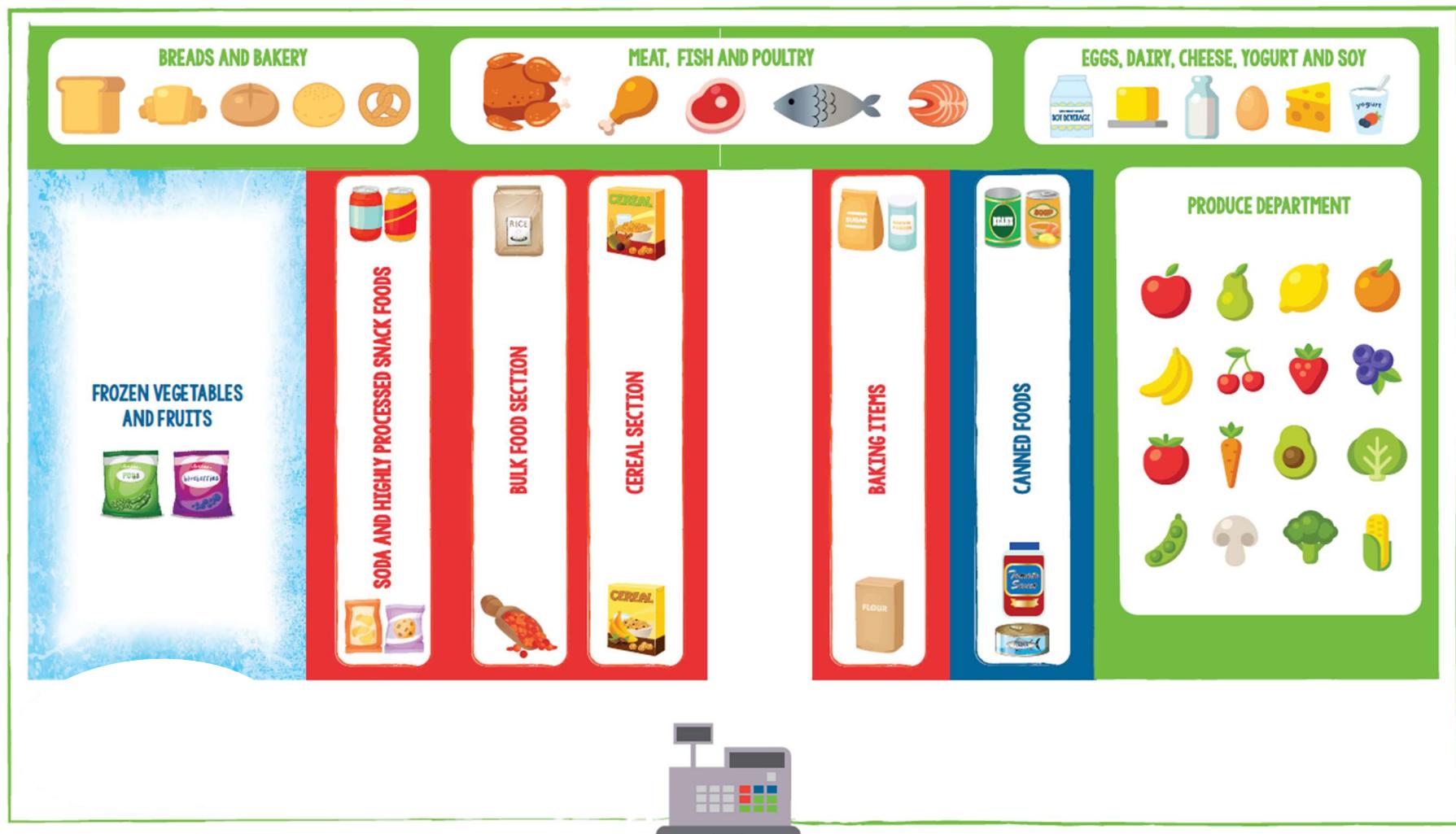


Session 5 – Grocery Store Tour



Grocery Shopping

Major Themes

- Grocery Shopping to meet our own priorities
- Reading Food Labels

Learning Outcomes

- Understand the general layout of a grocery store and where to find different types of food.
- Use the nutrition facts table and ingredient list to identify what's in a food product, and compare similar options.
- Find sodium, sugars, saturated fat and fibre information on the nutrition facts table.
- Understand that no single food item provides complete nutrition; healthy eating is a pattern developed over time.
- Recognize how advertising and marketing may influence buying habits.

The Grocery Store Tour can be conducted in One of Two ways

1. Dietitian led: Contact the local grocery store to request a tour led by their on-staff Dietitian, or
2. Self-led: Arrange with the store manager to lead a tour for your group.

If Tour is Being Conducted by a Registered Dietitian in Store

- A minimum number of participants may be required.
- Ensure you have spoken to the Dietitian well before the tour, covering the following points:
 - Emphasize that tours should last up to 90 minutes.
 - Give a brief overview of what participants have already learned in the program, e.g. Canada's food guide, fibre, saturated fat, etc.
 - Ask them to encourage participants to pick up food items and look at food labels to compare items.
 - Encourage the sharing of menu ideas during the tour.
 - Ask them to emphasize the principles of an eating pattern and how it impacts overall health.
 - Suggest the tour include topics from the outline below.

If Tour is Being Conducted by Facilitator

- Meet participants at prearranged area.
- Ask participants to bring their handbooks.
- Tour should include topics from outline below.

FACILITATOR-LED TOUR

1. Store Layout	8. Cheese and Yogurt
2. Food Labels	9. Meat, Fish and Poultry
3. Produce Department	10. Dressings, Oils and Condiments
4. Canned Beans/ Dried Beans, Lentils	11. Butter and Margarine
5. Breads and Bakery	12. Bulk Items
6. Cereal Section	13. Food Marketing Ploys
7. Dairy and Fortified Soy Beverages	

DIETITIAN-LED TOUR

1. Introduction <i>(if participants have not met the Tour Leader)</i>	8. Dairy and Fortified Soy Beverages
2. Store Layout	9. Cheese and Yogurt
3. Food Labels	10. Meat, Fish and Poultry
4. Produce Department	11. Dressings, Oils and Condiments
5. Canned Beans/ Dried Beans, Lentils	12. Butter and Margarine
6. Breads and Bakery	13. Bulk Items
7. Cereal Section	14. Food Marketing Ploys

Beginning the Tour

Question: Think about the last meal or snack you ate. What was it? What led you to choose that particular food?

Grocery Shopping to meet our own priorities: Let's consider what barriers exist to prevent people from meeting their needs in the grocery store? What information could support those needs?

Emphasize that:

- There are so many influences that can play a role in choosing what we eat (i.e. availability, accessibility, affordability, health priorities, what we enjoy, what is important in our culture).
- The grocery store is where most food is accessed. How else do people access food and meet their needs? Some examples include hunting, fishing, foraging, food banks, and growing food. Does anyone want to share more about how they access food beyond the grocery store? How can we get curious about all the different influences on what and where we access food at the grocery store and beyond?
- We all have different priorities and questions when it comes to learning about food in the grocery store.
- There are many foods that provide important cultural connections and play an important role in our nutritional and health considerations, especially when we think about nourishing our mind, body and spirit.
- Sometimes our food choices can be influenced by the pressures and harms we've experienced in the past. How can we listen with curiosity and recognize that our choices are influenced by more than just the nutrition the food provides?

Store Layout

Share that:

- Most grocery stores have the fresh foods around the perimeter of the store.
- Inner aisles usually contain cereals, snack foods, frozen foods, flours, canned items, etc.
- Grocery shopping is a chance to find inspiration for your next meal or snack.

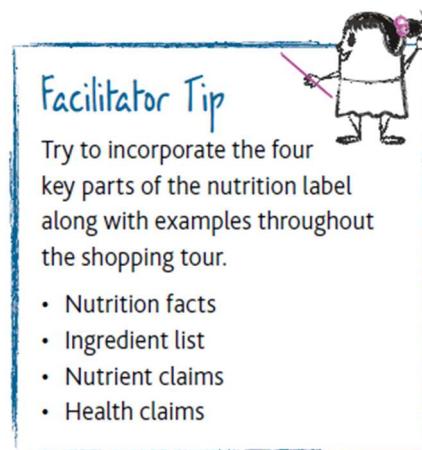
Snacks & Soda

Note: Page 68 and 69 of the Participant Handbook shows a typical store layout. You don't have to stay out of the soda & snack aisle. Let's talk about it!

Question: What's your favourite snack food? If you have a strong reaction when thinking about these foods, can you get curious about where that reaction is coming from?

Emphasize that:

- There can be many reasons why highly processed snack foods & sodas are chosen, including the taste, texture (crunch), cost, nostalgia, comfort, etc.
- No single food is in itself healthy or unhealthy. Healthy eating is a pattern, developed over time.



PRODUCE DEPARTMENT



Ask Participants To:

- Find a vegetable or fruit you have not eaten before and bring it back to the group.
 - Does anyone know what the food is, if they have eaten it before and how it tastes?
 - Does anyone know how to prepare, cook or use it?
 - Invite participants to share recipe and menus ideas.
 - How does the cost compare to other vegetables and fruit in the store?
- List all the colours of the produce that you can see.
 - Remind participants about the importance of eating some variety in vegetables and fruits, and the different ways they can be found (canned, dried, frozen or fresh).
 - Plant foods contain fibre. What is the importance of fibre in our diet? (Keeps us regular and full for longer).
- Make note of the herb section if available.

Refer to seasonal produce chart on page 25 of the Participant Handbook.

- What do you notice about the differences with B.C. and in-season produce? Are they foods that will meet your needs? Is there a difference in cost?



Department Takeaways

- Found generally around the perimeter.
- Incorporating a variety.
- Source of fibre.

MEAT, FISH AND POULTRY



Question: What meat products, and cuts of meat do you typically eat at home? Has it changed throughout your lifetime?

- Culture, personal preferences and circumstances influence the way we choose and prepare foods, including whether we use lean cuts or not for some dishes. What protein do you typically eat at home?

If you are looking for options of lean or extra lean cuts of meat, you could try:

- Pork loin
- Chicken breast
- Sirloin roast or steak
- Inside and outside round roast
- Lean ground poultry
- Extra lean ground beef
- Wild game

Store Bought vs. Homemade

Look at a box of pre-made chicken strips. Compare the ingredients list and the nutrition information between the box with the chicken strip recipe in Session One. What do you notice?

Look at Different Fish Products

- Fatty fish including salmon, trout, herring and mackerel, are good sources of healthy fats (Omega 3).
- Look at the labels of two types of fish – one with a batter coating and one without. What do you notice?

Try This at Home!

Consider using the breading from the chicken strip recipe to make your own breaded fish sticks.

Question:

- Why do we need protein? (Plays key role with function of our muscles, for our bones, skin and hair, as well as keeping our immune system strong).
- Meat and fish are good sources of protein; where else can you get protein? (Beans, lentils, soy, tempeh, etc.).



Department Takeaways

- Found generally around the perimeter.
- Source of protein.
- Source of fat.
- Use nutrition facts table and ingredient list to compare protein, fat and sodium in products.

Soy & Plant-based Products

Question: what foods have you tried from this section? How does it taste? What are some reasons you buy these food items?

- Point out different varieties of tofu. Who's had tofu? What are ways you use tofu? (Stir-fry firm tofu, silken tofu in smoothies or desserts).
- Point out other products, such as "ground round", "veggie slices", and dairy-free cheese alternatives.
- These foods are designed to replace meat, poultry and dairy items, which are high in protein, iron and calcium (dairy).

Look at some of the products.

Notice the ingredients list. What is mostly in it? What do these foods provide in terms of nutrition? How do they compare when you think about what's important to you? E.g. cost, taste, culture, nutrition, environmental impact.

- In some grocery stores, there is more than soy when it comes to plant-based food products. For example, some are made from pea protein, which has a similar amount of protein when compared to soy.

Food Labels

Question:

- What are you looking for when it comes to nutrients and ingredients? What else do you think about when choosing between food items? E.g. cost, taste, health priorities, time to prepare it, cultural connections. **Have participants refer to the food label on page 63 of their handbook.**
- 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 that best meet their health priorities.
- Two key parts of the nutrition label:
 1. **Ingredient list:** lists ingredients in the "most" to the "least" in order, by weight.
 2. **Nutrition Facts Table:** useful for product comparison.
- Have each participant identify the two key parts on a food product they select from the shelves.

Refer to page 65 of the Participant Handbook for information on nutrient content claims.

Ask Participants To:

- Reflect on how food marketing comes into play when we grocery shop.
- Notice what has best before dates and what has expiry dates as we go around the store. Reflect on the differences in these labels. Does knowing what those dates mean help support a decrease in wasted food?

Best Before Date: refers to how long an unopened product will keep its *quality* (i.e., freshness, taste, nutritional value) if stored correctly.

Expiry Date: refers to the last day that the *nutritional value* is guaranteed. Consuming foods past the expiry date may mean the nutritional value of product is reduced.

**Neither of these labels indicate if a food product is safe or not safe to eat after the printed date.*

BREADS AND BAKERY



Compare grams (g) of fibre

Have participants take one or two loaves of bread (encourage a mix of breads, buns, wraps and pitas).

- Aim for two or more grams of fibre per slice in help reach the 25-35 grams fibre recommendations per day.
 - High-fibre = at least 4 g per slice
 - Low-fibre bread = 0–1 g per slice
- Regular white bread will have typically have 0-1 g per slice.
- 100% whole wheat bread could have two or more grams of fibre per slice.
- “Squirrely” bread will have 5 g per slice.
- Seven grain or multigrain breads may have very little fibre.

Emphasize that: whole wheat is not the same as whole grain, though it still contains some fibre. If looking for whole grain foods, look on the food label for “whole grain” followed by the name of the grain as one of the first ingredients like:

- whole grain oats
- whole grain wheat

Other bakery items

- Consider how often you’ll be eating muffins, donuts, and pastries. If it doesn’t make up the majority of grain products you’re eating, those treats are unlikely to have an impact nutritionally compared with something you’re eating daily.
- Remind participants that we made baked goods in previous sessions. What could you make at home now? Making them at home can be a great way to practice your skills.

Store Bought vs. Homemade

Look at a box of ready-made muffins and/or granola bars. Use the ingredients list and the nutrition information to compare the ready-made goods with the muffins in Session One and/or the granola bites in Session Four. What do you notice?



Department Takeaways

- Found generally around the perimeter.
- Source of fibre.
- “Whole grain” products offer higher fibre.
- Use the nutrition facts table and ingredient list to compare fibre in products.

BULK ITEMS



Question: What are some grains you have used from the bulk section? Do you have any easy recipes to share?

Variety of Items

- Point out 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
- Beans and legumes
- Spices and herbs

Packaging

- There is little packaging used in this department with no advertising.

Cost Savings

- 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.



Department Takeaways

- Found generally in the aisles.
- Contains a variety of food products.
- Able to buy a little, to try a little; modifying/adapting recipes.

DAIRY AND FORTIFIED SOY BEVERAGES



Question: Pick up a bottle/carton. What nutrient is important to you when choosing dairy or dairy-alternative beverages?

- Dairy, and dairy-alternative fortified beverages can be a good source of Vitamin D, Calcium, & protein.
- Check to see if your dairy-alternative beverage is fortified with calcium and vitamin D. These nutrients help support strong bones and teeth.
- Milk products are based on percentage of fat so it is easy to compare if that's important to you (% M.F. (milk fat) and % B.F. (butter fat) are the same).

Natural & Added Sugars

- There are naturally occurring sugars in dairy foods. The ingredients list will tell you whether there is added sugar in the drink.

BUTTER AND MARGARINE



Question: When would you use butter vs. margarine?

- Butter and shortening are higher in saturated fats. Depending on your health priorities, you may wish to consider other options for regular use.
- Soft margarines are usually packaged in plastic tubs.
- Light margarine has half the fat content (it contains approximately 58% water). Because of the water content, light margarine may not work well in some recipes, especially baking.

Department Takeaways



- Found generally around perimeter.
- Source of protein.
- Use the nutrition facts table and ingredient list to compare protein, sugars, and fats in products.

Department Takeaways



- Found generally around the perimeter.
- Source of fat.
- Variety of fats used in/for different cooking methods, cultures and dietary needs.

CHEESE AND YOGURT



Question: What types of cheeses make you feel satisfied? What textures do you prefer and consider in your personal diet?

Explore the different options of Cheese

- Have participants compare different cheeses. Notice the labels; when some nutrients go down, others can go up (e.g. sodium levels may increase as fat percentage decreases).
- Note that while most cheese is a good source of protein, cream cheese is one exception, it is usually mostly fat.
- M.F. stands for milk fat and B.F. stands for butter fat. Both terms describe how much fat is in dairy products.
- The change in fat percentage may also change flavor and texture.
- While our taste buds can adapt, sometimes a food may look nutritious on the label and it just isn't a food we learn to enjoy. That's OK(!)
- No single food, or food item, makes a nutritious diet. Healthy eating is a pattern, developed over time.

Unit Prices of Yoghurts

- Compare “unit prices” for the single serving containers versus the larger (500 g or more) containers. What is the best buy?

Is Your Yogurt Sweetened?

Use the % Daily Value (DV) to see how much of a nutrient is in food; 5% means a little, and 15% means a lot.



Department Takeaways

- Found generally around the perimeter.
- Source of protein.
- Source of fat.
- Use the nutrition facts table and ingredient list to compare protein, sugars, and fats in products.

CEREALS



Question: How does food marketing come to play in this aisle?

Look for the Grams (g) of Fibre

- Find a cereal with less than 2 g per serving and one with more than 4 g per serving.
- What is the highest fibre cereal you can find?
- High fibre: Fibre 1®, All Bran®, Corn Bran®, Bran Flakes, oatmeal, oatbran, Red River®, etc.
- Lower fibre: Corn Flakes, Cheerios® and most kids' cereals.
- Check the ingredient list to find out if there is a whole grain included and where it falls on the list.

Look at How Much Sugars are in a Serving

- Use the % Daily Value (DV) to compare how much sugar is in different cereals; 5% means a little, and 15% means a lot.



Department Takeaways

- Found generally in the aisles.
- Source of fibre.
- "Whole grains" products offer higher fibre.
- Notice marketing claims
- Use the nutrition facts table and ingredient list to compare fibre in products.

BEANS AND LENTILS



Canned and Dried

- Canned beans & legumes are an easy and fast way to add protein and fibre to a meal.
- Rinse canned beans and lentils before using to remove sodium (salt) and natural sugars that contribute to intestinal gas (flatulence).
- Dried beans, lentils & legumes are often less expensive than canned (also available in bulk section).

Look for the Grams (g) of Fibre

- Kidney, black, white, and pinto beans: 12-17 g per cup.
- Split peas and lentils: 16 g per cup.
- Lima beans, soybeans, and chickpeas: 10-12 g per cup.



Department Takeaways

- Found generally in the aisles.
- Source of fibre.
- Source of protein.
- Use the nutrition facts table and ingredient list to compare fibre, protein, and sodium in products.

DRESSINGS, OILS AND CONDIMENTS



Question: What oils do you use?

- There are additional oils in some grocery stores now, including avocado oils.
- Cultural use, cost, usage (frying or condiments like homemade salad dressings), health priorities, are among some factors that may influence your decision of what oil you choose to use.
- “Light” means oils that are lighter in colour or taste but not lower in calories.
- Buy small quantities of oil at a time and store in a dark, cool place or in a refrigerator to prevent it from going rancid.

We need fat in our diet. It can help provide flavour, texture and support feeling satisfied by what we eat. Fat also plays an important role in the body, including helping us absorb nutrients such as vitamin A, E, and D.

Dressings

- The ingredients list can be helpful to better understand what is in the salad dressing.
- Alternatives to pre-made salad dressings:
 - Make your own salad dressing (recipes in found the program)
 - Hummus
 - Fresh lemon/lime juice
 - Dijon mustard
 - Salsa



Department Takeaways

- Found generally in the aisles.
- Source of fat.
- Variety of oils used in/for different cooking methods, cultures and dietary needs.