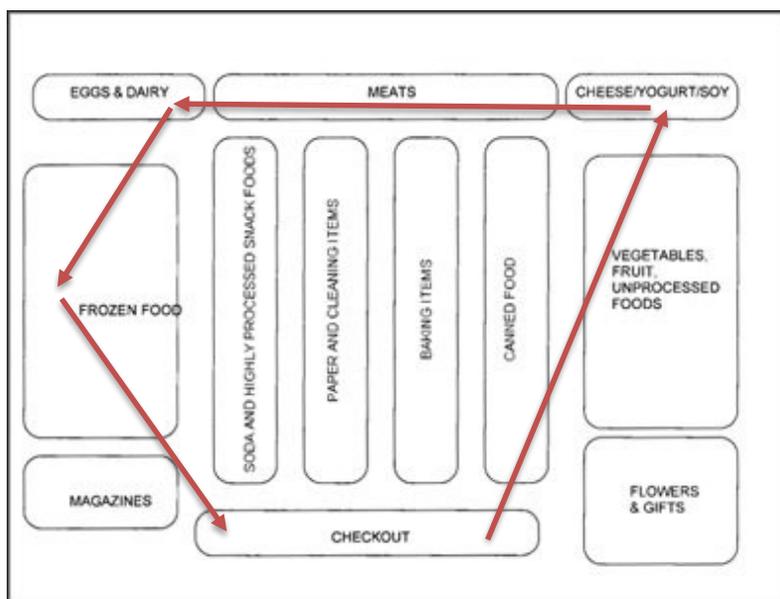


## Navigating the Grocery Store

The grocery store can be an intimidating place, filled with thousands of products. The first rule to successful shopping is to understand the layout of the store. Did you know the grocery store is organized to make us spend more time and money in the store than we planned? Think of your local grocery store; the entrance is likely filled with fresh flowers and the smell of fresh pastries while the essential items such as bread, milk and eggs are located at the back of the store. When you go to the store to buy a quick gallon of milk you have to walk through the aisles filled with cookies, soda pop and chips before making it to the dairy section. That said, the healthiest, nutrient rich foods are located around the perimeter of the store; make it a goal to buy most of your foods from the perimeter of the store.



Once knowledgeable about the layout of the store, it's time to shop! To make shopping a success, always remember **SOfit!**

**S**tomach – never go to the grocery store on an empty stomach. If you do, you'll notice you make more impulse purchases.

**O**rganized – come to the store with a list of the groceries you will need for both meals and snacks. Try and organize the groceries by categories (produce, dairy, canned goods) to help you shop efficiently.

**F**resh – eating fruits and vegetables can reduce the risk of many chronic diseases and promotes a healthy lifestyle. Don't limit purchases to fresh fruits and veggies and buy what is in season.

**I**nspect – read the Nutritional Facts label on all packaged products. Try to minimize the fat, salt and sugar content.

**T**houghtful – make thoughtful choices. Be aware that grocery stores place the most "appealing" foods at eye level, but often these foods are not the best choices. Take the time to look both high and low on the shelves to find more appropriate options.

