

Grocery Store Tour

2019 Update for New Canada's Food Guide

Health Canada released a new food guide in 2019. Handbooks and facilitator guides are being updated to reflect current recommendations. In the meantime, if your guide is dated 2019 or earlier please refer to the guide below for grocery store tour information.

Tour Summary

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	61 minutes	

THE TOUR

Store Layout - 4 Minutes

Location	Meeting area
Talking Points	<p>Tell Participants</p> <ul style="list-style-type: none">• Most grocery stores have the fresh foods around the perimeter of the store.• Inner aisles contain cereals, snack foods, frozen foods, flours, canned items, etc.• Advise participants that they can use this design to their advantage when planning their grocery trips. <p>Emphasize That</p> <ul style="list-style-type: none">• Grocery shopping is an opportunity to fill a cart or basket with healthy choices. Choose vegetables, fruits, whole grain and protein foods. Choose protein foods that come from plants more often.• Largest portion of the cart should be filled with fruits, vegetables and whole grains.• Grocery shopping is a chance to find new healthy foods.• Carts or baskets should be colourful.

Food Labels - 3 Minutes

Location	Meeting Area
Talking Points	<ul style="list-style-type: none">• Tell participants that all manufacturers are required to put certain information about their products on the food label. This gives consumers a snapshot of the food's nutritional value and helps them compare similar products to make informed food choices.• Point out two key parts of the nutrition label:<ul style="list-style-type: none">○ Ingredient list○ Nutrition facts• Ensure that participants are aware of the following information:<ul style="list-style-type: none">○ The Ingredient List must be on all packaged products and must list ingredients in the "most" to the "least" in order, by weight.○ The Nutrition Facts (Nutrition Information) panel is useful for product comparison based on same serving size.

Produce Department - 5 Minutes

Location	Fresh Produce Section
Talking Points	<ul style="list-style-type: none">• List all the colours of the produce that you can see.<ul style="list-style-type: none">○ Remind participants about the importance of eating a variety of vegetables and fruits (canned, dried, frozen or fresh) and to enjoy a green and orange vegetable every day.○ Tell them that all plant foods contain fibre which is essential to maintaining good health. <p><i>Group Participation: Split the groups into two, ask participants from one group to each choose an item with a BC sticker, ask the other group to each choose an item they haven't eaten before. Give them 30 seconds.</i></p> <ul style="list-style-type: none">• Items with BC Stickers<ul style="list-style-type: none">○ Where is your item from?○ Items from BC tend to be more seasonal.○ Why is it good to buy items from BC?• Items Participants Haven't Tried<ul style="list-style-type: none">○ Has anyone else eaten it?○ What does it taste like?○ How do you prepare it?

Soy Products - 3 Minutes

Location	Tofu and Soy Produce/Meat Fridge
Talking Points	<ul style="list-style-type: none">• Point out location in the store• Show them other products, such as “ground round” and “veggie slices”.• Dairy-free soy cheese alternatives are available for a lower saturated fat option.• Point out different varieties of tofu; we use extra-firm in session recipe but silken version can be used in smoothies or desserts.• Has anyone tried any of these? <p><i>Hand over lead to first group</i></p>

Bulk Items - 2 Minutes

Location	Bulk Section (if available)
Talking Points	<p><i>Mention that not all stores will have this, but if they do its important to highlight the section because it can save you money.</i></p> <p>Variety of Items</p> <ul style="list-style-type: none"> • Point out the variety of items including all the whole grains. It's a great way to try one for the first time. Items might include: <ul style="list-style-type: none"> ○ Beans and legumes ○ Barley, oat, rye flakes and other unfamiliar whole grains like amaranth and quinoa if available. ○ Whole grain rice - brown basmati, brown rice, red, black rice etc. ○ Flaxseed (ground) ○ Nuts and seeds ○ Spices and herbs <p>Packaging</p> <ul style="list-style-type: none"> • Very little packaging = no advertising! <p>Cost Savings</p> <ul style="list-style-type: none"> • The prices are generally lower than prepackaged foods. • This section allows you to take a little or a lot of what you need – especially good if you want to try something new or you just need a small amount for a recipe.

Beans and Lentils - 5 Minutes

Location	Canned Bean Section
Talking Points	<p>Canned</p> <ul style="list-style-type: none"> • Canned legumes do not need to be soaked so they are fast to use in recipes. • Canned beans and lentils need to be rinsed before using to remove sodium (salt) and natural sugars that contribute to intestinal gas (flatulence). <p>Dried</p> <ul style="list-style-type: none"> • Dried are even less expensive than canned (also available in bulk section). • Show dried forms including split peas and other type of lentils. <p>Look for the Fibre Grams (g)</p> <ul style="list-style-type: none"> • Kidney, black, white, and pinto beans: 12-17 g of fiber per cup. • Split peas and lentils: 16 g per cup. • Lima beans, soybeans, and chickpeas: 10-12 g per cup. • Frozen green peas: 9 g per cup

Meat, Fish + Poultry - 6 Minutes

Location	Meat, Fish + Poultry Department
Talking Points	<p>Meat Section (2 minutes)</p> <ul style="list-style-type: none">• Aim for lean meat products and skinless poultry.• Trim off as much of the visible fat as possible<ul style="list-style-type: none">○ Show a but with interior marbling vs. exterior fat that can be trimmed.• Reduce fat after cooking by draining fat from cooked ground meat• Point out some lean and extra lean cuts of meat.<ul style="list-style-type: none">○ Pork loin○ Chicken breast○ Sirloin roast or steak○ Beef inside or outside round roast○ Lean ground chicken○ Wild game○ Extra lean ground beef <p>Fish Section (4 minutes)</p> <ul style="list-style-type: none">• Fatty fish is a good source of healthy fats, good choices are: trout, salmon, herring and mackerel. <p><i>Group Participation: Ask a few people to pick up a battered fish product, and a few people to find a non-battered fish fillet.</i></p> <ul style="list-style-type: none">• Look at the labels of two types of fish – one with a batter coating and one without. Look for the grams of saturated fat.<ul style="list-style-type: none">○ The battered one will have more saturated fat, possibly several grams more, than the plain fish.○ Use fish without batter more often.• If you want a battered fish, consider making one from scratch using the chicken strips recipe.

Breads + Bakery - 8 Minutes

Location	Pre-sliced Bread Aisle + Bakery Section
Talking Points	<p>Pre-Sliced Breads (4 minutes)</p> <p><i>Group Participation: Everyone pick up a loaf of bread (buns/pita/etc.) and follow along...</i></p> <p>Compare Grams of Fibre</p> <ul style="list-style-type: none">• Aim for at least 2g fibre per slice• Who has a high fibre bread with at least 4g per slice?• Who has a low fibre bread with 0-1 g per slice?• Any surprises? <p>Look at the ingredients list</p> <ul style="list-style-type: none">• This will show us what type of flour was used• Choose foods that have the word “whole grain” followed by the name of the grain as one of the first ingredients like:<ul style="list-style-type: none">○ Whole grain oats○ Whole grain wheat• Whole wheat foods are not whole grain, but can still be a healthy choice as they contain fibre.
	<p>Bakery (4 minutes)</p> <ul style="list-style-type: none">• Breads are generally low in fat. Other products in the bakery section may contain a large amount of fat.• Things like muffins, pastries and donuts usually contain the unhealthy hard fats. <p><i>Group Participation: Ask a few people to take pick up a package of muffins</i></p> <p>Compare Saturated Fats</p> <ul style="list-style-type: none">• 5 g of fat is about 1 teaspoon. Calculate how many teaspoons of fat are in one muffin.• Muffins may have up to 20g (4-5 teaspoons) of fat each, especially if they are large.• Our Banana Oat Muffins have 7g total fat (1g saturated) plus 5g of fibre!

Dairy + Fortified Soy Beverages - 5 Minutes

Location	Milk Section
Talking Points	<p>Group Participation: Choose a few types (3-4) of milk hand them out to groups of participants to follow along. Make sure to include cow's milk and fortified soy beverage.</p> <p>Look at a Variety of Milk</p> <ul style="list-style-type: none"> • How many grams of fat are in one cup of your milk? • Depending upon the type of milk used, the fat grams will range from 0 g to 8 g per cup. • Dairy and fortified unsweetened soy beverages are good sources of calcium and vitamin D. • Milk products are based on percentage of fat so it is easy to compare (% M.F. and % B.F. are the same). • Milk has natural sugars, watch for “added sugars” in flavoured milk <p>Look at the <u>Fortified</u> Soy Beverages</p> <ul style="list-style-type: none"> • If using soy beverage, make sure it is fortified with calcium and vitamin D. • Fortified unsweetened soy beverages are used in the smoothie recipe in Session Four.

Butter and Margarine - 3 Minutes

Location	Butter Section
Talking Points	<p>Compare Margarines</p> <ul style="list-style-type: none"> • Soft margarine is a healthy fat choice. (Heart Healthy) • Soft margarines are typically packaged in soft plastic tubs. <p>Group Participation: Ask a few people to pick up a margarine...</p> <ul style="list-style-type: none"> • You can use the ingredient list to determine if it is non-hydrogenated or contains hydrogenated fats • Does anyone have water as the first ingredient? • Point out that light margarine has half the fat content by looking at the ingredient label (it contains approximately 58% water). Because of the water content, light margarine may not work well in some recipes, especially baking. <p>Butter + Shortening</p> <ul style="list-style-type: none"> • Butter is a hard fat but its ok to use in limited quantities.

Cheese - 4 Minutes

Location	Cheese Section
Talking Points	<p>% MF in Cheese</p> <p><i>Group Participation: Everyone take a block of cheese and follow along...</i></p> <ul style="list-style-type: none"> • Find the % MF on the label • M.F. stands for milk fat and B.F. stands for butter fat. Both of these terms describe how much fat is in dairy products. • The higher the M.F.% the higher the number of grams of fat are in the item • Who has the highest % M.F.? • Who has the lowest % M.F.? <p>Compare Cheeses</p> <ul style="list-style-type: none"> • Cheddar cheese is 33% M.F. and it has 10g of fat in 1 oz (30g) • Light cheddar cheese is usually 20%M.F. with 6g of fat in 1 oz (30g) • Regular mozzarella is usually 30% while partly skimmed is 15% • Considering that 1 oz = a pair of dice, cheese is very high in fat content so choose “light” products that are less than 20% M.F. and use them sparingly. • Another good option is to choose “aged” cheese for more flavour.

Yogurt - 5 Minutes

Location	Yogurt Section
Talking Points	<p>Compare Yogurt using Unit Price</p> <ul style="list-style-type: none"> • Point out of the price of the large containers vs the single serve containers. • What is the best buy from a cost perspective? • You can compare different size containers using “unit prices”. <p><i>Group Participation: Everyone take a tub of yogurt...</i></p> <ul style="list-style-type: none"> • If your store lists the “unit price” for your yogurt this should give you the price per 100g. • Who has the lowest price? • Who has the highest price? <p>Sweetened Yogurts</p> <ul style="list-style-type: none"> • Look at your yogurt’s ingredient list, has a sweetener been added? • Remember 4 g sugar = 1tsp = 1 sugar cube • How much sugar is in 100 g of your yogurt?

Cereals + Food Marketing - 8 Minutes

Location	Cereal Aisle
Talking Points	<p>Food Marketing</p> <ul style="list-style-type: none"> • Look down the aisle, what do you see? <ul style="list-style-type: none"> ○ Bright colour ○ Characters • Do you notice a difference when you look towards the bottom, eyelevel or top part of the shelves?
	<p><i>Group Participation: Everyone take a box of cereal and look at the nutrition label...</i></p>
	<p>Fibre</p> <ul style="list-style-type: none"> • Does anyone have a high fibre cereal? This would mean it has more than 4 g fibre per serving. • Does anyone have a cereal with less than 2g of fibre per serving? • High fibre choices might include: Fibre 1, All Bran, Bran Flakes, oatmeal, Red River... • Lower fibre choices: corn flakes, cheerios and most kid's cereals.
	<p>Whole Grains</p> <ul style="list-style-type: none"> • Look for cereals that say "whole grain" • Check the ingredients list to see where whole gain is listed.
	<p>Sugar</p> <ul style="list-style-type: none"> • Cereals can be high in sugar. • Use the % DV as a guide to decide if the cereal has a little or a lot of sugars. • Remember 4 g sugar = 1tsp = 1 sugar cube • How many sugar cubes of sugar are in a serving of your cereal?