AT THE MARKET (PART I)

NOW, WE WILL DISCUSS AND LEARN ABOUT HOW TO CHOOSE MARKETS AND OTHER RESOURCES THAT STOCK FRESH AND HEALTHY FOODS, HOW TO BUY HEALTHY FOODS ON A BUDGET, HOW TO MANEUVER THROUGH A TYPICAL GROCERY STORE, HOW TO FOLLOW THE FOOD PYRAMID, AND HOW TO READ A FOOD LABEL.

LOCAL FOOD DIRECTORY FOR LA PUENTE, CA

CALIFORNIA LATINOS REPORT EATING AN AVERAGE OF ONLY 4.1 DAILY SERVINGS OF FRUITS AND VEGETABLES WHICH IS WELL BELOW THE 7 TO 13 DAILY SERVINGS (3 ½ TO 6 ½ CUPS) THAT ARE RECOMMENDED FOR GOOD HEALTH. IN FACT, MORE THAN ONE THIRD EAT JUST TWO OR FEWER SERVINGS DAILY. SOME BARRIERS TO GOOD NUTRITION INCLUDE AVAILABILITY OF NUTRITIOUS FOODS AND THE COST OF FRESH FOODS.

LET'S FIRST TALK ABOUT THE STORES IN WHICH WE BUY OUR FOODS. WE KNOW THAT PURCHASING FOOD DEPENDS ON THE COMMUNITY THAT WE LIVE IN. WE KNOW THAT IN MANY COMMUNITIES, IT'S DIFFICULT TO FIND STORES SELLING HEALTHY FOODS. INSTEAD, OTHER FOOD OPTIONS MAY EXIST SUCH AS FAST FOOD RESTAURANTS, CONVENIENCE MARKETS, AND SO FORTH.

Q & A: WOULD YOU PLEASE SHAR E WITH THE GROUP IN WHAT TYPE OF MARKET YOU SHOP IN? IS IT FOR GOOD PRICES? THE GOOD SELECTION?

☞ *PAUSE FOR RESPONSE*

THE CONVENIENCE OF LOCATION CAN ALSO BE A REASON WHY PEOPLE IN THE COMMUNITY SHOP AT SPECIFIC STORES AND MARKETS. WE'VE CREATED THE FOLLOWING LOCAL FOOD DIRECTORY WHICH CAN BE FOUND IN YOUR PACKET. THIS DIRECTORY LISTS PLACES LOCATED WITHIN A 25 MILE RADIUS OF LA PUENTE WHERE FRESH FOOD IS AVAILABLE.

☞ *HOLD UP THE LOCAL FOOD DIRECTORY*

FEEL FREE TO LOOK THROUGH THIS DIRECTORY AS WE SPEAK. THESE PLACES STOCK LOTS OF FOODS, INCLUDING FRESH FRUITS AND VEGETABLES. SEVERAL OF THESE PLACES ALSO PROVIDE FOOD AT

LOCAL FOOD DIRECTORY FOR LA PUENTE, CA

LOW-COST OR NO-COST FOR THOSE THAT QUALIFY. WE'VE ALSO INCLUDED INFORMATION ON WHETHER THESE PLACES ARE ACCESSIBLE BY PUBLIC TRANSPORTATION. WE RECOMMEND THAT YOU CALL TO MAKE SURE THAT THEY ARE OPEN BEFORE YOU GO.

BUYING HEALTHY FOODS ON A BUDGET

NOW THAT WE'VE DISCUSSED MARKETS IN THE AREA, THE SECOND ISSUE IS THE COST OF FOOD. MOST PEOPLE BELIEVE THAT BUYING HEALTHY FOODS SUCH AS FRESH PRODUCE IS TOO EXPENSIVE. FOR EXAMPLE, IN A 2003 SURVEY, 41% OF CALIFORNIA LATINOS BELIEVED THAT FRUITS AND VEGETABLES ARE TOO EXPENSIVE.

Q & A: DO ANY OF YOU FIND FR UITS AND VEGETABLES TO BE EXPENSIVE?

☞ *PAUSE FOR RESPONSE*

ALTHOUGH FAST FOODS ARE OFTEN HEAVILY ADVERTISED AS CHEAP AND CONVENIENT, BUYING FOOD AT THE GROCERY STORE CAN BE MUCH LESS EXPENSIVE THAN IT ACTUALLY SEEMS. IN ADDITION, PREPARING YOUR OWN FOOD AT HOME CAN ALSO BE MUCH MORE HEALTHY FOR YOU AND YOUR FAMILY THAN FAST FOODS AND OTHER CONVENIENCE FOODS AND THEY ARE MUCH CHEAPER.

Q & A: CAN YOU THINK OF THE BENEFITS OF PREPARING YOUR OWN MEALS INSTEAD OF EA TING AT RESTAURANTS?

☞ *PUT BULLET POINTS OF THE EASEL PAD AS THEY RESPOND*

LET'S DO SOME MATH TOGETHER TO FIGURE OUT WHAT'S FACT, AND WHAT'S FICTION. PLEASE TAKE THIS HANDOUT FROM THE PACKET AND FOLLOW ALONG.

☞ *SHOW GROCERY LIST VS. FAST FOOD LIST HANDOUT*

ON THE LEFT COLUMN IS A GROCERY LIST THAT WILL PROVIDE FOOD FOR A FAMILY OF 4-6 FOR AT LEAST ONE WEEK. FOOD PRICES WERE OBTAINED FROM VON'S.

BUYING HEALTHY FOODS ON A BUDGET

For a family of 4-6 people…

List A: Grocery Store	List B: Eating Out
Wheat Bread……$3.69	Monday
8 Bananas……$2.64	Breakfast at McDonalds……$30
4 Apples……$3.20	Lunch at Taco Bell……$25
3 Avocados……$4.50	Dinner at Acapulco……$55
Salt (26 oz)……$0.89	Tuesday
2 Milk Gallons (1%)……$7.98	Breakfast at IHOP……$45
A Dozen Eggs……$3.99	Lunch at King Taco……$30
Seasonings……$2.79	Dinner at Pizza Hut……$19.99
Sour Cream (48oz)……$6.29	Wednesday
Rice (48oz)……$3.65	Breakfast at Burger King……$30
Pinto Beans (4lb)……$5.29	Lunch at Taco Bell……$25
Cereal……$3.00	Dinner at El Pollo Loco……$20
6 Cup of Noodles……$2.50	Thursday
Mustard (20 oz)……$2.99	Breakfast at McDonalds……$30
Ketchup (20 oz)……$2.19	Lunch at KFC……$19.99
Mayonnaise (30 fl. oz)……$2.99	Dinner at Denny's……$50
Ham (16 oz)……$4.69	Friday
Chicken Leg Quarters (4.5 lb)……$4.37	Breakfast at Burger King……$30
2 lbs Ground Beef……$9.38	Lunch at Yoshinoya……$26
2 White Onions……$1.48	Dinner at Subway……$25
5 Tomatoes……$2.50	Saturday
Lettuce……$1.79	Breakfast at Burger King……$30
A Can of Corn……$1.29	Lunch at El Pollo Loco……$20
24 Pack of Water……$4.50	Dinner at Little Caesars……$10
Orange Juice……$3.00	Sunday
Corn oil (48 fl. Oz)……$5.09	Breakfast at McDonalds……$30
	Lunch at Taco Bell……$25
	Dinner at KFC……$19.99

TOTAL = $96.67	TOTAL = $595.97

BUYING HEALTHY FOODS ON A BUDGET

ON THE RIGHT COLUMN IS A PRICE LIST OF HOW MUCH FOOD WOULD COST IF YOU WERE TO BUY BREAKFAST, LUNCHES, AND DINNERS AT FAST FOOD AND OTHER RESTAURANTS FOR ONE WEEK. FOOD PRICES WERE OBTAINED FROM THE RESPECTIVE STORES AND MARKETS.

Q & A: WHAT ARE YOUR THOUGHTS AFTER LOOKING AT THESE TWO LISTS?

☞ *PAUSE FOR RESPONSE*

Q & A: CAN ANYONE SHARE WI TH THE GROUP HOW YOU SAVE MONEY AT THE MARKET?

☞ *PAUSE FOR RESPONSE*

YOU CAN ALSO LOOK AT THIS HANDOUT PROVIDED IN YOUR PACKET THAT LISTS OTHER WAYS OF SAVING MONEY AT THE GROCERY STORE.

☞ *HOLD UP THE HAND OUT*

BUYING HEALTHY FOODS ON A BUDGET

ADDITIONAL WAYS OF SAVING MONEY AT THE GROCERY STORE

- SET A BUDGET BEFORE YOU GO TO THE STORE.
- MAKE A LIST BASED ON INGREDIENTS NEEDED FOR A WHOLE WEEK'S MENU, AND STICK TO THE LIST.
- BUY FROZEN AND/OR CANNED FRUITS AND VEGGIES WHEN FRESH PRODUCE IS EXPENSIVE. MAKE SURE CANNED FRUIT IS IN WATER (NOT SYRUP). MAKE SURE CANNED VEGGIES ARE LOW IN SODIUM.
- BUY ITEMS IN BULK, AND STORE OR FREEZE THE REST OF IT FOR LATER USE – YOU CAN SAVE TIME AND MONEY AT ONCE.
- BUY HEALTHY SNACKS IN LARGE QUANTITIES, AND DIVIDE THEM UP RIGHT WHEN YOU GET HOME INTO LITTLE ZIPLOC BAGS. THESE CAN BE USED BY THE ENTIRE FAMILY.
- GO TO THE GROCERY STORE AFTER YOU EAT (AT LEAST HAVE A LIGHT SNACK). IF YOU GO WHEN YOU'RE HUNGRY, YOU'RE MORE LIKELY TO BUY STUFF YOU DON'T WANT LATER.
- TRY THE STORE OR GENERIC BRANDS. THEY'RE CONSIDERABLY CHEAPER THAN BRAND NAMES, AND THEY TASTE THE SAME.
- TAKE A CALCULATOR AND ADD UP THE COST AS YOU PLACE ITEMS INTO YOUR CART. THIS WILL PREVENT OVERSPENDING.
- LOOK AT THE STORE ADS FOR WEEKLY SALES ITEMS. PURCHASE PRODUCE THAT IS IN SEASON.
- COMPARE PRICES.
- FARMER'S MARKETS, BODEGAS, AND OTHER SIMILAR PLACES WILL OFTEN GIVE YOU EXTRA PRODUCE OR GIVE YOU A CHEAPER PRICE ON ITEMS THAT MAY NOT BE FRESH ENOUGH TO BE SOLD THE NEXT DAY.

SUPERMARKET MAP

ANOTHER WAY TO SAVE MONEY IS TO STICK TO THE EDGE OF THE GROCERY STORE. FRESH FRUITS AND VEGETABLES, MEAT, SEAFOOD, BREADS, AND DAIRY ARE OFTEN FOUND ON THE OUTSIDE AISLES. BY ONLY OCCASIONALLY SHOPPING IN THE INNER AISLES, YOU'LL BE LESS LIKELY TO BUY EXPENSIVE (AND ALSO LESS HEALTHY) FOODS. THIS MAP WAS PRODUCED BY THE LATINO NUTRITION COALITION, AND HIGHLIGHTS FOODS COMMON IN LATINO CUISINES.

☞ *HOLD UP SUPERMARKET MAP*

LET'S TURN OUR ATTENTION TO THIS MAP OF A SUPERMARKET.

Q & A: WHILE SHOPPING, WHAT ARE SOME OF THE REASONS THAT YOU MIGHT PURCHASE LESS HEALTHY FOODS? FOR INSTANCE, DO YOU PURCHASE SOME FOODS THAT AREN'T SO HEALTHY BECAUSE YOU KNOW YO UR LOVED ONES WILL WANT THEM?

☞ *PAUSE FOR RESPONSES.*

Q & A: DO ANY OF YOU HAVE SOLUTIONS TO THESE DILEMMAS?

☞ *PAUSE FOR RESPONSES.*

THESE ARE GREAT SUGGESTIONS. LET'S CONTINUE.

SUPERMARKET MAP

Latino Nutrition Coalition. (2007). *Camino Mágico*. Boston, MA: Oldways Preservation Trust.