

Canterbury

District Health Board

Te Poari Hauora ō Waitaha

Eating well and spending less

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Healthy Eating
Healthy Ageing

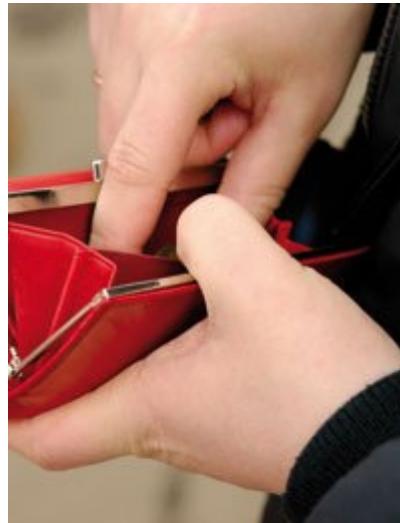
Kai Hauora, Hauora Pakeke

Topics

- Is it more expensive to eat healthily?
- Which supermarket?
 - Best prices
 - Best shopping experience
- Supermarket sales tactics
- Budget saving tips



Is it more expensive to eat healthily?



Lunches



\$3.42



\$1.88

TIPS!

Reduce meat
Add salad
Choose fruit

Snacks

Less healthy

Toffee pops – 4
Coke – 1 can



\$1.58

Healthy

Yoghurt – 1 pottle
Kiwifruit -1



\$1.05

TIPS!

Avoid convenience food
Choose fruit
Drink water – it's free!

Which Supermarket?

Progressive



Foodstuffs



Supermarket prices – Christchurch August 2009

Store	\$
Pak'n Save (Northlands)	121
New World (Bishopdale)	125
Countdown (Northlands)	133
Fresh Choice (Northwood)	136
Woolworths (Merivale)	139



Source: Consumer

Supermarket satisfaction

GROCERY STORES – RATINGS				
	PRODUCT RANGE	QUEUING TIMES	HELPFUL STAFF	SHOPPING ENVIRONMENT
Countdown	○	●	●	○
Foodtown	○	●	●	○
Four Square	○	●	●	○
Fresh Choice	○	●	●	●
New World	●	●	●	●
Pak'n Save	●	●	●	●
SuperValue	○	●	●	○
Woolworths	○	●	○	○
Average	83%	70%	69%	77%

Ratings

● = better than average

○ = average

● = worse than average

Source: Consumer

Supermarket shopping

Did you know?

About 60 -70 % of all supermarket purchases are unplanned.



Source: Healthy Food Guide

Supermarket sales tactics

- Supermarket layout
- Cross merchandising



Write a shopping list and stick to it to it. It really does save temptation, time and money.

Supermarket sales tactics

- Line extensions
- Shelf positioning



Remember to look high and low on shelves to find the cheaper items.

Supermarket sales tactics

- **Promotions**

- In store sampling
- End of aisle displays
- ‘Number’ promotions



Tegal Frozen
Chicken Pieces
2 kg - \$8.99

Limit 4 per
customer

Before you buy more on promotion, stop. Think about whether you want to increase your consumption rate for this food.

Date marking

- **“Use By” dates**
 - Food cannot be legally sold nor should be consumed after this date
- **“Best Before” dates**
 - Food still safe to eat after this date but may have lost quality and some nutrition
- **“Baked On” dates**
 - Used for breads with shelf life less than 7 days



“Use-by” and “best-before” dates aren’t always valid once the packet is opened. Check the manufacturer’s storage instructions!

Supermarket sales tactics

- Pack sizes and unit pricing

Check the smaller pack

ICING SUGAR	PRICE	UNIT PRICE (PER KG)
Chelsea icing sugar 500g	\$1.18	\$2.36
Chelsea icing sugar 1kg	\$2.49	\$2.49

SAVINGS: You'd save 13c by buying two small packs of icing sugar instead of the larger one. In the even larger sizes, members told us the 1.5kg pack of plain sugar was often cheaper (per 100g) than the 3kg pack. So watch out for specials.



The biggest box isn't always the cheapest! Compare the unit price – the price per 100g.

Bulk bins and odd pack sizes

Bulk isn't always cheaper

RAISINS	PRICE	UNIT PRICE (PER 100G)
From a bulk bin	\$8.90 per kg	89 cents
Sunmaid Raisins 250g	\$1.83	73 cents

SAVINGS: For 250g of bulk raisins you'd pay \$2.23 That's 40c more than the cost of the pre-packed raisins.



Odd sizes

WEET-BIX	PRICE	UNIT PRICE (PER KG)
Weet-Bix 750g	\$3.20	\$4.27
Weet-Bix 1kg	\$4.94	\$4.94

SAVINGS: The larger pack works out 16 percent more expensive per kg. How fast do you go through your Weet-Bix? Once you've got to 3kg (four 750g packs vs three 1kg packs), you'd have saved \$2.02 by buying the smaller size.



Source: Consumer

Budget saving tips

- **Make a shopping list**
 - Plan menu for the week ahead
 - Plan around your veges



healthyfood

a guide

HEALTHY FOOD GUIDE TIP
 If you eat before you go shopping, hunger won't influence your decisions and you'll find it easier to buy only what's on your shopping list.

7-DAY MEAL PLANNER

<p>MEAL 1:</p> <p>What I need:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>MEAL 2:</p> <p>What I need:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>MEAL 3:</p> <p>What I need:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>MEAL 4:</p> <p>What I need:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>MEAL 5:</p> <p>What I need:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>MEAL 6:</p> <p>What I need:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>MEAL 7:</p> <p>What I need:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>SHOPPING LIST</p> <p>Meat, chicken & fish:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>Dairy, chilled & frozen:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>Fruit & veg:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>Pantry:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>Bakery:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>Other:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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Reproduced with permission from Healthy Food Guide magazine.
 For more healthy tips and recipes see www.healthyfood.co.nz



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www.healthyfood.co.nz

<http://www.healthyfood.co.nz/tools/downloads/meal-planning>

Budget saving tips

- Only shop once a week
 - Don't shop when you are hungry!
- Buy in season
- Shop around
 - Supermarket is rarely the best value place to buy meat and fresh produce
 - Check out:
 - Indian and Asian grocery suppliers in your area
 - Bin Inn
 - In the supermarket – buy house or budget brands



Supermarket house brand prices – 15 basic products

Store	\$
Pak'n Save (Moorhouse Ave)	37.75
Countdown (Moorhouse Ave)	38.18
Woolworths (The Palms)	38.49
New World (South City)	39.96
Fresh Choice (Merivale)	43.66



Source: Consumer, Sept. 2008

Budget saving tips

- Buy budget-friendly cuts of meat
- More protein power
 - Consider swapping meat for alternative sources of protein such as lentils and dried beans, eg. kidney beans, chick peas
- Buy items on special and freeze
 - Bread (separate rolls)
 - Milk, yoghurt, cheese (pre-grate)
 - Meat (pre-chop bacon and ham)
- Make your own yoghurt



Quick and easy low cost meals

- Canned soup served with a bread roll or toast
- Cold sliced meat or canned fish with salad and bread and butter
- Scrambled or poached eggs on toast topped with grated cheese
- Mini pizza and salad

Nutrition Information for Older People

Quick Easy Meals



Recipe book for older people

- Includes:
 - useful tips on cooking
 - information on healthy eating for older people
 - food safety tips
 - a selection of recipes for 1 or 2 people
- Available from Community Health Information Centre, Christchurch, (03) 364 7844 , chic@cdhb.govt.nz
 - \$5 + p&p



Recipes to take away

- Minestrone Soup
- Easy Vegetable Quiches
- Date Loaf
- Fruit Smoothie

Fruit Smoothie

Makes 1 large serving providing 500 mg calcium

Ingredients

200 ml milk (you can use calcium enriched milk)
½ cup yoghurt
½ cup fruit – banana, fresh or frozen berries or canned apricots or peaches
1 teaspoon honey

Method

1. Blend all ingredients together using a blender or food processor
2. Serve chilled

