

INTRO



Shop Smart!

This is to tell you about seven Food Tips.* Each Food Tip has important information on how to shop smart and eat well. Watch for and collect each of the seven Food Tips.

A consumer is anyone who buys things. A consumer is a shopper.

Smart consumers do more than shop. Smart shoppers know how to get the best food value for the best price. They plan, shop, store and prepare their foods carefully. The Food Tips will show you how.

All foods have their place. No foods are bad, but we need some more than others.

- We need lots of bread, grains, and noodles. We used to think these foods were fattening, but we were wrong! Breads, grains and pasta are the key to healthy eating. They provide us with vitamins and fibre. (See Food Tips 1 and 2)
- We need a variety of vegetables and fruit. They are high in vitamins, minerals and fibre, and low in fat. Fruit and vegetables are a must for good health and for a healthy body. (See Food Tips 3 and 4)
- We need milk and cheese. They contain calcium but they can also be high in fat. Look for lower fat milk products. (See Food Tip 5)
- We need protein. We can get protein from meat, poultry and fish. We also can get protein from meat alternatives, like peas, lentils and beans. When you are shopping, choose lower

fat meat and poultry, lots of fish and meat alternatives. (See Food Tips 6 and 7)

- We also need fluids, especially water.

Remember to exercise. We need healthy food everyday and we need to be active every day!

- Choose something you like that is easy to do. Then do it regularly.
- Walk, play with your kids, go dancing, enjoy sports and exercise.



A PROJECT OF THE CONSUMERS' ASSOCIATION OF CANADA

HEART AND STROKE FOUNDATION



Planning

Smart shopping starts with smart planning.

- Keep track of prices and watch for “specials” .
- Make a list before you shop.
- Put similar foods together on your shopping list so that you can find them easily. For example, list all vegetables together.
- Save coupons and use them to give you a lower price.
- Don't shop when you are hungry, tired or in a hurry.
- Try something new. Buy a new kind of food every week.

Storing

Spoiled food wastes money, so learn how to store your food safely.

- Buy smaller amounts of foods that spoil quickly.
- Check “best before” dates. Only buy the food if you can use it before the date.
- Keep some foods in a cool place. For example, vegetables like winter squash, potatoes, onions and garlic should be kept in paper or net bags in a cool, dry, dark place.

Preparing

Taste, nutrition and food safety are all important parts of cooking.

- Make higher-cost foods go further by adding vegetables and grains.
- Handle foods with care so that meals are safe and healthy. Know what steps to take to prevent food poisoning.
- Use leftovers safely. Know how long different foods will keep in the refrigerator.
- Use lower fat foods.
- Serve more meatless meals.
- Use herbs, lemon, and other spices to replace salt.

Shopping

Before you choose, compare sizes and prices.

- Stick to your list.
- Read labels and compare prices.
- Look for store brand and “no name” brands. They are usually less expensive.
- Look for unit prices on the shelf tag so you can choose the best buy.
- Don't be fooled by big displays. They may look like sales but they often cost more.

These Food Tips will help you and your family have tastier, healthier and less expensive meals. Follow these Food Tips, and you will be a smarter and healthier consumer.

Be a Smart Consumer!

* For more information, ask the Heart and Stroke Foundation or your Public Health Department for a copy of Canada's Food Guide to Healthy Eating.



Bread

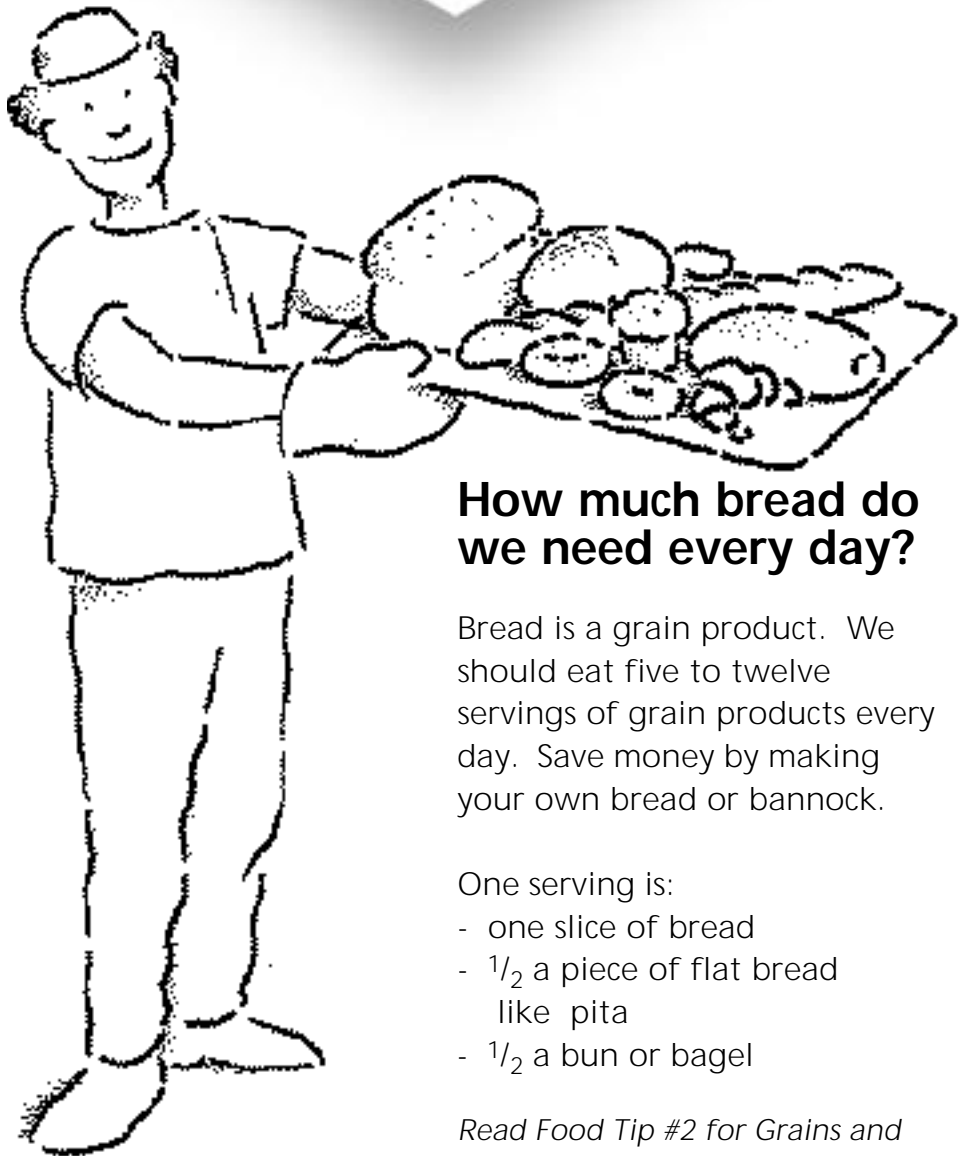


People all over the world eat some kind of bread. It tastes very good and it is very good for us. Most bread in Canada is made from wheat or rye flour. Some is made into loaves and small buns and others baked in flat rounds. You also can buy many other kinds such as pitas, bagels, and tortillas.

Planning for good health

Know what kinds of bread to buy:

- Bread has iron and vitamins.
- Whole wheat, brown bread and other whole grain breads have more fibre than white bread. Fibre can help digestion and prevent constipation.



How much bread do we need every day?

Bread is a grain product. We should eat five to twelve servings of grain products every day. Save money by making your own bread or bannock.

One serving is:

- one slice of bread
- $\frac{1}{2}$ a piece of flat bread like pita
- $\frac{1}{2}$ a bun or bagel

Read Food Tip #2 for Grains and Pasta.





Shopping for bread

Bread goes stale quickly.

- Check the “best before” date on the package or tag. This tells you when the bread will start to go stale.
- Buy bread that is near its “best before” date and you will save money.
- Look for the “Reduced” shelf in the bakery part of the store.

Storing bread

Here are some ways to make bread last longer.

- Keep it in a closed plastic bag.
- Keep it on the counter or in the cupboard. Bread goes stale faster in the fridge.
- Wrap crusty bread in a paper bag. Use it within two days. Crusty breads do not contain preservatives. They go stale quickly.
- Freeze bread for up to 4 months. Day old bread can be frozen. Wrap it tightly in a plastic bag.
- Thaw frozen bread on the counter, or toast frozen slices, or warm them in the oven.
- Use frozen bread to make lunch box sandwiches. The bread will thaw before lunch time. The cold bread will keep the filling cool and safe.



Preparing meals using bread

Remember to add bread to your meals: roti, pita, rolls, tortillas, bannock.

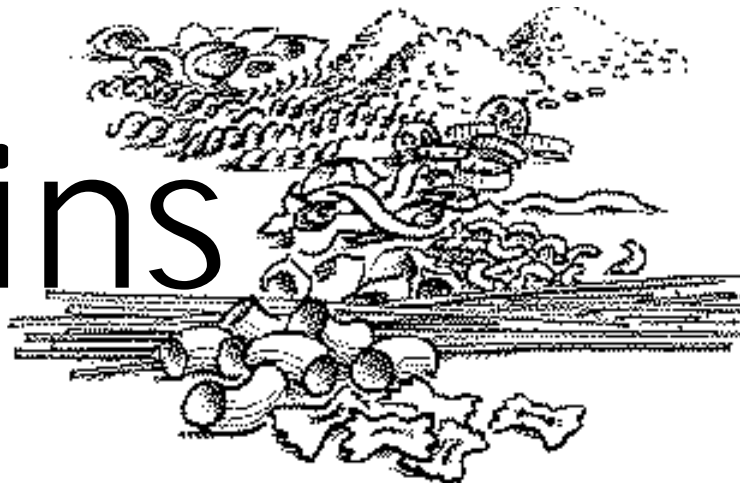
A sandwich is just one of many ways to turn bread into a full meal.

- Use stale bread to make croutons or breadcrumbs.
- Throw mouldy bread out. It is not safe to eat.

Be a Smart Consumer!



Grains and Pasta

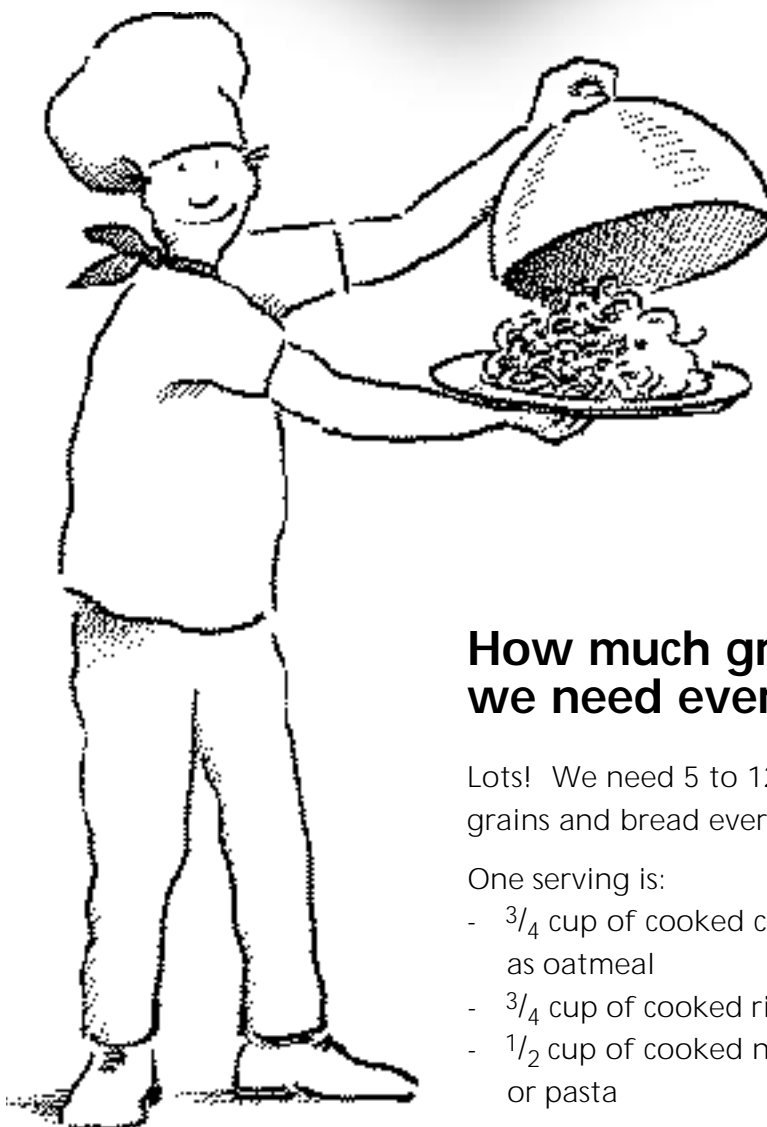


Grains and pasta are basic foods all over the world. Canadians eat many kinds of grains. Sometimes we eat these grains whole. Sometimes we eat these grains in cereals. Other times the grain is ground into flour and used to make breads and pastas.

Planning for good health

Grains are very healthy foods.

- Grains have vitamins, iron and fibre.
- Grains have starch for energy.
- They are low in fat.
- Whole and enriched grains are better for you than refined grains. They contain more iron and vitamins.
- Whole grains also contain fibre. Fibre is good for digestion. Fibre (or bran) is in the outer layer of the grain. Whole grains still have bran in them.
- Look for bread and flour with the words “whole” or “whole grain.”
- Choose whole grains such as brown rice or whole wheat pasta.



How much grain do we need every day?

Lots! We need 5 to 12 servings of grains and bread every day.

One serving is:

- $\frac{3}{4}$ cup of cooked cereal such as oatmeal
- $\frac{3}{4}$ cup of cooked rice
- $\frac{1}{2}$ cup of cooked noodles or pasta



Shopping for grains and pasta

Pasta is a good way to make more expensive foods go further. You can serve more people for less money.

- Buy pasta when it is on sale.
- Cook twice as much pasta as you need. Freeze half. Just thaw and add some sauce or leftovers.
- Remember fancy pasta shapes usually cost more than macaroni and spaghetti. They all have the same food value.
- Save by buying grains and pasta at a bulk food store. You save money because you do not have to pay for the package.
- Buy plain rice in bulk and add your own spices and flavours. Packages of rice with flavours added are expensive.
- Read labels. Look for cereals that have whole grains, enriched flour or rolled oats as the first ingredient on the label.
- Avoid cereals that list "sugar" as the first item on the label. Sugar comes in many forms. Glucose, fructose, dextrose, honey, molasses, and corn syrup are all sugars.
- Buy whole grain cereal and add your own sugar.
- Make your own porridge and sweeten it with raisins or fruit. It makes a good, inexpensive cereal.

Storing grains and pasta

Store grains in a tightly sealed jar or tin. Glass jars are very good for storing grains and pasta.

- Most grains and pasta will keep for a year if they are stored properly.
- Whole grain flours do not keep as well as refined flours. They will stay fresh in a cool, dry place for up to 3 months. To keep them longer, put them in the freezer in sealed containers.
- Egg noodles only keep for 6 months.

Preparing food with grains

Type of Grain	Water	Water	Cooking	Makes
Barley Add to soup, stews and salads	1 cup	1 cup	Boil water. Add barley and simmer 45 minutes.	4 cups
Brown rice Great with sauces and stir-frys	1 cup	2 cups	Boil water. Add rice and simmer 45 minutes.	3 cups
Bulger wheat Add to salads and to hamburgers	1 cup	2 cups	Boil water. Add wheat. Let stand 20 minutes.	3 cups
Couscous Used as a pilaf or in salads	1 cup	1 1/2 cups	Boil water. Add couscous. Let stand 5 minutes.	2 cups

Be a Smart Consumer!



Vegetables

Vegetables are delicious. They are very important for good health. There are dozens of kinds in Canadian stores. Try some new ones!

Planning for good health

Here's why vegetables are so good for you.

- They are low in calories.
- They have lots of fibre which helps digestion.
- They have very little fat.
- They are full of vitamins and minerals. Darker coloured vegetables are better for you. They have more vitamins and minerals.
- Fresh vegetables are the best for you. Frozen and canned vegetables also are good food.



How many vegetables do I need every day?

We need 5 - 10 servings of vegetables and fruit a day.

One serving is:

- 1 cup of salad
- 1 raw vegetable such as a carrot or a celery stalk
- 1/2 cup of cooked vegetables
- 1/2 cup of vegetable juice

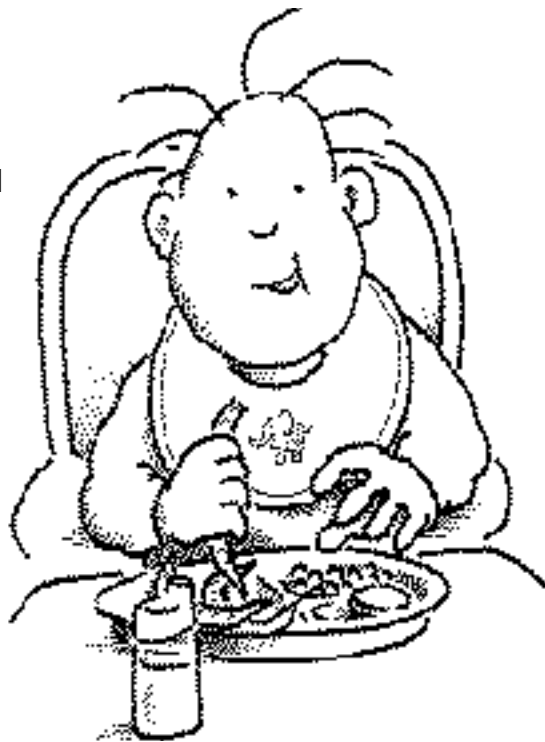


Shopping for vegetables



You waste money when food goes bad. Here are some ways to prevent this.

- Buy fresh vegetables when they are in season.
- Pick firm ones. Do not buy vegetables with spots or soft, mushy parts.
- Buy frozen vegetables by the bag. Bags cost less than small packages.
- Avoid frozen vegetables with sauce or seasoning added. They are much more expensive.
- Look for store brand or “no-name” canned vegetables. They usually cost less.
- Do not buy cans with large dents or bulges. They may not be safe.



Storing vegetables

Vegetables will keep for a week in the refrigerator.

- Store vegetables whole and unwashed. Use plastic bags with holes in them. Wash and cut them up when you want to use them.
- Keep mushrooms in a paper bag. Do not wash them until you use them.
- Wrap lettuce in a paper towel. It will keep for at least a week in the refrigerator.
- Do not put tomatoes in the refrigerator. They will keep about a week on the counter.
- Keep frozen vegetables in the freezer until you cook them.

Be a Smart Consumer!

Preparing vegetables

Vegetables are good raw or cooked.

- Wash them carefully in cold water. Cut off any bad parts.
- Do not soak them in water. Their vitamins will leak out into the water.
- Do not peel most vegetables. Most of the vitamins and minerals are in the skin or close to it.

Boiling or Steaming:

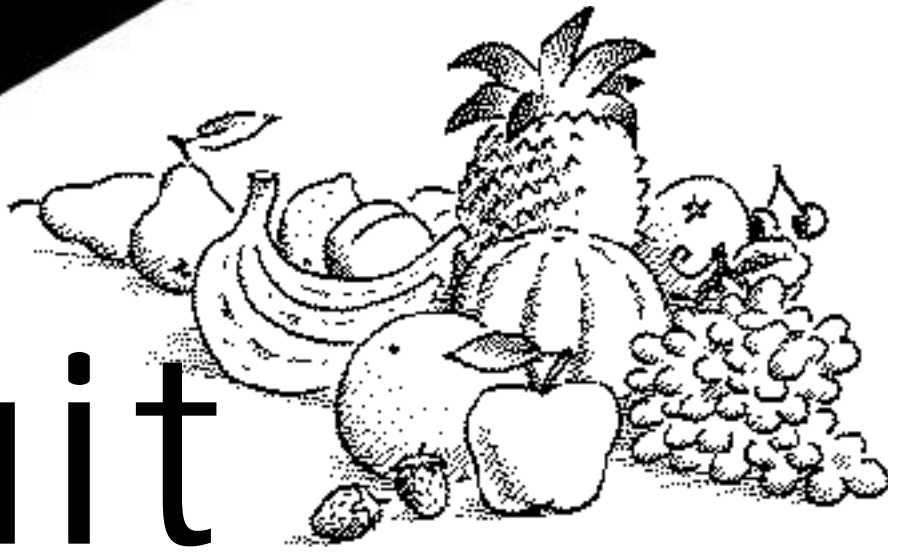
- **Do not overcook.** That is the main rule. Overcooked vegetables go soft and lose their colour. Vegetables that are still firm have more taste. They also are better for you.
- Cook in a small amount of water and cover the pan.
- Heat canned vegetables in their own juice. They are already cooked.
- Save cooking water and use it in soups, sauces and stews.

Microwaving:

- Microwaved vegetables have lots of taste. They also are good for you.
- Use containers or dishes that are safe for microwave ovens.



Fruit

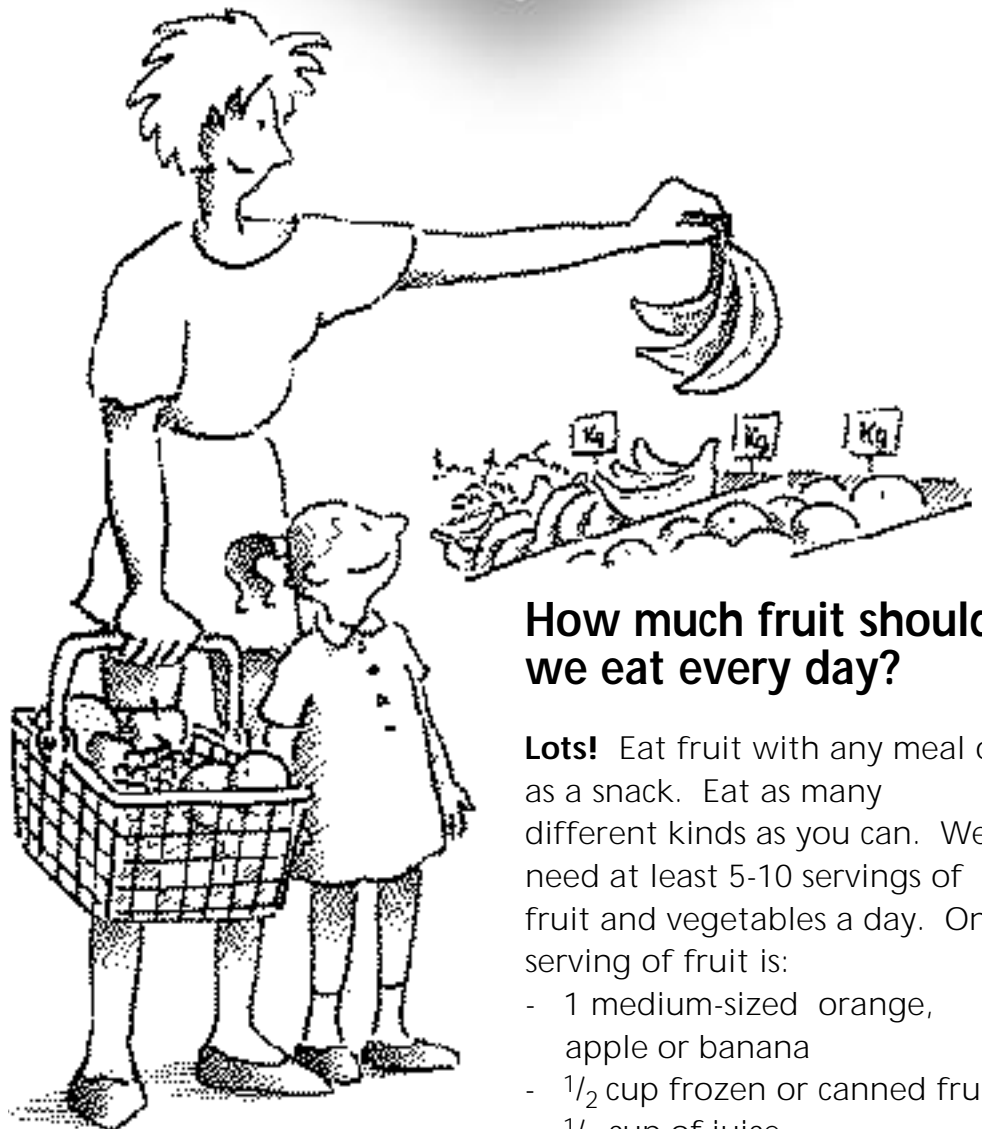


You can find many kinds of fruit in Canadian stores. Fresh fruit costs less when it is in season. Wait until summer for peaches, berries and melons. Frozen fruit is expensive any time of the year.

Planning for good health

Fruit is one of the best foods you can eat.

- Fruit has many vitamins and minerals. Oranges, peaches, cantaloupes and other orange fruits have the most vitamins.
- Fruit has fibre which helps digestion.
- Fruit is a great snack.



How much fruit should we eat every day?

Lots! Eat fruit with any meal or as a snack. Eat as many different kinds as you can. We need at least 5-10 servings of fruit and vegetables a day. One serving of fruit is:

- 1 medium-sized orange, apple or banana
- 1/2 cup frozen or canned fruit
- 1/2 cup of juice.



Shopping wisely for fruit



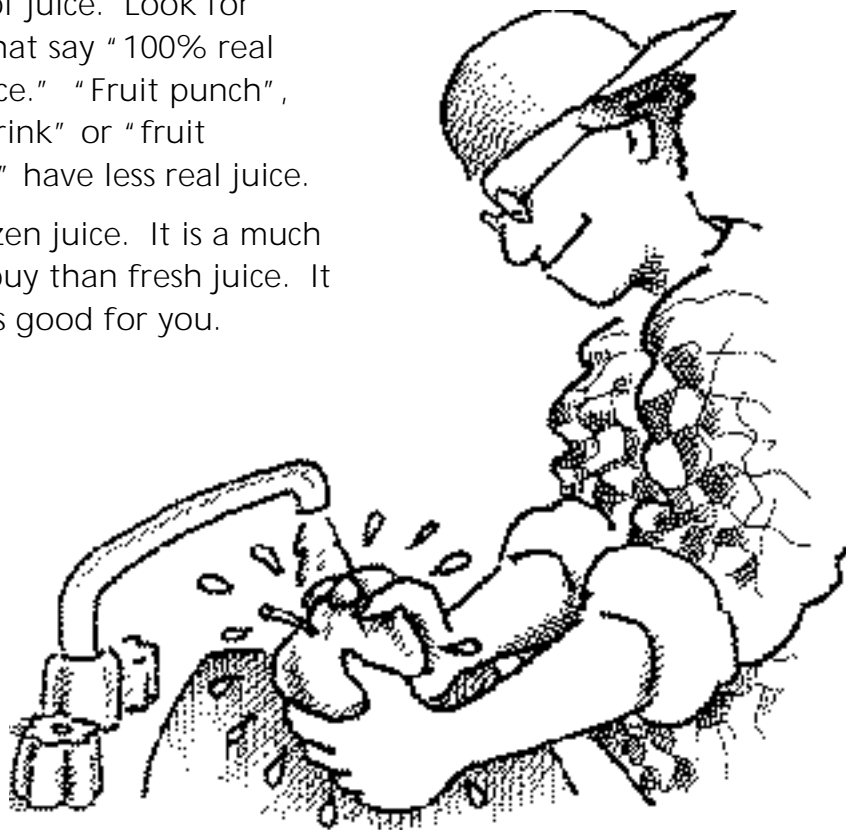
Here are some tricks for getting the most for your money.

- Think about weight and waste. The peel of oranges, bananas, melons and pineapples may make them cost more than apples.
- Pick small pieces of fruit so you can get more servings.
- Look for fruit in unsweetened juice or in water.
- Check the label on the bottle or can of juice. Look for labels that say "100% real fruit juice." "Fruit punch", "fruit drink" or "fruit cocktail" have less real juice.
- Buy frozen juice. It is a much better buy than fresh juice. It is just as good for you.

Storing fruit carefully

Do not wash fruit before you store it.

- Apples will keep for 6 weeks in the fridge. Keep them in a plastic bag with holes in it.
- Berries will keep as long as 2 weeks in the fridge. Put them on a plate covered with paper towel and plastic wrap. Berries will keep in the freezer for a year.
- Grapes keep about a week in plastic in the fridge.
- Bananas ripen best on the kitchen counter out of direct sun. Ripe bananas will keep about 2 days on the counter, or as long as 2 weeks in the fridge. Bananas are still good to eat after the skin has turned dark.
- Melons keep for 2 to 4 days on the kitchen counter. Keep ripe or cut melon in the fridge.



Preparing fruit for cooking or eating

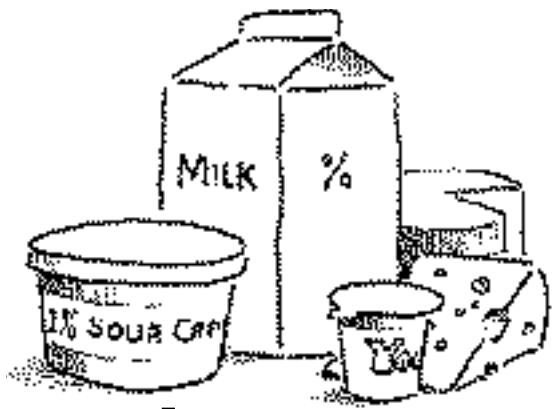
Wash fruit well just before you use it.

- Apples, bananas and pears will turn brown soon after you cut them. Mix some lemon juice and water together and sprinkle it over the fruit. This will keep the cut fruit from turning brown.
- You can cook frozen fruit without letting it thaw first.
- Fruit will ripen faster if you put it in a loosely tied bag and add an apple or a banana.
- One of the best desserts of all is a bowl of fruit.

Be a Smart Consumer!



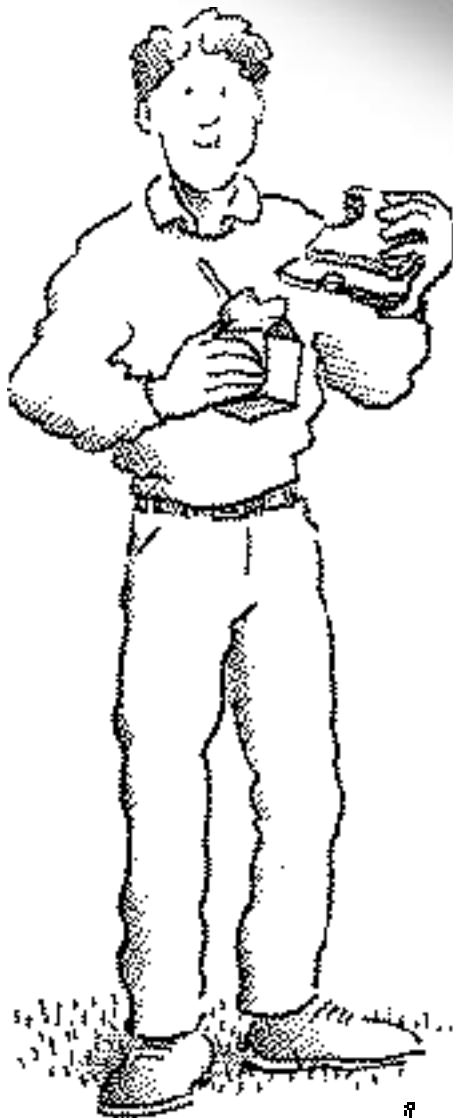
Milk Products



Milk products taste good. They are important for good health. Milk products include milk, buttermilk, yogurt and cheese. Most milk products in Canadian stores come from cows.

Planning for good health

- Milk products have lots of vitamins.
- Milk products have lots of minerals, especially calcium. Calcium is very important for strong bones and teeth.
- Many milk products are high in fat. Buy lower fat milk products like 1% and 2% milk and low fat yogurt. Lower fat milk products have the same amount of calcium.
- Higher fat milk products help give children energy. Children should drink whole milk at least until they are two years old.



How much of milk products do we need every day?

We need 2 to 4 servings a day of milk products.

One serving is:

- 1 cup of milk
- 50 grams of cheese or a cube of cheese measuring 1" x 1" x 3", or 2 processed cheese slices
- $\frac{3}{4}$ cup of yogurt



Shopping in the dairy section



- Do not buy milk if the “best before” date has passed. It may not be safe.
- Pick up your milk products last when you shop. This way they will stay colder until you can get them into your fridge. Pack them next to other cold foods in your grocery bag.
- Save money by buying larger packages of yogurt and cheese. But do not buy more than you can eat.
- Remember that skim milk powder costs less than milk and it is low in fat.
- Use canned evaporated skim milk instead of cream in cooking.
- Look on the front of the package for the percentage (%) of butter fat or milk fat. This will be listed as a % B.F (for butter fat) or % M.F. (for milk fat). Choose lower fat cheeses. Look for M.F. that is 18% or less.
- Buy cheese in chunks and grate it yourself. Packaged grated cheese is expensive.



Storing milk products

- Put milk in the fridge right away.
- Store it on a shelf, not on the door. The shelf area is colder.
- Freeze milk for up to 3 weeks. Let it thaw in the fridge.
- Keep powdered milk in a tightly closed container. Keep it in a cool, dry place. Use it within 2 months.
- Wrap cheese in aluminum foil, waxed paper or plastic wrap. Some cheese lasts longer than others. Always check the “best before” date so you know how long it will last. Cheddar cheese can be frozen. Wrap it well. The harder the cheese is, the longer it will keep.
- Throw out cheese or yogurt that has mould on it.
- Keep yogurt in the fridge. Use it before the “best before” date.

Preparing food using milk products

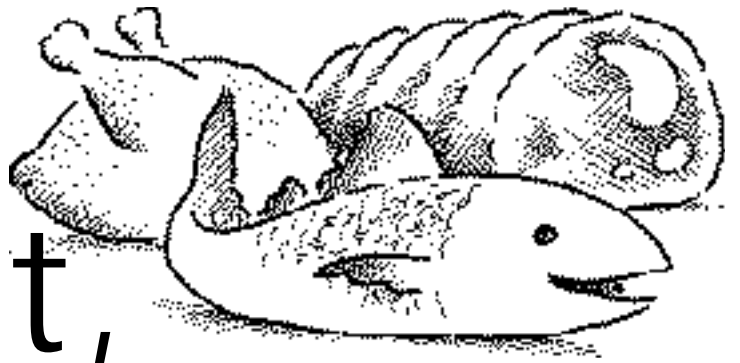
Milk products are great in cooking. Milk will curdle if you mix it with something that has acid in it such as lemon or tomato sauce. Add a little flour and it will not curdle.

Low fat yogurt, evaporated milk, or sour cream with less than 2% fat can be used in many ways. Use them instead of sour cream or mayonnaise. They are good in dips and in salad dressings. They also are great in curry and in pasta sauces.

Be a Smart Consumer!



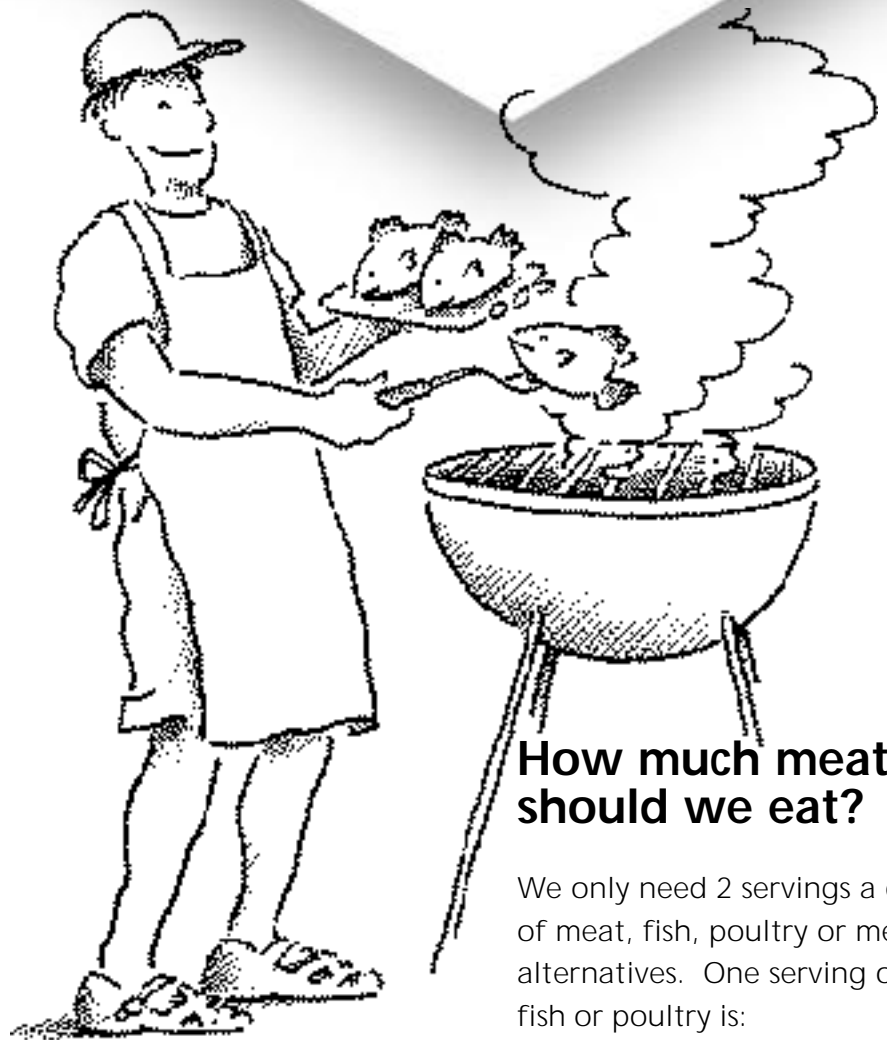
Meat, Poultry and Fish



Canadians eat many different kinds of meat. We eat pork, beef, lamb and venison. We eat many kinds of poultry — chicken, turkey, duck and goose. We also eat many kinds of fish — tuna, salmon, cod, haddock, trout and carp.

Planning for good health

- Meat, poultry and fish are all good sources of protein.
- They also contain other things we need such as iron, zinc, and vitamins.
- Everyone needs some fat but most people eat too much fat, which can be bad for your health.
- To avoid extra fat, buy more of the leaner cuts of meat. Cut off fat before cooking. Drain off fat as the meat cooks.



How much meat should we eat?

We only need 2 servings a day of meat, fish, poultry or meat alternatives. One serving of meat, fish or poultry is:

- a portion the size of a deck of cards (100 grams)
- $\frac{1}{3}$ - $\frac{2}{3}$ can of fish (50-100 grams)

There are other sources of protein besides meat, fish and poultry. Read *Food Tip #7: What to eat instead of meat*.



Shopping for meat, poultry and fish

- When you compare prices, think about the price per serving. For example, compare the price of 10 slices of turkey sliced at the deli to the price of 10 slices of turkey in a package.
- Whole pieces of meat usually are cheaper per kilogram than slices.
- Most packages of fresh meat give the date the meat was packaged. This is not the “best before” date.
- Frozen fish should be solid. There should be no ice on the outside of the package.
- Freezer burn is dried looking patches under the plastic wrap. It is a sign of poor quality. Do not buy meat, poultry or fish with freezer burn.
- Chunk and flaked canned tuna cost less than solid tuna. They are just as good for you.
- When buying fresh fish, look for shiny eyes, pink gills, and no strong fishy smell. The flesh should spring back when you press it.



Preparing meat, poultry and fish

You can make many different dishes from the same cut of meat. For example, you can use a leg of lamb to make a roast, a curry or a stew. You can grill fish, bake it, or put it in soup.

Beware of food poisoning.

- Thaw frozen meats in the fridge, not on the counter. This will stop bacteria from growing.
- Use the microwave or put frozen meat in cold water to thaw faster.
- Wash chicken and fish in cold running water before cooking them. Pat them dry with a paper towel.
- Cook fish at a high temperature. Cook 10 minutes for every inch of thickness.
- Marinate meat, fish and poultry in a glass dish or a plastic bag and put it in the fridge. Do not pour left over marinade over the cooked meat. Throw the marinade out.
- Clean all the cooking utensils, the counter, and your hands well after you handle raw meat. Use warm water and soap.
- Do not put cooked food on plates that were used for uncooked meat.

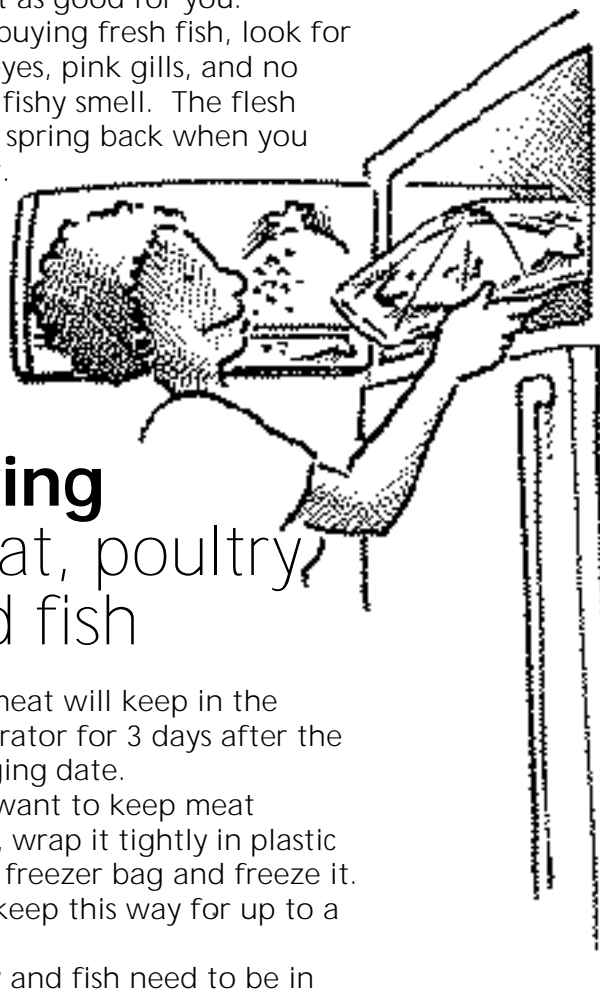
Cut down on fat.

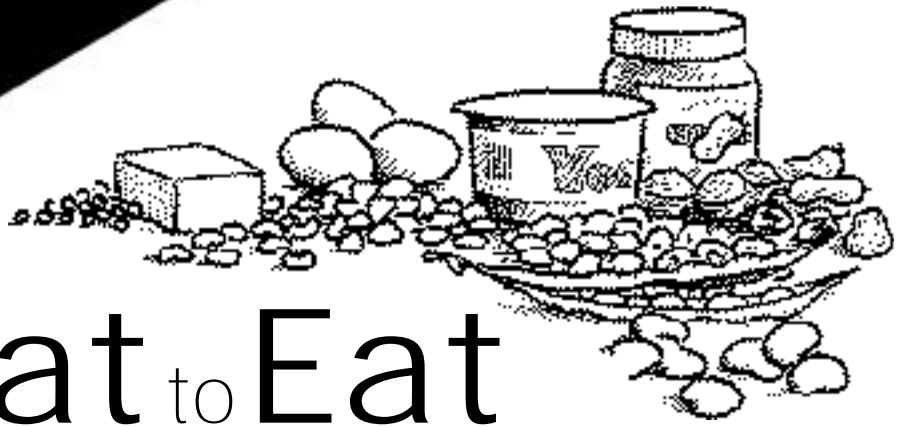
- Make a healthier meat sauce by using only half the amount of meat. Replace it with chopped vegetables and grain.
- Use less meat by making stews, stir fries and pasta dishes.
- Remove the skin from chicken before eating. Chicken skin is very fatty.
- Broil, bake, or poach in gently boiling water. If you fry, coat the pan very lightly with oil.

Be a Smart Consumer!

Storing meat, poultry and fish

- Fresh meat will keep in the refrigerator for 3 days after the packaging date.
- If you want to keep meat longer, wrap it tightly in plastic or in a freezer bag and freeze it. It will keep this way for up to a year.
- Poultry and fish need to be in the refrigerator. As soon as you bring them home, put them in the refrigerator. Do not let them sit out for more than 30 minutes.
- Cook poultry and fish within 2 days. If you want to keep them longer, freeze them.



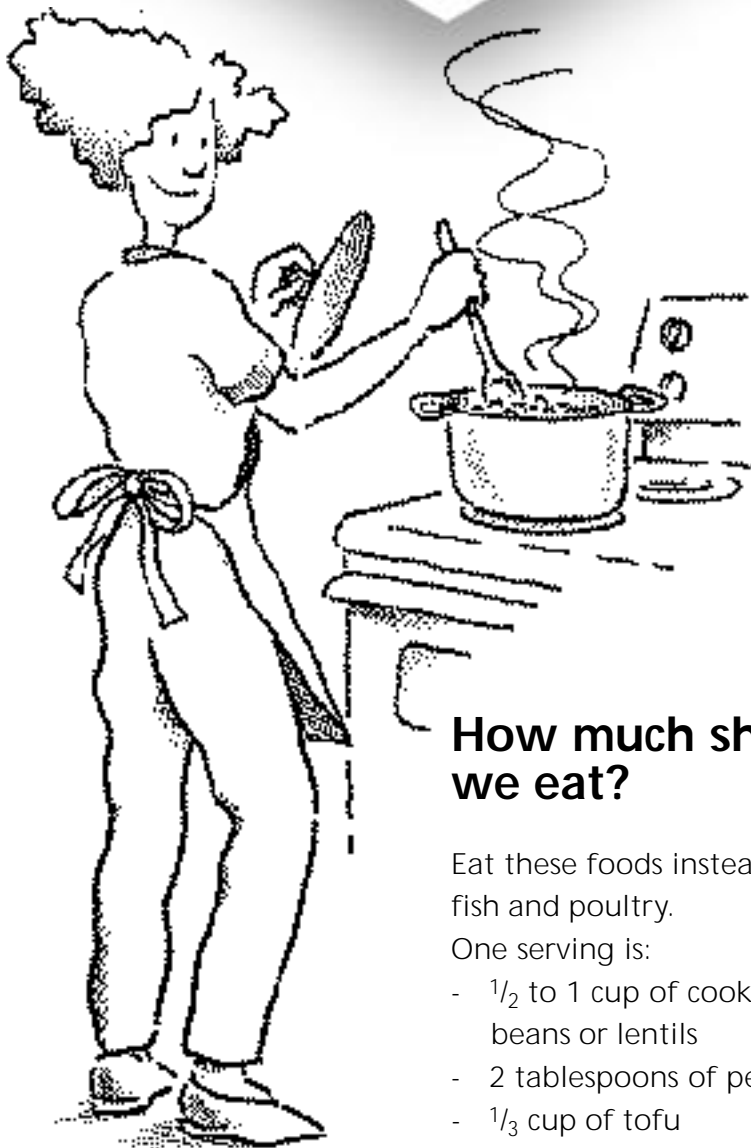


What to Eat Instead of Meat

We can get protein from other foods besides meat, fish and poultry. Peas, beans, lentils, nuts and tofu all have protein. We also can get protein from milk and cheese and eggs. Most of these other kinds of protein cost less than meat. They taste good too.

Planning for good health

- Beans, peas and lentils have lots of fibre. Fibre helps your body with digestion.
- Beans and lentils have lots of protein and very little fat. These foods also have starch and fibre. Eating lots of starch and fibre can help you have a healthy heart. Starch and fibre also can lower the risk of getting some forms of cancer.
- Beans are easy to digest if they are well cooked.
- Eggs are a good source of protein, vitamins and minerals.



How much should we eat?

Eat these foods instead of meat, fish and poultry.

One serving is:

- 1/2 to 1 cup of cooked peas, beans or lentils
- 2 tablespoons of peanut butter
- 1/3 cup of tofu
- 1 to 2 eggs

Shopping

Beans, peas and lentils

- Beans, peas, and lentils come in many shapes and colours.
- Dried beans in bulk are cheaper than packaged beans.
- When you are shopping, look for any signs of insects such as little holes in the beans or peas.

Eggs

- When you buy eggs, check the “best before” date on the carton. Do not buy cracked eggs.



Storing

Beans, peas and lentils

- Keep dried beans, peas and lentils in glass or plastic jars with tight lids. They will keep safely for about 1 year.
- Keep them for 3 or 4 days in the fridge after they are cooked.
- Cook extra and freeze some for another day.

Eggs

- Store eggs in the carton. They will remain fresh longer and you will always be able to check the “best before” date.
- Keep uncooked eggs in the fridge (not on door shelves).
- Never leave eggs at room temperature for more than 2 hours. They may not be safe to eat.

Preparing

Many of these high protein foods do not have much flavour. Cook them with other foods and spices such as onion, garlic, peppers, mushrooms and tomatoes. They will taste great.

Beans, peas and lentils

- Rinse them carefully with water.
- Add your favourite vegetables and spices.
- Wait until they are fully cooked before adding salt or tomatoes or they will be tough.

Eggs

Eggs can be cooked in many different ways: boiling, microwaving (carefully), baking.

Be a Smart Consumer!

