

Healthy, Whole Foods Eating on a Budget

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Roadmap to Healthy Cooking on a Budget

1. Make a Plan
2. Be a Savvy Shopper
3. Money Stretching in the Kitchen
4. Recipes and Resources
5. Cooking Demo and Tasting



1. Make a Plan

Find time

Get inspiration!

- Find meal ideas online (see resources)
- Prepare a *weekly* meal plan

Shop for deals

- coupons
- weekly specials at your regular grocery store

Make a shopping list (see resources)

Choose your veggies wisely:

- Consider seasonality
- Carrots, cabbage, celery and onions are reliably a better value

2. Savvy Shopping

Working the Farmers Market

- Shopping late in the day, buying seconds or canning/jam flats

When is organic worth the extra money?

- Dirty Dozen and Clean 15 (see resources)

Homemade vs processed foods

Unit pricing

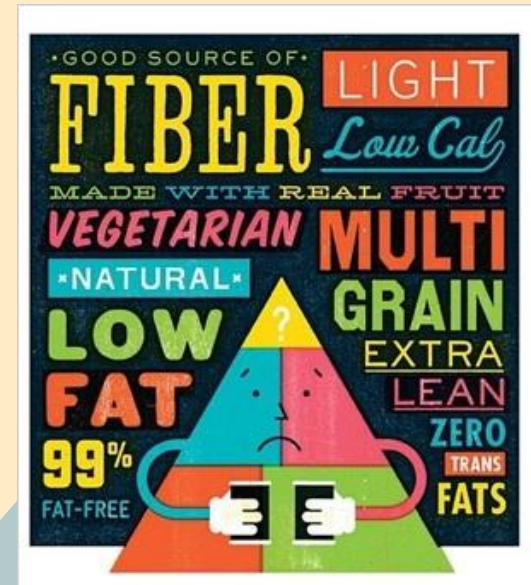
Buying bulk

Grocery store strategies



Savvy Shopping: Homemade vs Processed Foods

- Health benefits
- Sodium, sugar and preservatives are common additives to processed foods
- Cost savings: Convenience foods means the prep work is already done... which comes at a price



Savvy Shopping: Unit Pricing

- Tells cost per unit of weight or volume
- Objective way to compare different brands, sizes, fresh vs frozen of the same product
- Find the best deal- no math required!

LAUNDRY DETERGENT 2.5 L \$7.62 \$3.05 per 1 L Unit price	LAUNDRY DETERGENT 1.5 L \$5.74 \$3.83 per 1 L Unit price
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Savvy Shopping: Buying Bulk

Buying just what you need of:

- Spices
- Grains
- Nuts
- Beans



Savvy Shopping: Grocery Store Strategies

Stick to the list!

Avoid shopping while hungry

- minimize impulse purchases

Stock Up on storable sale items

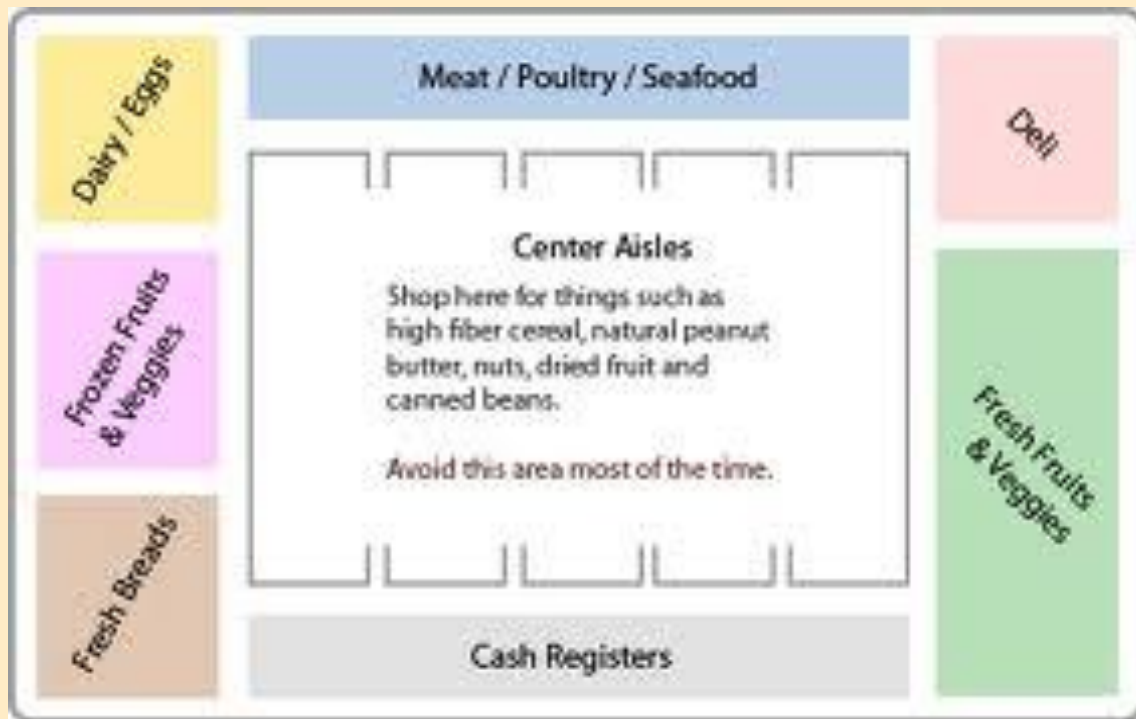
- Rice, beans, cooking oils and frozen foods

Shopping the outside perimeter

Strategies with Kids

- most expensive foods are at eye level

Typical Grocery Store Layout



Savvy Shopping: Strategies with Kids

The most expensive foods are at kids' eye level

-“The Nag Factor”

Don't take kids to the grocery store

-If shopping with the family, set spending limits in advance

Does the food packaging contain games?

From Marion Nestle's “What to Eat”



3. Money Stretching in the Kitchen

Batch cooking

- Burritos, casserole, enchiladas, veggie lasagne

Utilize the freezer

- stock up when prices are low
- store pre-prepped ingredients for future meals

Meatless Mondays/Stretching animal protein

- meat as a component not the centerpiece
- plant proteins: beans, tempeh, tofu, quinoa, lentils, eggs, nuts

Make new meals from old ones

- chicken and brown rice to chicken salad to stock
- chili to wraps
- fresh veggies to roasted

4. Recipes and Resources

Learning resources online

- EWG Good Food on a Tight Budget
- EWG “Improvisational” Cooking

Community cooking groups and classes

Tasting Demonstration



Cooking Demo and Tasting

Homemade Curry with Tomatoes and Garbanzos

-cost per serving: \$1.75

Recipe makes 6 servings

Fall Harvest Minestrone

-cost per serving \$1.36

Recipe makes 10 servings



Questions and Wrap Up

