



THE SMART SHOPPER'S GUIDE

*to Eating Real Food*

REAL FOOD MATTERS. THE AMOUNT OF FOOD OPTIONS TODAY CAN BE OVERWHELMING, HOWEVER, WHEN YOU UNDERSTAND THE PRINCIPLES OF 'REAL' FOOD YOU WILL BE ON YOUR WAY TO A HEALTHY, HAPPY LIFE.

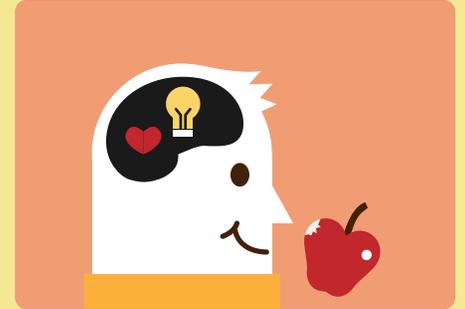
# WHY SHOULD YOU FOCUS ON EATING MORE 'REAL' FOOD?



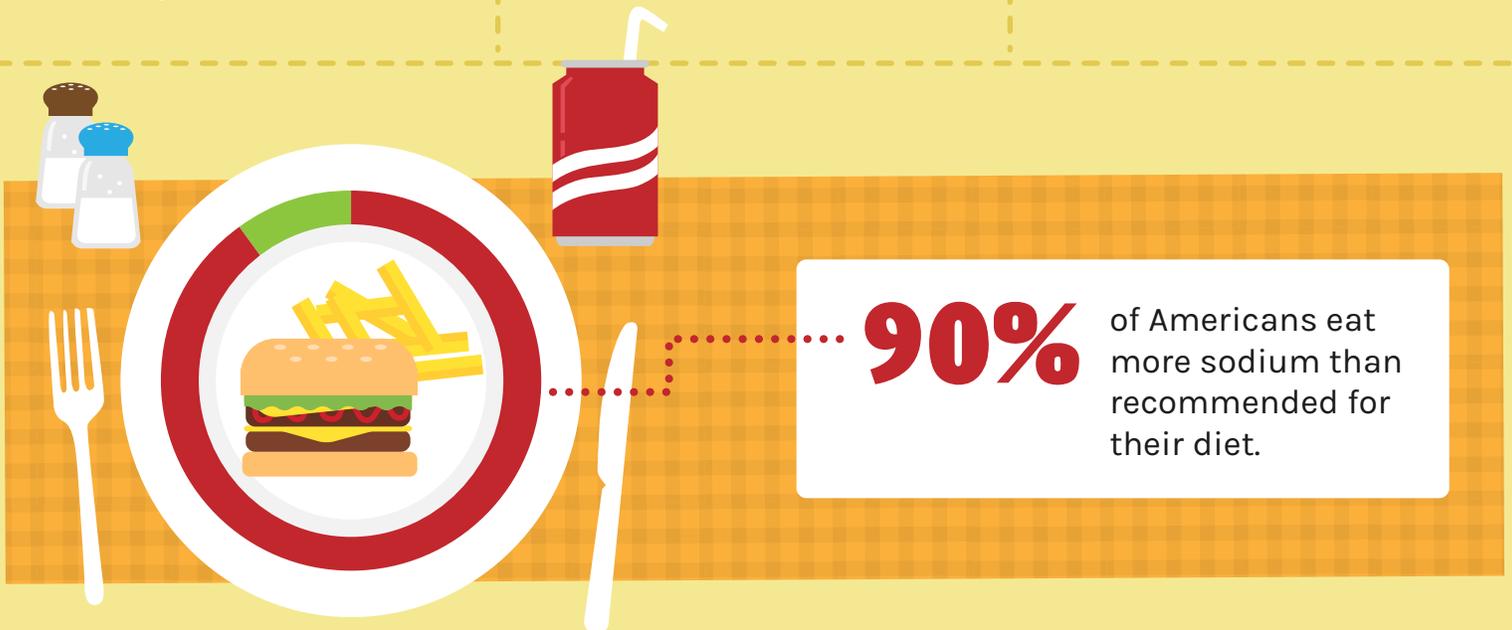
The typical American diet contains excess sodium, fats, added sugars, and refined grains.



Most of the sodium we eat is found in processed foods.



Eating healthy can improve your mood and even your cognitive function.



**90%** of Americans eat more sodium than recommended for their diet.

*Many chronic diseases are diet related including:*



## CARDIOVASCULAR DISEASE

High LDL cholesterol is considered a major risk factor.

**37%** of the American population



## HYPERTENSION

Dietary factors include excessive sodium intake and insufficient potassium.

**34%** of U.S. adults



## DIABETES

Type 2 diabetes is heavily influenced by diet

**11%** of the U.S. population

# GETTING STARTED



Make a shopping list and stick to it



Don't shop while you're hungry; hungry shopping increases the chances of unhealthy impulse purchases.



Focus on nutrient-dense foods and vegetables, don't "waste" calories on nutrient-deficient foods.



Visit your local farmer's market for the best selection of fresh produce.



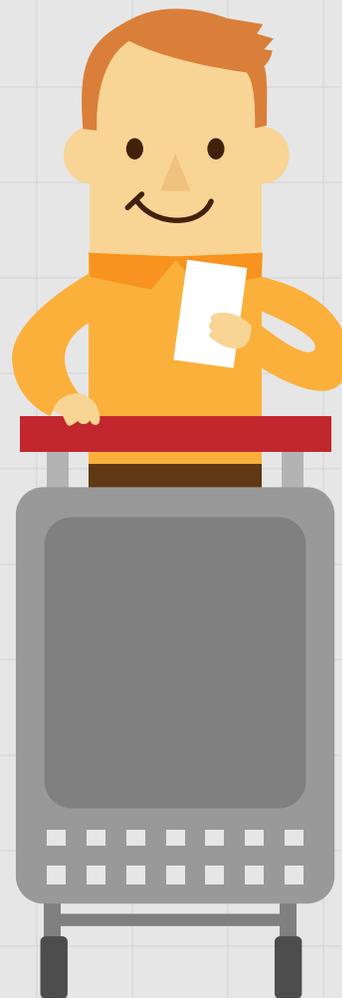
Stick to the perimeter of the grocery store to avoid added sugar, sodium, fats, and chemicals.



In general avoid excess sugar, refined carbs, fat, trans-fats, and sodium.



Look for food with more fiber, vitamins A, C, E, calcium, potassium, and iron.



# PERIMETER SHOPPING



STICK TO



EAT SPARINGLY

## Produce

Vegetables that are rich in color (Especially red, orange and dark green), they contain more nutrients.



Antioxidants that protect cells from damage & lycopene that reduce risk of cancer.



Carotenoids used by your body to produce vitamin A.



Lutein that is good for maintaining eyesight health and iron that reduces risk of anemia.



CANNED

Canned fruits/vegetables often contain added sugar or sodium.

*Instead*, try frozen fruits and vegetables as they retain their nutrients best.



*Also try* dried fruits/vegetables, but be wary of those that contain sulfites as this can affect anyone with food allergies.

# Produce

## FRUITS AND VEGETABLES THAT ARE IN SEASON



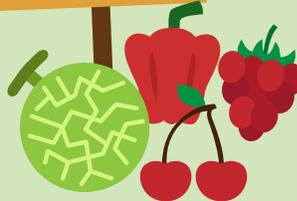
**FRESHER AND  
AT A LOWER COST**

### SPRING



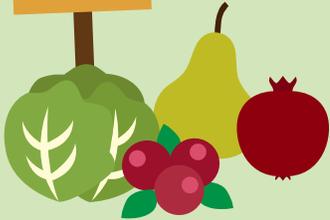
Apricots, mango, oranges, corn, collard greens, peas.

### SUMMER



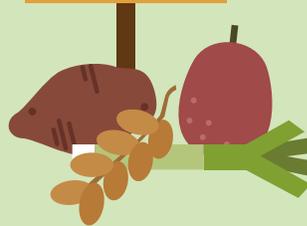
Cantaloupe, cherries, grapes, blueberries, bell peppers, zucchini, blackberries, tomatoes, boysenberries, raspberries.

### FALL



Cranberries, pomegranate, pears, broccoli, squash, Brussels sprouts.

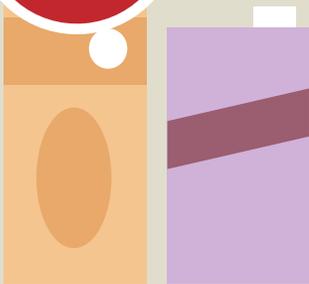
### WINTER



Dates, passion fruit, clementines, kale, sweet potatoes, leeks.



## JUICE



Fruit juice often contains added sugar and fewer dietary benefits of whole fruit.



*if possible*, buy 100% fruit and vegetable juice and drink very small amounts at a time.



When consuming canned produce, read the label to make sure there isn't any added sugar or sodium.

# Meat/Poultry/Fish



## MEATS, POULTRY, AND FISH ARE EXCELLENT SOURCES OF PROTEIN

A recommended daily minimum consumption for protein is to eat **0.8 GRAMS** per kilogram of body weight, or **0.37 GRAMS** per pound.



A **150 lbs.** person should consume at least **55 grams** of protein per day.



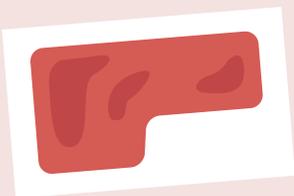
A **200 lbs.** person should consume at least **74 grams** of protein per day.



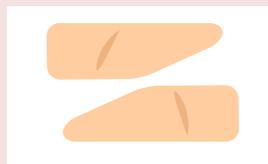
For a frame of reference, a **3-ounce** piece of meat contains about **21 grams** of protein.



Lean meats or low-fat meats and seafood, which is high in omega-3's. Try to get at least **8 ounces of seafood** instead of other meat each week.



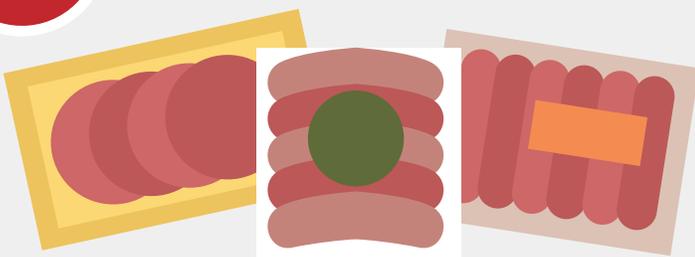
LEAN MEAT



SEAFOOD



## HAM, SAUSAGES & HOT DOGS



Processed meats such as ham, sausage, and hot dogs often contain added sodium and preservative chemicals.



## FRIED FISH & BREADED



Fried fish is often high in trans fats.

Breaded or meat and poultry with skin intact contains added calories.

# Dairy



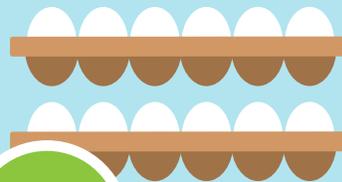
## MILK

Organic milk and milk alternatives such as almond or coconut milk, or lactose-free milk.



## YOGURT

Yogurt has less fat and sodium than other options like cheese.



## EGGS

While eggs are not considered dairy, they are often kept in or near the dairy section and are an excellent source of protein.



## CHEESE

Too much cheese. It is a calorically-dense food that contains little healthy fiber and high levels of sodium.

Reducing sodium consumption by  
**1,200MG PER DAY**



can save Americans

**\$20 BILLION A YEAR**  
on medical costs.



# Canned/Boxed/Jar Goods



**NUTS**



**NUT BUTTER**



**TOFU**



**PROTEIN POWDER**

Nuts, nut butters, tofu and protein powders are fantastic sources of protein.



**BEANS & PEAS**

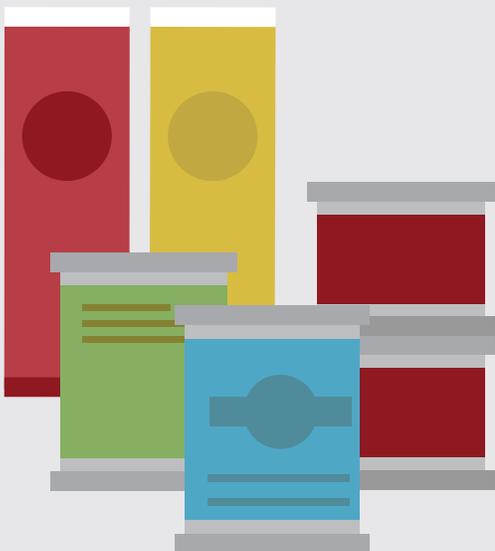
Eat beans and legumes 4 or more times per week for additional fiber.

They can also be good protein substitutes for meats once or twice a week.



**1/2 cup** of cooked beans has about **7-10 grams** of protein.

Beans and peas are also excellent sources of iron and zinc. These are naturally high in fiber and low in fat.



## **CANNED GOODS**

Canned goods containing added sodium.

Items should be low-sodium options or canned in water; if they aren't, try giving them a water rinse to remove excess salt before cooking or consuming.

# Grains

Whole grains provide iron, magnesium, fiber, and B vitamins.



Half or more of the grains you consume should be whole grains, so about

**3 ounces of 100% whole grains per day**



**100% WHOLE-WHEAT BREAD**



**OATMEAL & QUINOA**



**BUCKWHEAT**



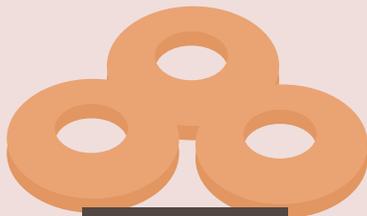
**BROWN RICE**



**WHITE RICE**



Refined grains have removed dietary fiber, iron, and many B vitamins.



**BAGELS**



**CRACKERS**



**PASTA**

# CONCLUSION

Real food is the vehicle to a healthy life. Nutrition information is important, however, it is the application of this knowledge that will change your life.



## Sources

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