



GS3

GROCERY SHOPPING

Smart, Fearless Shopper

*Time: 60 Minutes (In-Store Grocery Store Tour);
70 Minutes (Mock Grocery Store Tour)*

Do you ever feel overwhelmed when you grocery shop? You're not alone. Take a grocery store tour to learn how to make heart-healthy and budget-friendly food choices for your family. During the guided tour, you will compare fresh, frozen and canned fruits and vegetables; understand pricing; and learn how to interpret in-store signage and much more.

OBJECTIVES:

Describe at least two tips for heart-healthy grocery shopping.

Understand when to choose fresh, frozen or canned fruits and vegetables as you shop for cost-effective meals.

Learn how to compare unit prices.

IF COMPLETING THE IN-STORE GROCERY STORE TOUR:

SETUP

- Review resource list and print it out. Purchase all needed supplies
- Review in-store preparation, talking points and follow-up.
- Bring clipboards, lined paper and pens for each participant (for taking notes).

INTRO (10 Minutes)

- Welcome participants and introduce the tour guide.
- Take care of any housekeeping items (closest bathroom, water fountain, etc.).
- Give a brief description of the educational experience.

ACTIVITY (20 Minutes)

- Participants will explore a grocery store to practice making heart-healthy and budget-friendly food choices.

RECAP (10 Minutes)

- Pass out handout(s) and invite participants to go through them at home. Encourage participants to think about goal setting related to grocery shopping.

GOAL SETTING/CLOSING (20 Minutes)

- Engage in a goal-setting activity from the options provided in the Welcome Toolkit provided as part of the instructional materials. Pass out the Setting SMART Goals handout to participants.
- Thank participants and encourage them to join the next activity. (Provide date/time/location if known.)



IF COMPLETING THE MOCK GROCERY STORE TOUR:

SETUP

- Review resource list and print it out. Purchase all needed supplies.
- Set up the meeting space like a grocery store with signs and food items in designated sections. Refer to the "Shop Smart Throughout the Grocery Store" handout.
- Place cooking utensils at demo station.
- Provide computer, internet access, and projector, if available.

INTRO (10 Minutes)

- Welcome participants and introduce yourself.
- Take care of any housekeeping items (closest bathroom, water fountain, etc.).
- Give a brief description of the educational experience.
- Engage in an icebreaker to measure topic knowledge from the options provided in the Welcome Toolkit.

DEMO (10 Minutes)

- Play video(s) or demonstrate content (see demo script).

ACTIVITY (20 Minutes)

- Participants will explore a mock grocery store to choose their ingredients to make the Big Green Monster Smoothie.

RECAP (10 Minutes)

- Pass out handout(s) and invite participants to taste their smoothie while going through the handout(s) together.

GOAL SETTING/CLOSING (20 Minutes)

- Engage in a goal setting activity from the options provided in the Welcome Toolkit. Pass out the Setting SMART Goals handout to participants.
- Thank participants and encourage them to join the next activity. (Provide date/time/location if known.)

Smart, Fearless Shopper Resource List

IN-STORE GROCERY STORE TOUR:

- Clipboards
- Lined paper
- Pens

MOCK GROCERY STORE TOUR:

HANDOUTS/VIDEOS

Find these resources on AHA's YouTube channel or heart.org/healthyforgood

- Video – [Shop Smarter for Prices Demo](#)
- Video – [Fresh, Frozen vs. Canned Demo](#)
- Video – [Shopping the Perimeter Demo](#)
- Article – [5 Easy Ways to Find Healthier Options at the Grocery Store](#)
- Article – [Grocery Shopping Without a Car](#)

Find these resources in this lesson

- Recipe – [Big Green Monster Smoothie](#)
- Handout – [Seasons of Eating](#)
- Handout – [Shop Smart Throughout the Grocery Store](#)
- Handout – [What is a Unit Price?](#)
- Handout – [Sample Grocery List](#)
- Handout – [Setting SMART Goals](#)

SPACE SETUP

- Chairs and tables
- Pens
- Folders
- Computer, internet access, and projector, if available

ACTIVITY INGREDIENTS* AND SUPPLIES**

- Grocery store section signs (based on the Shop Smart Throughout the Grocery Store handout)
- 1 green apple
- 1-2 handfuls of spinach
- ¼ large cucumber
- 1 kiwifruit
- 2 tablespoons fresh lemon juice
- 1 cup fat-free or low-fat milk or non-dairy alternative or water
- 2 teaspoons honey
- 1 cup ice cubes
- Blender
- Measuring cups/spoons
- Chef's knife
- Cutting board
- Peeler
- Cups (for tasting)

*Recipe serves 6 people; please multiply ingredients as necessary for your participants.

**Purchase appropriate number of supplies for your participants. Participants can divide into teams and share supplies and ingredients.

In-Store Preparation, Talking Points and Follow-Up

PREPARING FOR THE TOUR

- Contact a local grocery store that's close to where most of your group lives and has affordable options.
- If most of your participants do not speak English as their primary language, ensure the tour guide is bilingual or arrange for a translator.
- Give preference to a store that has an in-store dietitian. If you cannot find one, seek a volunteer dietitian/health educator by contacting your local hospital or health department.
- If your participants don't have cars, select a store that can be reached via public transit or is within walking distance of your regular meeting site.
- Request approval to hold a tour by calling or scheduling a visit with the store manager. If needed, share the benefits of hosting the tour:
 - Recommending the store
 - If the tour is led by a local health professional, their credibility can boost the store's image
 - Promoting the store's brands
 - Offering the store the potential for new shoppers and/or returning shoppers
- When approval is secured, work with the manager to schedule the tour for a time when the store has less traffic so you will not interfere with the other shoppers. Your group will also have more room to explore the store.
- An ideal size for the tour group is 5-15 people. If you have more than 15 people, it's recommended that you split them into two smaller groups. If you do this, consider keeping together people with similar situations/concerns, such as mothers with young children or those with a health issue such as high blood pressure. Dividing the groups allows the tour guide to provide information that's tailored to the audience.
- Before the tour, meet with both the manager and your tour guide to discuss the purpose of your tour and any special needs.
- Discuss and agree on a meeting place for the start of the tour (main entrance, cafeteria, meeting room, etc.).

- Ask the manager if tour participants could taste any healthy food samples or receive special discounts/giveaways, such as coupons, gift certificates, reusable tote bags with the store's logo, or other promotional items.

PREPARING THE TOUR GUIDE

- If the tour guide is an in-store registered dietitian, they will likely have a standard tour format. If the tour guide is not a store employee, do a walk-through in advance.
- Meet with the tour guide beforehand. Tell the guide what you know about your group, such as ages of the participants and how much they know about choosing nutritious and budget-friendly foods. Request that the tour give hands-on opportunities for participants to practice the lesson material, such as reading and comparing food labels.

TOUR TALKING POINTS

- Highlight nutritious, budget-friendly choices in each food group/section of the store.
- At least two times during the tour, stop to read the food label on a product and/or compare the labels of two similar products. Encourage participants to pick up items and follow along as the tour guide discusses the food label. For example:
 - Put several cuts of meat side-by-side: lean (round, loin), medium (chuck) and high-fat cuts (prime rib, brisket, chicken legs with skin). Ask for volunteers to identify the leanest cut. Show them how the saturated fat is distributed in the meat and talk about the health risks of eating too much.
 - Show packages of ground meat and turkey. Ask participants to identify which is leaner. Give tips on reading labels to identify fat percentage and cut type and how to use this to select ground meat and turkey.
 - Provide an example for identifying whole-grain items using the ingredient list. Allow participants to compare the fiber content of whole-grain items vs. enriched/refined items, such as bread, pasta, or cereal.

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In-Store Preparation, Talking Points and Follow-Up (Continued)

- Provide examples for identifying added sugars (potential products: sweetened cereal or yogurt) and trans fats (potential products: microwave popcorn, baked goods) on ingredient lists.
- For at least two times during the tour, stop to compare unit prices of items that are similar in nutritional quality (such as two different brands of canned fruit or whole-grain cereal).
- Point out items offered in bulk and compare their unit price to non-bulk items.
- Point out features of the supermarket, such as:
 - End-aisle (also called endcap) displays,
 - Other promotional displays in the store,
 - The way that products are slotted on the shelf (which ones are at eye level vs. bottom and top shelves). Explain how the store set up influences shoppers' purchasing decisions.
- If food samples will be offered, focus on fruits and vegetables. Consider cut-up chunks of produce on toothpicks. Distribute samples at the end of the tour rather than passing out samples while the tour guide is speaking.

FOLLOW-UP

- Send a thank-you note to the store manager and your tour guide. Use social media to publicly thank the store. Consider taking a group photo with the store manager and tour guide to include with the thank-you note. Have all the participants sign the note.

Smart, Fearless Shopper Demo Script

Use if video capabilities are unavailable.

Pass out Shop Smart Throughout the Grocery Store and What is a Unit Price? handouts before the demo so participants can follow along.



SAY:

When you are planning your next trip to the grocery store, try to remember this key phrase: shop smart.



To shop smart, focus your shopping where healthy foods are usually located.



Fresh fruits and vegetables are a great starting point when you arrive at the grocery store. Next, look for whole-grain breads. In the seafood section, choose non-breaded fish fillets, especially fish that are high in omega 3s, such as salmon, tuna, trout and herring. In the meat/deli section, limit your purchases of red meats and processed red meats. In the dairy area, look for low-fat and fat-free products. Also, check out the store's selection of frozen fruits and vegetables. We'll talk more about all types of fruits and vegetables in a minute. In the middle aisles, you can still find some healthy items, such as canned fruits and vegetables (without added sugar or sodium), whole-grain foods, nuts and seeds and herbs and spices. Choose carefully in the middle aisles. There are many less healthy non-perishable items there. It's wise to spend the bulk of your time on the outer edges of the store.



If you are traveling to the middle aisles, remember to locate the unit prices when comparing two healthy options.

Hold up the What is a Unit Price? handout and invite participants to look at it while you present.



SAY:

For example, if you are deciding which whole-grain bread to purchase, you can look at their prices and look for the price per ounce. If this number isn't provided for you, you can calculate it by finding

the number of ounces in the package and dividing the price of the item by the number of ounces.



It's also a smart habit to locate the Nutrition Facts label and look at the serving sizes to decide how many in your family that food can serve. Budgeting and purchasing ingredients for healthy meals can be easy when you're equipped with the right tools!

HEALTHY SHOPPING TIPS FOR FRUITS AND VEGETABLES



SAY:

Now, let's talk more about produce. You should aim for 4 servings or 2 cups of fruit per day and 5 servings or 2½ cups of vegetables per day. The good news is that canned and frozen varieties are as healthy as fresh produce which all count towards your daily goals.



Canned fruits and vegetables are convenient to have in your pantry when you can't get to the store. They can even be kept at work (with a can opener) for an afternoon snack. You can store canned fruits and vegetables and use them when you need them. You don't have to use them quickly like fresh produce, which can spoil.

- **Watch for sodium:** Sodium is usually added to canned foods to preserve them. Look at the labels to identify no-salt-added or low-sodium vegetables. Compare the sodium content on the Nutrition Facts label and choose the product with the lowest amount. Rinse and drain canned veggies to get rid of even more sodium.

- **Watch for added sugar:** Look for fruit that's canned in water, its own juice, or light syrup (rinse and drain).

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Smart, Fearless Shopper Demo Script (Continued)



Delicious uses:

- Add rinsed and drained cans of corn, tomatoes and pinto beans or any other vegetable to fat-free, low-sodium chicken broth for a quick and filling vegetable soup.
- Use a blender, food processor or a fork to mash rinsed and drained chickpeas, Great Northern beans, or your favorite beans into a bean dip for baby carrots. Add a little lemon juice and garlic powder for some zip.
- Serve canned fruit as a dessert topped with low-fat, no-sugar-added yogurt; or top whole-grain cereal with canned fruit.



Frozen fruits and vegetables are picked at the peak of ripeness and then flash-frozen to preserve optimal nutrition. They last for several months in the freezer and can be economical.

- Watch for sodium: Compare the sodium content on the Nutrition Facts label and choose the product with the lowest amount. Sauces and seasonings can contain extra salt and add calories.
- Watch for added sugar: Choose 100% frozen fruits without added sugars.



Delicious uses:

- When you boil pasta, throw in some frozen veggies at the end of the cooking time for added nutrients and variety.
- Whip up a smoothie of unsweetened frozen fruit and fat-free or low-fat milk and yogurt.
- Thaw frozen berries and stir them into muffin or quick bread batter or your morning oatmeal.



Fresh fruits and vegetables are easy, portable choices. Whenever you leave the house, get into the habit of stashing a fresh snack in your purse or backpack. Consider an apple, orange, banana, grapes or baby carrots. These snacks will energize you and help you avoid less healthy snacks at the vending machines.

- Look for seasonal choices. Your heart-healthy recipes will taste even better with produce that's in season.



Delicious uses:

- Always top sandwiches with extra vegetables.
- Serve cut-up veggies with hummus or a "light" dip for a healthy snack.
- Serve a colorful fruit salad for dessert.
- Add pureed fruits and veggies to sauces, smoothies, soups and more to boost flavor and nutrients.

Smart, Fearless Shopper Activity Script

Divide participants into teams and pass out the Seasons of Eating handout and the Big Green Monster Smoothie recipe.

Ask participants to review the Seasons of Eating handout for a few minutes.



SAY:

Who can tell me which fruits and vegetables are in season right now?

Pause, wait for response(s).



SAY:

If your fruit and vegetables are not in season, what are your options?

Pause, wait for response(s).



SAY:

For the Big Green Monster Smoothie recipe, are any of the produce ingredients in season?

Pause, wait for response(s).

Provide response (depending on the season).

Invite participants to find their ingredients in the mock grocery store and return to their stations to make the smoothie. Also, ask them to collect their cooking utensils from the demo station (if applicable).

Remind participants to share the following ingredients with one another: spinach, cucumber, lemon juice, milk, honey and ice cubes.



SAY:

Once everyone has finished making the recipe, divide it into tasting cups and share it with your team.

Big Green Monster Smoothie

Makes 6 servings; 1 cup per serving

Per serving: 53 Calories; 0.0 g Saturated Fat; 30 mg Sodium



This yummy smoothie is a perfect way to get a lot of fruits and vegetables in at one time! Smoothies are great for both kids and adults, so you can share this recipe with your entire family!

INGREDIENTS

- 1 cup fat-free or low-fat milk or non-dairy alternative or water
- 1 cup ice cubes
- 1 unpeeled green apple, cored, cut into large chunks
- ¼ large cucumber, peeled and cut into chunks
- 1 kiwifruit, peeled and cut into chunks
- 1-2 handfuls of spinach (washed and dried)
- 2 tablespoons fresh lemon juice
- 2 teaspoons honey

DIRECTIONS

1. Put all the ingredients in a blender. Pulse until thoroughly blended and the desired consistency.
2. Pour into glasses.

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SEASONS OF EATING

SPRING

Artichokes	Fava beans	Lettuce	Rhubarb
Asparagus	Green onions	Parsnips	Swiss chard
Carrots	Leeks	Peas	
Chives		Radishes	

SUMMER

Berries	Garlic	Peppers	Squash, summer
Corn	Grapes	(sweet, hot)	(yellow, zucchini)
Cucumbers	Green beans	Stone fruit	Tomatoes
Eggplant	Melons	(apricots, cherries, nectarines, peaches, plums)	Zucchini
Figs			

FALL

Apples	Dates	Squash, winter	Sweet potatoes
Brussels Sprouts	Pears	(acorn, butternut, spaghetti)	

WINTER

Bok choy	Citrus fruit	Endive	Root vegetables
Broccoli	(clementines, grapefruit, lemons, limes, oranges, tangerines)	Leafy greens	(beets, turnips)
Cauliflower		(collards, kale, mustard greens, spinach)	
Celery			

KEEP THESE TIPS IN MIND WHEN USING AND SHOPPING FOR SEASONAL PRODUCE:

- Save money.** Fresh foods are often less expensive during their harvest season. You may even save money by buying in bulk.
- Choose local produce.** Eat locally and regionally grown fruits and vegetables when possible. These offer more taste and retain more nutrients than produce that's been picked weeks earlier and shipped across the country or world. Choosing local also can help reduce our carbon footprint.
- Shop at a local farmers market.** Learn about produce you may be unfamiliar with and get ideas on how to cook it.
- Grow your own produce.** Gardening offers fresh seasonal produce and some physical activity, too. Because gardening can be therapeutic and gratifying, it can also help with overall well-being.
- Freeze fresh produce.** Add frozen fruit and vegetables to smoothies, soups, breads or baked goods, such as blueberries in pancakes or shredded zucchini in a quick bread.

Learn more at [heart.org/HealthyForGood](https://www.heart.org/HealthyForGood)

EAT SMART **MOVE MORE** **BE WELL**

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Shop Smart Throughout the Grocery Store



Dairy



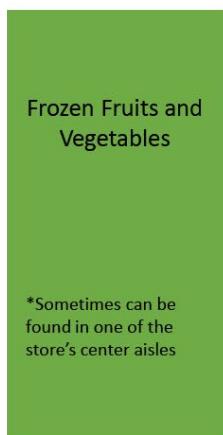
Meat/Deli



Seafood

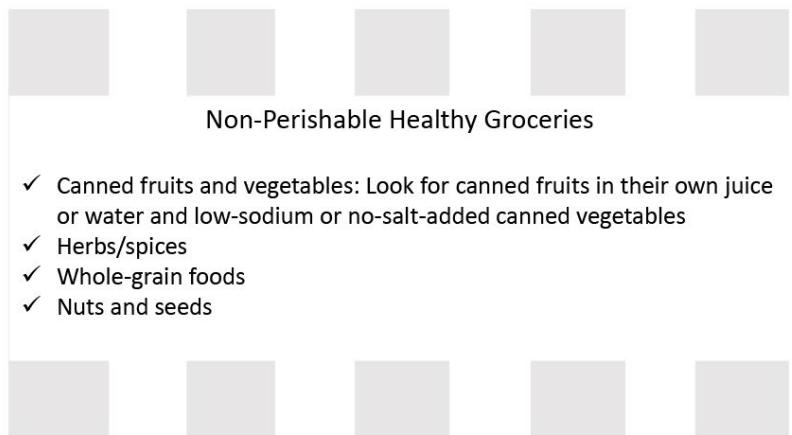


Whole-Grain
Breads



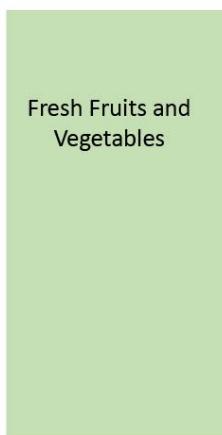
Frozen Fruits and
Vegetables

*Sometimes can be
found in one of the
store's center aisles



Non-Perishable Healthy Groceries

- ✓ Canned fruits and vegetables: Look for canned fruits in their own juice or water and low-sodium or no-salt-added canned vegetables
- ✓ Herbs/spices
- ✓ Whole-grain foods
- ✓ Nuts and seeds



Fresh Fruits and
Vegetables





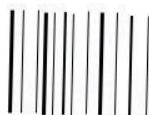
WHICH FAT-FREE CHEESE IS ACTUALLY LESS EXPENSIVE?

It may look like the 10 oz. fat-free cheese costs less because its retail price is less. But with a closer look at the unit prices, you'll see the 20 oz. fat-free cheese is \$0.04 cheaper per ounce than the 10 oz. fat-free cheese, making it a better buy.

10 Oz. Fat-Free Cheese

UNIT PRICE
\$0.18
per oz.

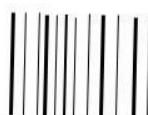
RETAIL PRICE
\$1.75



20 Oz. Fat-Free Cheese

UNIT PRICE
\$0.14
per oz.

RETAIL PRICE
\$2.85



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This sample grocery list can help you make healthier choices when you shop. Add the quantity you need next to each item, and check if you have a coupon. Planning ahead will help you save time and money! Remember to compare labels and choose products with the lowest amount of sodium, added sugars and saturated fat and no trans fat that you can find.

	Quantity	Coupon
Fresh Vegetables		
Asparagus		
Broccoli		
Carrots		
Cauliflower		
Celery		
Corn		
Cucumbers		
Lettuce/Greens		
Onions		
Peppers		
Potatoes		
Spinach		
Squash		
Sweet potatoes		
Tomatoes		
Zucchini		
Fresh Fruits		
Apples		
Avocados		
Bananas		
Berries		
Cherries		
Grapefruit		
Grapes		
Kiwis		
Lemons/Limes		
Melon		
Oranges		
Peaches		
Pears		
Plums		
Canned/Dry Beans		
Black beans		
Chickpeas		
Kidney beans		
Lima beans		
Pinto beans		
White beans		

	Quantity	Coupon
Frozen Vegetables		
Broccoli		
Cauliflower		
Corn		
Green beans		
Mixed vegetables		
Spinach		
Frozen Fruits		
Berries		
Cherries		
Mixed fruit		
Peaches		
Canned Vegetables		
Corn		
Green beans		
Mixed vegetables		
Peas		
Tomatoes		
Tomato paste/sauce		
Yams		
Canned/Jarred/ Dried Fruits		
Apple sauce		
Apricots		
Dates		
Mixed fruit		
Oranges		
Peaches		
Pineapple		
Prunes		
Raisins		

Sample Grocery List (Continued)

	Quantity	Coupon
Whole Grains		
Bread		
Brown rice		
Cereal		
Couscous		
Oatmeal		
Pasta		
Quinoa		
Tortillas		
Fresh/Frozen Meat & Seafood		
Chicken breasts		
Lean ground beef/turkey		
Lunch meats		
Salmon		
White fish fillets		
Canned/Pouched Meat & Seafood		
Chicken		
Salmon		
Tuna		
Cooking/Baking Essentials		
Extra Virgin Olive Oil		
Flour (whole wheat)		
Non-stick cooking spray		
Vegetable/canola oil		
Vinegars		
Pantry Staples		
Nut butters (peanut, almond)		
Nuts (almonds, walnuts)		
Salsa		
Soups and broths		
Spaghetti sauce		

	Quantity	Coupon
Herbs/Spices & Seasonings		
Basil		
Cilantro		
Garlic		
Mint		
Parsley		
Pepper (black, cayenne, red)		
Salt-free seasoning blend		
Dairy (Low-fat/Fat-free)		
Cheese		
Eggs/egg whites		
Milk		
Yogurt		
Cleaning Supplies & Miscellaneous		



Look for the Heart-Check mark to quickly and easily identify foods that can be part of a heart-healthy eating plan.

SPECIFIC

- What do you want to accomplish?

MEASURABLE

- How will you track your progress towards your goal?

ACHIEVABLE

- Is reaching your goal possible with your full effort?

REALISTIC

- Do you have the resources and ability to achieve your goal? If not, how can you get them?

TIME-BOUND

- When will your goal be achieved?

EXAMPLE OF A SMART GOAL:

I will increase the number of fruit servings I eat daily by 2 cups within the next 3 months.

Personal SMART goal: