

Being a Smart Consumer



Types of Stores:

- Grocery Stores/Supermarkets
- Discount supermarkets
 - Reduced prices
 - Buy in bulk
- 24 hour convenience stores
 - Usually higher prices
- Specialty stores
 - Dairies, bakeries, butcher shops
- Farmers markets
- Roadside stands



When to Shop:

- Right after advertised specials
- Dependent on your schedule/preferences



What to Buy:



- Make weekly menus and shopping lists
 - Organize into categories for efficiency
 - Use apps for iPhone and Android
 - www.ourgroceries.com
 - www.groceryiq.com
- Coupons (Product vs. store)
- Brand name vs. Store brand vs. Generic

Brand Name

- Most expensive
- Advertising
- Attractive packaging
- Usually high quality



Store Brand

- Less expensive than brand name
- Some advertising
- Fairly attractive packaging
- Comparable quality to brand name

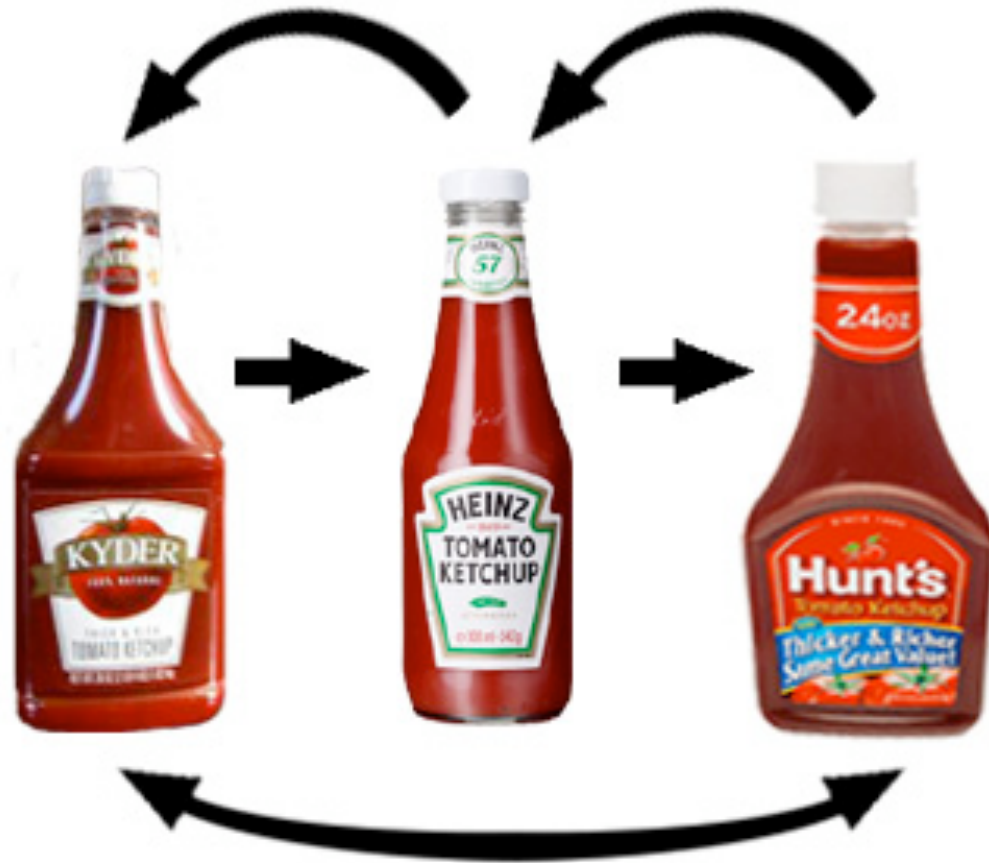


Generic

- Least expensive
- No advertising
- Black and white
- Quality may be lower
 - Depending on product



Comparison Shop vs. Impulse buying



Unit Pricing:



- Systems of listing a cost per standard unit, weight, or measure of a product.
- Ex. Cost per oz., lb., dozen, etc.
 - Quickly and easily compares products and their costs
 - Can be found in the lower left hand corner of the label.
 - Not all stores have this—can be done with a calculator



Examples:

- Examples:

- If a product is \$1.00 per pound, how much is it per ounce?

_____ /oz.

- If a product is \$.02 per ounce, how much is it per pound?

_____ /lb

Example Answers

- Examples:

- If a product is \$1.00 per pound, how much is it per ounce?

___\$.06___/oz. 1 lb=16 oz 1/16=.062

- If a product is \$.02 per ounce, how much is it per pound?

___\$.32___/lb

Food Additives

- Substances added for a specific purpose
 - 1800 preservatives used today by our food industry, controlled heavily by **FDA** (Food and Drug Administration)

- 4 Main Uses:

1. Add nutrients and enrich cereals
 - Ex. Calcium, thiamin, iron, etc.
2. Preserve quality/Extend shelf life
3. Aids in processing and preparation
 - Keeps peanut butter together
4. Enhance flavor/color
 - Ex. NutraSweet or MSG



- [CNN Food Additives Table](#) [Chemical List](#)

Organic Foods:



- Produce: Grown in soil enriched with organic fertilizers without synthetic pesticides or herbicides.
- Animals: Fed with organic products, not injected with hormones or antibiotics

Some prefer organic foods:

Comforted knowing food does not contain
unnatural ingredients

(synthetic insecticides, fungicides, herbicides,
growth hormones, antibiotics, or genetically
modified foods)



Some prefer organic foods cont.



- Organic farming methods help provide a safer, more healthy environment.
 - Not polluting our groundwater, rivers, lakes, and oceans with pesticides and chemical fertilizers
 - Reducing soil erosion
 - Improving soil quality
 - Increasing the diversity of wildlife on and near farms
 - Farm workers are not exposed to synthetic pesticides.