

SHOP SMART

How to shop
to save money
and eat well

LIVELIGHTER



Government of **Western Australia**
Department of **Health**



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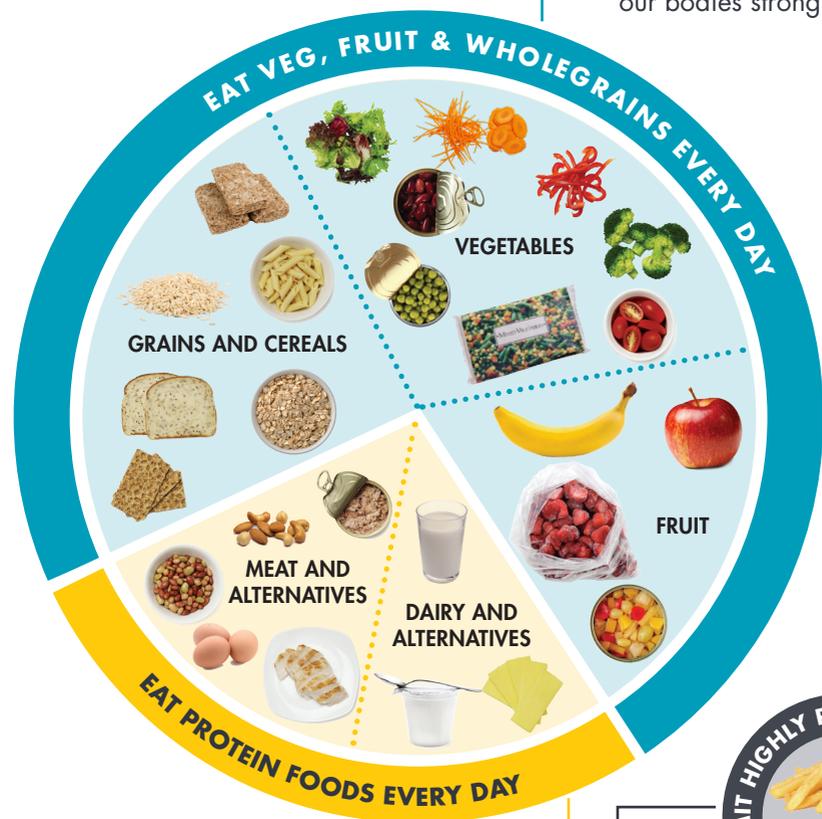
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WHAT IS HEALTHY EATING?

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

Visit eatforhealth.gov.au for more information.

Eat vegies, fruit, beans, lentils and wholegrains (e.g. oats, brown rice and grainy bread) every day. These foods are usually the cheapest. We need to eat plenty of these to keep our bodies strong and healthy.



+ small amounts of unsaturated oils (e.g. olive, canola, sunflower, safflower, sesame)

Eat protein foods like fish, seafood, lean meat, chicken, milk, yoghurt, cheese, eggs, nuts, seeds and tofu every day. These foods are a bit more expensive and we need a bit less of them in our diet.



Junk foods like lollies, chocolate, biscuits, sugary drinks, crisps, chips, pies and pastries are expensive and don't provide any of the good stuff our bodies need.

SHOP SMART TO EAT SMART

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

The image shows a shopping trolley with three callout boxes pointing to different sections. The top box is for 'VEG, FRUIT & WHOLEGRAINS', the middle for 'PROTEIN FOODS', and the bottom for 'LIMIT HIGHLY PROCESSED FOODS'. Each box contains a list of food items and representative images.

VEG, FRUIT & WHOLEGRAINS
 Vegies, fruit, beans, lentils, oats, brown rice, grainy breads

PROTEIN FOODS
 Fish, seafood, lean meat, chicken, milk, yoghurt, cheese, eggs, nuts, seeds, tofu

LIMIT HIGHLY PROCESSED FOODS
 Lollies, chocolate, biscuits, sugary drinks, crisps, chips, pies, pastries

+ small amounts of unsaturated oils (e.g. olive, canola, sunflower, safflower, sesame)

Eating healthy foods can be cheaper than eating junk!

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.



\$100 FOOD SHOP

TO FEED A FAMILY OF FOUR FOR FIVE DAYS



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	\$12 at the checkout
Lasagne	500 g beef mince	250 g beef mince + 1 can lentils	\$3 at the checkout
Savings per week			\$18.00
Savings per year			\$936.00

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 amount.

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)		Servings per package: 16	
	Per Serving	Per 100g	
Energy	432kJ	1441kJ	
Protein	2.8g	9.3g	
Fat			
– Total	0.4g	1.2g	
– Saturated	0.1g	0.3g	
Carbohydrate			
– Total	18.9g	62.9g	
– Sugar	3.5g	11.8g	
Fibre	6.4g	21.2g	
Sodium	65mg	215mg	
Ingredients: Cereals (76%) (wheat , oatbran, barley), psyllium husk (11%), sugar, rice malt extract, honey, salt, vitamins (niacin, thiamine, folate)			

100g column

Because the serving size is often different between brands, per 100g is a fairer way to compare.

Fats

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

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, agave nectar	Ghee	Stock
Maple/golden/rice malt/corn syrup	Shortening	Vegetable/yeast/meat extract
Dextrose, maltose, glucose, fructose	Copha	Rock/sea/table salt
Honey	Lard	Himalayan pink salt
Raw/brown sugar		

! 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 at 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 😊	OK SOMETIMES 😐	TOO HIGH 😞
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 serving (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) don'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 not a healthy 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!

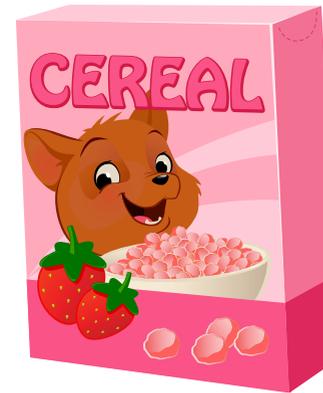
Nature calls

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.

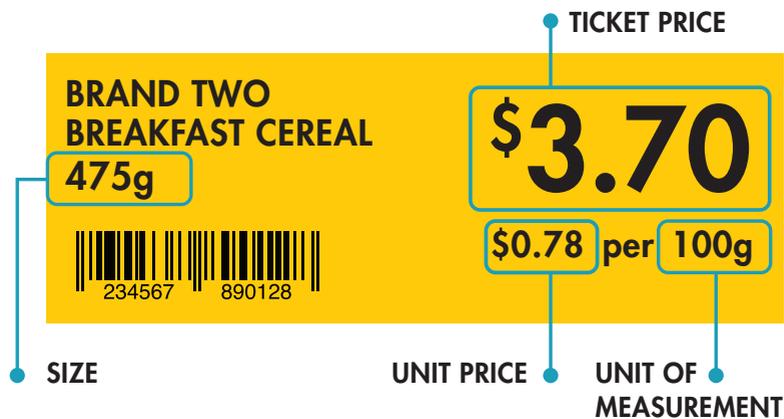


Tip

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 \$15/kg
Yoghurt and frozen fruit \$8/kg	Fruit ice-creams \$16/kg

Tip

Products portioned into single servings 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 'veg, fruit and wholegrains' (blue), 'protein foods' (yellow) or 'foods to limit' (red or pink highlighter). See p4 for a reminder of what goes in which group.
2. Don't include oils or fat spreads (like margarine) or 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.

VEG, FRUIT & WHOLEGRAINS

Vegies, fruit, beans, lentils, oats, brown rice, grainy breads

Aim for 60% or more

PROTEIN FOODS

Fish, seafood, lean meat, chicken, milk, yoghurt, cheese, eggs, nuts, seeds, tofu

Aim for 30% or less

LIMIT HIGHLY PROCESSED FOODS

Lollies, chocolate, biscuits, sugary drinks, crisps, chips, pies, pastries

Aim for 10% or less

+ small amounts of unsaturated oils (e.g. olive, canola, sunflower, safflower, sesame)

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
Canola oil 1.5L	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	\$117.81

Veg, Fruit & Wholegrains Total	\$21.91
Protein Foods Total	\$24.15
Foods to Limit Total	\$45.25
FOOD TOTAL	\$91.31

To calculate percentages in each group:

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

Example:

Veg, Fruit & Wholegrains group

$$\$21.91 \div \$91.31 = 0.24$$

$$0.24 \times 100 = \mathbf{24\%}$$

Aim for 60%
or more

Protein Foods group

$$\$24.15 \div \$91.31 = 0.264$$

$$0.264 \times 100 = \mathbf{26.4\%}$$

Aim for 30%
or less

Foods to Limit group

$$\$45.25 \div \$91.31 = 0.496$$

$$0.496 \times 100 = \mathbf{49.6\%}$$

Aim for 10%
or less



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