

SHOP SMART !



Get the Most Nutritious Fruits & Veggies for Your \$\$\$

Shop Smart Tips

- ✓ Check newspaper ads or store flyers for weekly specials on veggies and fruits.
- ✓ Avoid choosing veggies and fruit with:
 - added butter, margarine, oil or cheese
 - added sugar or syrup
- ✓ Due to low nutritional value, do not purchase:
 - creamed, pickled or marinated vegetables
 - dried fruits or vegetables
 - jams, jellies or pie fillings
 - condiments (e.g., ketchup or chili sauce)
 - baked beans or other beans in sauces
- ✓ Eat a colorful variety of veggies & fruit every day.
- ✓ Replace your sweets with fruit kabobs, cherry tomatoes, bananas and radishes!
- ✓ Use a variety of greens for salads; escarole, romaine, spinach and chicory are rich in Vitamin A. Toss in a can of garbanzo or kidney beans, leftover vegetables or try orange or grapefruit slices.
- ✓ Shop seasonal! For the best price and best flavor, buy fruits and veggies that are in season.

Chart for Fresh Produce

Can help you figure out the cost of an item priced by the pound.

1. Place the item on the grocery scale
2. Round the weight up to the nearest pound or half pound
3. Estimate the cost of the item based on the chart below

Price per Pound	1 lb	1 ½ lbs	2 lbs	2 ½ lbs	3 lbs	3 ½ lbs	4 lbs
0.49	0.49	0.74	0.98	1.23	1.47	1.72	1.96
0.59	0.59	0.89	1.18	1.48	1.77	2.07	2.36
0.69	0.69	1.04	1.38	1.73	2.07	2.42	2.76
0.79	0.79	1.19	1.58	1.98	2.37	2.77	3.16
0.89	0.89	1.34	1.78	2.23	2.67	3.12	3.56
0.99	0.99	1.49	1.98	2.48	2.97	3.47	3.96
1.09	1.09	1.64	2.18	2.73	3.27	3.82	4.36
1.19	1.19	1.79	2.38	2.98	3.57	4.17	4.76
1.29	1.29	1.94	2.58	2.23	3.87	4.52	5.16
1.39	1.39	2.09	2.78	3.48	4.17	4.87	5.56
1.49	1.49	2.24	2.98	3.73	4.47	5.22	5.96
1.59	1.59	2.39	3.18	3.98	4.77	5.57	6.36
1.69	1.69	2.54	3.38	4.23	5.07	5.92	6.76
1.79	1.79	2.69	3.58	4.48	5.37	6.27	7.16
1.89	1.89	2.84	3.78	4.73	5.67	6.62	7.56
1.99	1.99	2.99	3.98	4.98	5.97	6.97	7.96
2.09	2.09	3.14	4.18	5.23	6.27	7.32	8.36
2.19	2.19	3.29	4.38	5.48	6.57	7.67	8.76
2.29	2.29	3.44	4.58	5.73	6.87	8.02	9.16
2.39	2.39	3.59	4.78	5.98	7.17	8.37	9.56
2.49	2.49	3.74	4.985	6.23	7.47	8.72	9.96



Weigh Your Options!

It is important to compare prices – some prepackaged vegetables and fruits with a fixed price are a better value than the same item priced by the pound.

For example (see below) the fixed price bag of apples is a better value than the same apples by the pound. However, romaine lettuce by the pound yields more than the prepackaged lettuce for the same price.

Fixed Price
Macintosh Apples \$2.99 = 3lb. bag **Best value!**
 (approximately 14 apples)

By the Pound
 \$2.99 = 2 ½ lbs
 (approximately 7 large apples)



Romaine Lettuce \$2.99 = 8 - 10 oz. bag

\$2.99 = 2 lbs. or 32 oz. **Best value!**



Example of e-WIC receipt:



WIC Benefit Balance
 October 1, 2009
 PAN: 0000000000000000
 3.25 gallon Milk
 1 pound cheese
 1 dozen eggs
 \$8.00 fresh fruits and vegetables




When To Serve	
Beginning of the Week	Asparagus Broccoli Corn Green Beans Strawberries Bananas
Middle of the Week	Cucumbers Eggplant Grapes Lettuce Zucchini
End of the Week	Bell Peppers Cauliflower Spinach Tomatoes Oranges Pears
After a Week Or Longer	Apples Cabbage Carrots Celery Potatoes Winter Squash

Where to Store


Where you store your fruits and veggies makes a difference in how long they last. Simply follow these storage guidelines to maximize their freshness:

Keep in the refrigerator:

- Fruits: apples, berries, cherries, grapes, and cut melons 
- Veggies: Most fresh veggies with the exception of those listed below

Hold off on washing refrigerated produce until you are ready to eat them.

Leave out on the counter:

- Fruits: avocados, mangoes, bananas, oranges, grapefruit and pineapple 
- Veggies: onions, potatoes, tomatoes, butternut and acorn

TIP *Bananas cause other fruits and veggies stored near them to ripen more quickly, so keep them in a separate place.*