

Eating Well When Grocery Prices Are High

K-STATE
Research and Extension



USDA
Supplemental
Nutrition
Assistance
Program

Putting Healthy Food
Within Reach



Eating Well When Grocery Prices Are High



In 2021, food-at-home prices are expected to increase 2.5 to 3.5 %, and food-away-from-home prices are expected to increase 4.0 to 5.0 %.

Beef and veal: up 7.5 to 8.5 %

Pork: up 7.0 to 8.0 %

Poultry: up 4.0 to 5.0 %

Eggs: up 3.5 to 4.5 %



Eating Well When Grocery Prices Are High

In the perfect world....
a tail, oops, tale of grocery
shopping on a budget.



Once Upon a Time...

It is grocery shopping day for Cheesy (aka Cheeseburger) and her family.

Cheesy gets off work at 2 pm. She takes a nap and eats a snack of tuna before she heads to the grocery store.

Most importantly, she has a plan.



Once Upon a Time...

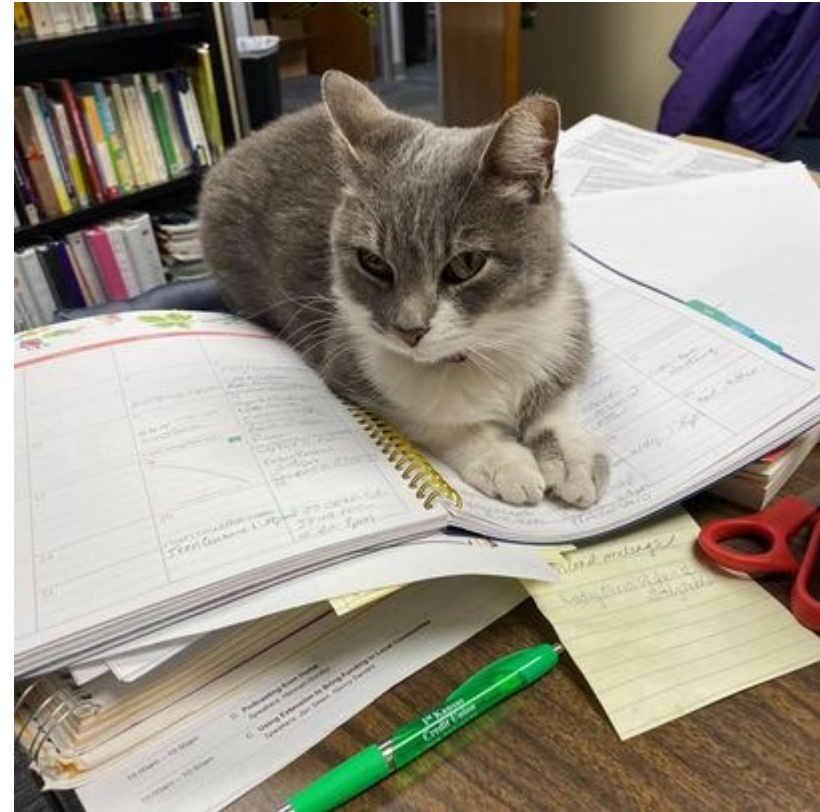
Shopping Tips:

- Shop when you are well rested- better decision-making.
- Eat something before you go- less impulse buying.
- **MAKE A PLAN!**

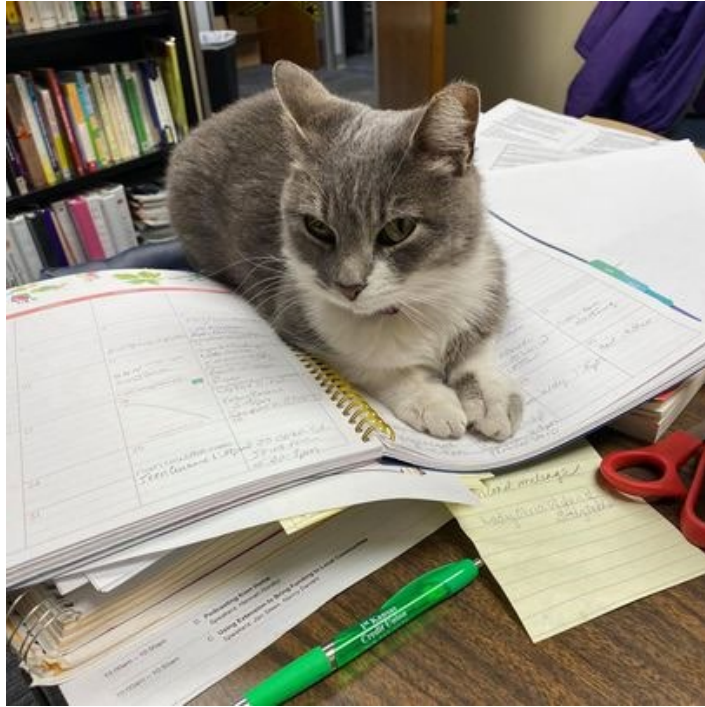


Once Upon a Time....

Cheesy knows how much she can spend. She checked to see what she has on hand and the store sales, and then she planned her weekly menu. From her menu, she wrote out her grocery list.



Once Upon a Time....



Shopping Tips:

- Prepare a food budget—Thrifty, Low, etc.
- <https://www.fns.usda.gov/cnpp/usda-food-plans-cost-food-reports-monthly-reports>
- <https://spendsmart.extension.iastate.edu/plan/what-you-spend/>
- Use up food on hand (FIFO-food saver or food waster—40% of food wasted)
- Plan menus—even a few days will save \$\$
- <https://www.myplate.gov/eat-healthy/healthy-eating-budget/make-plan>
- Make a grocery list and don't forget it!



Once Upon a Time...

With list in hand, Cheesy leaves her younger children with a friend but takes her older son, Slider, with her because he is learning how to budget and shop.



Once Upon a Time...

Shopping Tips—Pros/Cons of shopping with children:

- Teach life skills
- Involve kids in budgeting and shopping--little tasks
 - hold coupons, grocery list, or phone
 - choose between two items
- Let them buy something such as a new food to try



Once Upon a Time...

When Cheesy gets to the store, she gets her shelf-stable items first. She needs five pounds of potatoes and three pounds of oranges, so she weighs several bags of each and gets the ones with the highest weight.

She doesn't buy bread because she can get whole wheat bread at the food pantry (another way to reduce food waste and save money).

She also needs some canned fruit, so she buys the store brands in juice pack.



Once Upon a Time...

Shopping Tips:

- Buy shelf-stable items first (food safety)
- Weigh bagged produce to get the most for your money
- Use the food pantry (another way to reduce food waste and save money)
- Buy generic or store brands
- Buy canned foods low in sugar and salt



Once Upon a Time...

Cheesy picks up refrigerated and frozen foods last. Fresh blueberries are expensive, so she buys frozen ones to put in her oatmeal and for smoothies.

She finds a packaged of ground beef marked down because it is close to the last day the store can sell it and she will use it for spaghetti tomorrow.

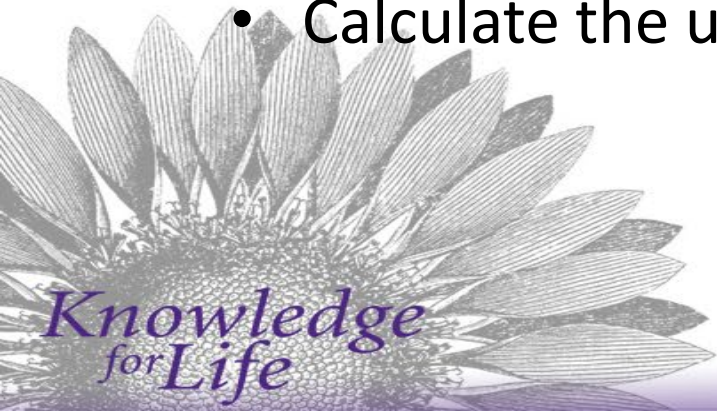
She also sees a jumbo package of chicken that is cheaper per unit price per pound than a smaller package, but she doesn't have room in her freezer, so she buys the smaller package.



Once Upon a Time...

Shopping Tips:

- Buy refrigerated/frozen foods last (food safety/food saver)
- Buy frozen fruits/vegetables when not in season—nutritious/cheaper
- Buy reduced-price protein foods and use right away or freeze.
- Buy in bulk when you have room for storage
- Calculate the unit price—larger is not always cheaper



Once Upon a Time

Once she has everything on her list, Cheesy heads to the check out, pays for her groceries and takes them home.

She sorts her groceries out for meals, repackages what she need to and puts them away immediately in the proper storage.



Once Upon a Time

Shopping Tips:

- Stick to your list
- Browsing often results in impulse buys
- Go home immediately to get perishable foods into the refrigerator or freezer as soon as possible
- Divide food up by meals so that it is in the right amounts for each recipe



Other Ways to Battle Rising Costs

- Shop when the store isn't crowded
- Compare prices between stores—changing stores may save \$\$
- Consider food coops and warehouse stores
- Sign up for loyalty programs if offered
- Use coupons *on the products you use*
- Shop sale items as much as possible/read the fine print
- Be flexible—substitute ingredients when on sale
- Evaluate need for convenience and processed foods



Other Ways to Battle Rising Costs

- Look up and look down—eye level products are usually more costly
- Watch out for displays like on endcaps as the items may not be on sale
- Use dates on food to buy the freshest (dates are for quality and freshness, follow food safety rules for perishable foods, FoodKeeper app)
- Keep a running total as you shop
- Use Shop Simple with MyPlate app:
<https://www.myplate.gov/app/shopsimple>



Other Ways to Battle Rising Costs

- If shopping online, be careful with allowing substitutions
- Buy toiletries, personal need items and cleaning supplies at a discount store (But still calculate the unit price)
- Use rebate apps if appropriate
- Avoid paying with a credit card or grocery reward credit card unless you can pay the balance each month. (Using credit cards encourages more spending)
- Axe the Food Tax: <https://governor.kansas.gov/governor-laura-kelly-announces-axe-the-food-tax-plan-to-eliminate-state-sales-tax-on-food/>



Barriers to Shopping Smart

- Lack of time
- Living in a food desert or food swamp
- Lack of transportation/price of gas
- Lack of data on cell phone for store apps
- Cost of memberships for food coops/food warehouses
- Lack of childcare

***Solution: Nutrition Education
and Improving Our Food System/Community***



Shopping Smart

Set goals.

Make a plan.

Cook and eat at home more often.

Make small changes gradually.

Celebrate successes.

Success story: An EFNEP client ordered pizza every week for her family. She learned how to make pizza at home and used the money saved for her child's music lessons.



Shopping Smart

Questions?

Suggestions?

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Shopping Smart-Resources

<https://www.shawnee.k-state.edu/health-home-safety/>

<https://www.fns.usda.gov/cnpp/usda-food-plans-cost-food-reports-monthly-reports>

<https://spendsmart.extension.iastate.edu/plan/what-you-spend/>

<https://www.myplate.gov/eat-healthy/healthy-eating-budget/make-plan>

<https://spendsmart.extension.iastate.edu/shop/compare-unit-prices-best-buy/>

<https://www.myplate.gov/app/shopsimple>

<https://www.foodsafety.gov/keep-food-safe/foodkeeper-app>

<https://governor.kansas.gov/governor-laura-kelly-announces-axe-the-food-tax-plan-to-eliminate-state-sales-tax-on-food/>



EFNEP is Hiring!

WE'RE HIRING!

Shawnee County
EFNEP Nutrition Assistant

SCREENING BEGINS IMMEDIATELY
and will continue until the positions are filled

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Kansas State University is an equal opportunity employer.

www.ksre.k-state.edu/jobs

