. You may need less oil, too—adjust the recipe as needed to get the taste and texture you like. Or try using a no-calorie sweetener suitable for cooking and baking.

Desserts and Sweets

Instead of indulging in a traditional sugar-based dessert, enjoy the natural sweetness of fruit. Fresh, frozen and canned (in its own juice or water) are all good choices. Try them baked, grilled, stewed or poached.

Dressings and Sauces

Swap store-bought bottled salad dressings, ketchup, tomato sauce and barbeque sauce—which can have a lot of added sugars—for homemade versions so you can control the amount of sugar added to them.

Snack Mix and Granola

Make your own, without all the added sugars. Combine your favorite nuts and seeds (unsalted or very lightly salted), raisins and dried fruits (unsweetened), rolled oats and whole-grain cereal (non-sugared/non-frosted)—and skip the candy!

Soda/Soft Drinks

Swap sugar-sweetened beverages for plain or sparkling water flavored with mint, citrus, cucumber or a splash of 100% fruit juice.

Tea and Coffee

Cut back on sugars (including honey and agave syrup) gradually until your taste adjusts to less sweetness. Try adding natural flavors like cinnamon, citrus, mint or nutmeg.

For more tips on healthy eating, cooking and recipes: heart.org/healthyforgood
Excess levels of sodium/salt may cause:

**INCREASED WATER RETENTION,**
LEADING TO:

- Puffiness
- Bloating
- Weight gain

Excess levels of sodium/salt may put you at **RISK** for:

- Stroke
- Heart Failure
- Osteoporosis
- Stomach Cancer
- Kidney Disease

WHERE DOES IT COME FROM?

- **65%** supermarkets, convenience stores
- **25%** restaurants
- **10%** other sources

**HIGH BLOOD PRESSURE**

is a leading risk factor for death in **WOMEN** in the United States, contributing to nearly **200,000** female deaths each year.

That's nearly five times the **42,000** annual deaths from breast cancer.

**77.9** million American **ADULTS** have **high blood pressure**.

**KIDS** who have a high-sodium diet are **twice as likely to develop high blood pressure** as kids who have low-sodium diets

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heart.org/sodium
In only 21 days you can:

- Change your sodium palate &
- Start enjoying foods with less sodium
- Reduce bloating

In Only 21 Days

WEEK ONE

Breads & Rolls
Cold Cuts & Cured Meats

- Look for lower sodium items
- Track your sodium consumption
- Log how much sodium you've shaved out of your diet

WEEK TWO

Pizza
Poultry

- If you do eat pizza, make it one with less cheese & meats
- Add veggies to your pizza instead
- Use fresh poultry rather than fried, canned or processed

WEEK THREE

Soups
Sandwiches

- One cup of chicken noodle soup can have up to 940 mg of sodium
- Check labels & try lower sodium varieties
- Use lower sodium meats, cheeses & condiments & plenty of vegetables to build healthier sandwiches

On average, American adults eat more than 3,400 milligrams of sodium daily – more than double the American Heart Association's recommended limit.

3,400 mg average sodium intake
1,500 mg recommended sodium intake

Learning to read & understand food labels can help you make healthier choices.

Look for the Heart-Check mark to find products that can help you make smarter choices about the foods you eat.

heartcheckmark.org

KNOW THE SALTY 6

Common foods that may be loaded with excess sodium:

1. Breads & Rolls
2. Cold Cuts & Cured Meats
3. Pizza
4. Poultry
5. Soup
6. Sandwiches

Choose wisely, read nutrition labels & watch portion control.
There are a lot of conflicting messages about what processed food is.

Most of the food we eat today has been processed in some way, from salad mix to frozen dinners. Some processed foods have ingredients added, some are fortified to add nutrients, some are prepared for convenience, and some are packaged to last longer or for food safety. Even foods labeled “natural” or “organic” can be processed.

Minimally processed foods have been manipulated (cut, cooked, packaged) in some way. Some foods are processed with ingredients typically used in cooking, such as salt or sugar. Highly processed foods are manufactured with ingredients that are not typically used in cooking.

There are a lot of conflicting messages about what processed food is.

More people are paying attention to processed food.

74% of consumers prefer less sodium in processed foods.

Almost 50% of consumers have tried to eat fewer processed foods.

What do you need to know?

1. Choose healthier processed foods.

By one recent estimate, highly processed foods contribute 50% of the calories and 90% of the added sugars in the American diet.

It’s important to:
• Read food labels.
• Look for the Heart-Check mark on packaged foods.
• Make healthier choices when eating out.

2. Seek healthier alternatives to highly processed foods.

Cook more meals at home.
Swap highly processed foods with less processed options.
Try fruits and vegetables from the produce aisle, the farmer’s market, or your own garden.

3. Watch out for sneaky sodium.

Extensive research has shown that too much sodium is related to high blood pressure, a primary risk factor for heart disease and stroke.

Shake your sodium habit.
Most of the sodium we eat comes from PROCESSED, PREPACKAGED, AND RESTAURANT FOODS, NOT THE SALT SHAKER.

4. Take your food into your own hands.

American Heart Association advocates have written more than 29,000 letters to the food companies and restaurants that provide processed foods, asking that healthier options be made available.

You can too! Join our growing community, take action, get helpful tips and #BreakUpWithSalt today by visiting heart.org/sodium.
The Nutrition Facts label can help you make healthier choices. **Use it!**
Here’s what to look for:

### Nutrition Facts

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</tr>
<tr>
<td>Choline 147mg</td>
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</table>

1. **Start with serving information.**
   This will tell you the size of a single serving and how many servings are in the package.

2. **Check total calories.**
   Do the math to know how many calories you’re really getting if you eat the whole package.

3. **Limit certain nutrients.**
   Compare labels and choose options with lower amounts of added sugars, sodium, saturated fat and trans fat when possible.

4. **Get enough of beneficial nutrients.**
   Eat foods with nutrients your body needs, like calcium, choline, dietary fiber, iron, magnesium, potassium, and Vitamins A, C, D and E.*

5. **Understand % Daily Value.**
   - The % Daily Value (DV) tells you the percentage of each nutrient in a single serving in terms of the daily recommended amount.
   - To consume less of a nutrient (such as saturated fat or sodium), choose foods with a lower % DV (5% or less).
   - To consume more of a nutrient (such as fiber or potassium), choose foods with a higher % DV (20% or more).

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*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

*Saturated Fat 25% less than ordinary eggs: 1g vs 1.5g (quantities rounded)

For more tips and tricks on eating smart, visit [HEART.ORG/EATSMArt](http://HEART.ORG/EATSMArt)
Inside this Guide:

Bank on the Basics .................................................... 1
Create Your Food Budget........................................... 1
About SNAP ............................................................... 2
Healthy Eating Recommendations ................................ 2
Planning Your Meals ................................................... 3
Keep a Well-Stocked Pantry ........................................ 5
When You Shop .......................................................... 6
Know Your Labels and Dates ...................................... 6
Grocery List Template ............................................... 8
Bank on the Basics

The average American family spends about $165 a week on groceries. As food prices keep rising, smart shopping (for good nutrition on a budget) becomes more challenging.

Smart shopping means knowing what to buy and when. The good news is, healthy eating can actually cost less. The key is knowing the basics before you go grocery shopping.

Your goal is to choose foods that will help family members stay healthy — without high cost. That means finding affordable foods that offer good nutrition. You also want foods that are lower in sodium and not too high in calories. By creating a food budget, planning menus and shopping wisely, you can save money and enjoy delicious, nutritious meals!

By following the tips in this booklet, you will be able to enjoy healthier food at more affordable prices. Happy shopping!

Create Your Food Budget

Smart shoppers don’t get that way by accident. They take time to educate themselves. Just like you’re doing now!

To shop smarter, start with your family’s food basics and build a budget. Assess your current spending. How much do you spend on food each week? Make sure to include non-perishable foods and other items you need when cooking, like paper and cleaning products. If you eat meals out, include that cost to see your total spending on food. Subtract any food assistance you get. Multiply by 4 to find your monthly food budget. Your family size and the age of family members will affect your budget.

- If you’re not sure what your household food budget is, estimate it using this: www.cnpp.usda.gov/USDAFoodPlansCostofFood.

- Consider how much you spend on food and compare this to your other expenses. Set spending priorities. When you shop, try to stick to your budget so you keep food costs in balance with other expenses.

Track your spending each week. Writing down everything will help you budget more accurately.
About SNAP

SNAP stands for Supplemental Nutrition Assistance Program. If you’re eligible for these benefits, you can get a variety of healthy foods.

- Learn more about SNAP: www.fns.usda.gov/snap
- If you can, check your SNAP benefit balance in your state before shopping: www.fns.usda.gov/ebt/online-ebt-snap-accounts

If you’re eligible for SNAP, these are foods you can get for your family to eat: breads and cereals; fruits and vegetables; meats, fish and poultry; dairy products; edible seeds and plants. Your youngest family members may have baby food, including infant formula, cereals, juices and baby food in boxes and jars.

Healthy Eating Recommendations

Think about your family. How you eat at home can have a big impact on your loved ones’ health. The American Heart Association’s Healthy Eating Recommendations are based on a 2,000-calorie diet. They’re a good guide for healthy eating. Here are some tips they include about different types of foods:

- **Balance the number of calories you eat with those you burn.** (This means don’t eat more calories than you need!) Balancing the calories you consume with what you use will help you maintain a healthy body weight.

- **Eat a diet rich in fruits and vegetables.** A typical adult should try to eat 5 servings of vegetables and 4 servings of fruits every day (a serving is about 1/2 to 2/3 cup). Fruits and vegetables provide plenty of vitamins, minerals and fiber without too many calories. Variety matters, so try a wide range of fruits and veggies.

- **Choose whole grains and high-fiber foods.** (Eat three 1-oz. servings per day.) A diet rich in fiber helps manage your weight. Fiber keeps you feeling fuller longer, so you eat less.

- **Eat fish, especially oily fish like salmon or albacore tuna, twice a week.** Oily fish contain omega-3 fatty acids, which help your heart stay healthy.

- **Choose fats wisely.** Eat less of the bad fats (saturated and trans fats) and replace them with better fats (monounsaturated and polyunsaturated fats). Eat skinless poultry and seafood. If you choose to eat red meat, select the leanest cuts available. Use low-fat and fat-free (1%) dairy products. Avoid hydrogenated fats and foods made from them. A person who needs 2,000 calories each day should consume no more than 13 g saturated fat and as little trans fat as possible.
• **Limit sweets and added sugars.** Women should consume no more than 100 calories (about 6 teaspoons) of added sugars per day. For men, it’s no more than 150 calories (9 teaspoons) per day. Eating too much sugar can lead to obesity, diabetes, and other health problems.

• **Limit processed meat to no more than two servings per week.** Processed meats include sandwich meat, sausage, bacon and hot dogs. These can be high in sodium and fat.

• **Try to eat five servings a week of nuts, seeds or legumes (beans).** These can be good sources of healthy fats, nutrients and fiber.

• **Aim to eat no more than 1,500 mg of sodium per day.** This will help you and your family members maintain a healthy blood pressure. There are many ways to reduce sodium in your diet. Here are just a few suggestions:
  
  o Read food labels and choose the product with the lowest amount of sodium you can find in your store.
  
  o Look for foods labeled “low sodium” or “no salt added.”
  
  o Drain and rinse canned vegetables to remove some of the sodium.

**Planning Your Meals**

Cooking at home may seem time-consuming. However, you can save time by being organized and prepared. You can save money, too!

Use a calendar, and write in the meals for the week. If you know you’ll eat out during the week, note that on the calendar and estimate the cost in your budget.

The Healthy For Good™ website has hundreds heart-healthy options that are simple, quick and budget-friendly. It also has videos of many recipes and cooking skills. ([heart.org/recipes](https://heart.org/recipes))

Keep track of recipes your family likes. Note on the recipes if you had leftovers, and keep those meals in mind for your busiest weeks.

Here are some guidelines to use in selecting recipes and making purchases. They’ll help you make healthier choices while staying on budget.

• **Check the serving sizes on recipes and the Nutrition Facts labels on boxed or canned foods.** Use the suggested serving size when portioning meals. This will help family members get the right amount of calories. It will also make meals go farther. Many recipes make enough servings for leftovers!

• **Using frozen fish and meats can make meal planning quick and easy.** Canned tuna is a great source of protein; often you can save money by buying several cans. Be sure to trim fat from meat and remove skin from chicken before cooking.

• **Try a meatless meal each week.** Whole grains and beans are great sources of protein. They’re often more affordable and may require less work to prepare than meats or seafood.
Planning Your Meals (continued)

• To make meals more fun, create theme nights.
  
  o Salad Night: Make your entrée a healthy bowl of greens. Toss in cooked skinless chicken breast pieces, nuts or seeds (with little or no salt) for protein. Use a wide variety of fresh veggies and dark green lettuce. Skip iceberg lettuce; it’s lower in nutrients.
  
  o Taco Night: Pile on the veggies and use whole-wheat or corn tortillas. Mix a little non-fat or low-fat Greek yogurt and lemon juice to make a healthier version of sour cream.
  
  o Homemade Pizza: Make a grilled pizza without cheese by loading veggies and some cooked, diced chicken onto a thin, whole-wheat crust.
  
  o Super Spuds: Pour vegetarian chili over baked potatoes for an easy meal.

• Plan to cook once and eat twice. This will save you money and time while ensuring you use up the foods you buy. You can make a variety of meals by using the same ingredients in different ways.

• Cook more at home and limit prepared or ready-made foods. They tend to be more expensive. They also usually contain more sugar, salt, fat and preservatives. Often they don’t last very long, either.

• Buy fruits and vegetables in season. Seasonal produce is the freshest and tastiest, and it’s more affordable. Carrots, potatoes and greens are versatile, readily-available vegetables. Bananas, grapes, apples and oranges are generally the most affordable fruits year-round. (For the best price, buy them in bulk, but don’t buy more than you can use before they spoil.) Many farmers’ markets accept SNAP — see if yours does!
  
  o Shop your local farmers’ for fresh, seasonal foods and good prices. Looking at the produce will often give you ideas about what to cook.
  
  o Make casseroles, soups and other seasonal produce recipes when the ingredients are at their best, then freeze them. This will keep the meal tasting its best and give you a quick dinner on a busy night!

• Keep your fridge and pantry stocked with frozen and canned fruits and vegetables. They have lots of good nutrients without being too high in calories. Also, they won’t spoil. Compare food labels and choose the products with the lowest amount of sodium and added sugars.

• Package your own healthy snacks. Put cut-up veggies and fruits in portion-sized bags for easy, healthy snacking on the go.

• Make meals a family affair! Your kids will be more excited about eating when they’ve been involved. Teach kitchen basics by giving family members age-appropriate tasks like helping to make lists, cutting coupons, reading labels or unloading groceries. If you’re a parent who works late, older children and teens can also help get meals started if you leave basic instructions for them.

• Clip coupons. Keep circulars and check the front of your local grocery store for coupon displays. Cut out the coupons, and put them in an envelope to keep with you.
Keep a Well-Stocked Pantry

A pantry full of non-perishable items will help ensure you have what you need and can cook at home when time is short. You’ll also have more ways to stretch meals.

A stocked pantry may include:

- whole-wheat pasta such as spaghetti, corkscrew, angel hair, fusilli
- whole-grain, high-fiber breads and cereals
- whole-wheat flour
- brown rice (instant and dry)
- canned tomatoes
- tomato sauce/spaghetti sauce
- canned vegetables like green beans and corn
- dried fruit (look for varieties with no sugar added, such as raisins and apricots)
- canned fruit in own juice or lite syrup, such as pineapple chunks
- canned or pouched chicken and seafood packed in water, like tuna and clams
- canned and dry beans such as kidney, pinto, black, butter and Cannellini
- peanut butter
- broths (chicken, beef or vegetable)
- canned soups
- dried herbs and spices

Remember to compare labels and choose products with the lowest amount of sodium, added sugars, saturated fat and trans fat that you can find in your store.

Make a List

Based on your recipes for the week, write down what ingredients you need to buy. Going to the grocery store without a list isn’t smart. You’re likely to spend more money on impulse buys and waste time wandering around the store. It’s easier to forget key items, too.

These tips will help with your list-making:

- Use the Shopping List Template included in the back of this guide.
- Each weekend schedule quiet time to plan meals. Keep your recipes, grocery lists and coupons in the same place to make planning easier.
- Be specific. Note quantity: 4 tomatoes, 2 onions, 1 lb. of lean ground beef. Also note on your grocery list which coupons you have.
- Add healthy snacks to your list. Your family will grab fruits and veggies over other items if they’re readily available.
- Inventory your pantry and fridge each week. Before you head to the store, make sure your list has everything you need.
When You Shop

When you’re at the store, stay focused. You’ve worked hard to stay on budget and choose healthy foods—don’t let your work go to waste!

Here are some things to keep in mind:

• **Know the different types of grocery stores, and the prices they charge.** A basic grocery store sells a wide selection of foods and basic household items. A supermarket is larger and stocks food along with clothing, electronics, and other household accessories. Many convenience stores are smaller stores (often connected to gas stations) that primarily offer pre-packaged snacks and candy. Specialty grocery stores and delis sell unique types of food but usually have less variety. Grocery stores and supermarkets tend to have the most affordable food prices. Visit a grocery store close to your home to make shopping as easy as possible.

• **Get to know your grocery store aisles and shelves.** Look for aisle markers to help you locate an item. Ask the staff to direct you to save time.

• **Compare prices as you shop.** Store-brand products may be more affordable.

• **Sign up for reward cards and online coupons when stores have them.** You may get special savings alerts and discounts.

• **Use coupons for food items you plan to buy.** And compare prices! Having a coupon for an item doesn’t always mean that it’s the best deal.

• **Look for whole-grain breads and cereals with less sodium and added sugars.** Store-brand cereals are generally much more affordable. Choose “old-fashioned” grains, like oatmeal and rice, over instant.

• **Choose non-fat or low-fat dairy products.** Buy the largest container that your family can finish before the expiration date.

• **Buy in bulk when you can.** It almost always saves money. Buy frozen or shelf stable products to get the most “bang for your buck.” (Make sure you have enough room for bulk buys in your pantry or freezer before buying!) You can then freeze portions in individual serving sizes or as needed for future recipes.

• **Buy only a week’s worth of fresh produce.** And remember, canned or frozen can be cheaper and just as healthy. (Look for products with less sodium and added sugars.)

• **Save your receipts.** When you get home, compare what you spent to what you budgeted. Adjust your meal planning and budgeting, if needed.

Know Your Labels and Dates

Learning how to read and understand food packaging is key to knowing what’s in your food and how to best store and prepare it. The tips below tell how to quickly get the information you need when buying and cooking healthy meals for your family!

The Nutrition Facts label (shown below) contains useful information. Use it at the store when comparing products and at home when portioning meals. Here’s what you need to know.
• **Start here.** Note the size of a single serving and how many servings are in the package.

• **Check total calories per serving.** Look at the serving size and how many servings you’re really consuming. If you double the servings you eat, you double the calories and nutrients, including the Percent Daily Value (% DV).

• **Limit these nutrients.** Limit sodium to no more than 1,500 g per day and saturated fat to no more than 13 g per day. Eat as little trans fat as possible. (Based on a 2,000 calorie/day diet.)

• **Get enough of these nutrients.** Make sure you get 100 percent of the fiber, vitamins and other nutrients you need every day.

• **Quick guide to % DV.** The % DV section tells you the percent of each nutrient in a single serving, in terms of the daily recommended amount. As a guide, if you want to consume less of a nutrient (such as saturated fat or sodium), choose foods with a lower % DV — 5 percent or less is low. If you want to consume more of a nutrient (such as fiber), seek foods with a higher % DV — 20 percent or more is high.

It’s also smart to look at dates on packages. Depending on which food you’re buying, the package date could be a recommendation on when it should be sold or when it should be eaten.

• **“Sell by”** dates tell the store how long to keep the items on the shelves. Buy foods before the “sell by” dates.

• **A “Best if Used By (or Before)”** date is recommended by the manufacturer for best flavor or quality. It’s not a purchase or safety date. It just tells when the product should be at its peak quality.

If food is handled and stored properly, it will last longer. Don’t eat spoiled food. Remember: If in doubt, throw it out.

• **It’s best to keep produce cool.** Most fruits and vegetables will last longest if refrigerated. Onions, potatoes, hard squash, garlic, tomatoes and bananas can be stored on the counter top or in the pantry.

• **Eggs, meats, poultry, fish and most dairy products go bad quickly.** Use these as quickly after buying them as you can, and be sure the foods are refrigerated or frozen according to the dates.

• **Bread is stored best on the counter or frozen (keep 2-3 months if frozen).** Freshly baked bread will go stale faster than store-bought bread.

Organize your pantry items with dates in mind. Move items with dates that are about to pass toward the front of the shelf. This will remind you to use these items sooner.

We hope the tips and tools provided in this guide will help you and your family enjoy healthier food and save money, too. For more resources about healthier eating, cooking, shopping and recipes, visit [heart.org/recipes](http://heart.org/recipes).
This sample grocery list can help you make healthier choices when you shop. Add the quantity you need next to each item, and check if you have a coupon. Planning ahead will help you save time and money!

Remember to compare labels and choose products with the lowest amount of sodium, added sugars, saturated fat and trans fat that you can find in your store.

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<th>Coupon</th>
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<tr>
<td>White beans</td>
<td>___</td>
<td></td>
<td>Peaches</td>
<td>___</td>
<td></td>
</tr>
<tr>
<td></td>
<td>___</td>
<td></td>
<td>Pineapple</td>
<td>___</td>
<td></td>
</tr>
</tbody>
</table>
### Whole Grains

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Coupon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bread</td>
<td></td>
</tr>
<tr>
<td>Brown rice</td>
<td></td>
</tr>
<tr>
<td>Cereal</td>
<td></td>
</tr>
<tr>
<td>Couscous</td>
<td></td>
</tr>
<tr>
<td>Oatmeal</td>
<td></td>
</tr>
<tr>
<td>Pasta</td>
<td></td>
</tr>
<tr>
<td>Quinoa</td>
<td></td>
</tr>
<tr>
<td>Tortillas</td>
<td></td>
</tr>
</tbody>
</table>

### Fresh/Frozen Meat & Seafood

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Coupon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken breasts</td>
<td></td>
</tr>
<tr>
<td>Lean ground beef/turkey</td>
<td></td>
</tr>
<tr>
<td>Lunch meats</td>
<td></td>
</tr>
<tr>
<td>Salmon</td>
<td></td>
</tr>
<tr>
<td>White fish fillets</td>
<td></td>
</tr>
</tbody>
</table>

### Canned/Pouched Meat & Seafood

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Coupon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken</td>
<td></td>
</tr>
<tr>
<td>Salmon</td>
<td></td>
</tr>
<tr>
<td>Tuna</td>
<td></td>
</tr>
</tbody>
</table>

### Pantry Staples

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Coupon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nut butters (peanut, almond)</td>
<td></td>
</tr>
<tr>
<td>Nuts (almonds, walnuts)</td>
<td></td>
</tr>
<tr>
<td>Salsa</td>
<td></td>
</tr>
<tr>
<td>Soups and broths</td>
<td></td>
</tr>
<tr>
<td>Spaghetti sauce</td>
<td></td>
</tr>
</tbody>
</table>

### Cooking/Baking Essentials

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Coupon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra Virgin Olive Oil</td>
<td></td>
</tr>
<tr>
<td>Flour (whole wheat)</td>
<td></td>
</tr>
<tr>
<td>Non-stick cooking spray</td>
<td></td>
</tr>
<tr>
<td>Vegetable/canola oil</td>
<td></td>
</tr>
<tr>
<td>Vinegars</td>
<td></td>
</tr>
</tbody>
</table>

### Herbs/Spices & Seasonings

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Coupon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basil</td>
<td></td>
</tr>
<tr>
<td>Cilantro</td>
<td></td>
</tr>
<tr>
<td>Garlic</td>
<td></td>
</tr>
<tr>
<td>Mint</td>
<td></td>
</tr>
<tr>
<td>Parsley</td>
<td></td>
</tr>
<tr>
<td>Pepper (black, cayenne, red)</td>
<td></td>
</tr>
<tr>
<td>Salt-free seasoning blend</td>
<td></td>
</tr>
</tbody>
</table>

### Dairy (Low-fat/Fat-free)

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Coupon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheese</td>
<td></td>
</tr>
<tr>
<td>Eggs/egg whites</td>
<td></td>
</tr>
<tr>
<td>Milk</td>
<td></td>
</tr>
<tr>
<td>Yogurt</td>
<td></td>
</tr>
</tbody>
</table>

### Cleaning Supplies & Miscellaneous

Look for the Heart-Check mark to quickly and easily identify foods that can be part of a heart-healthy eating plan.