

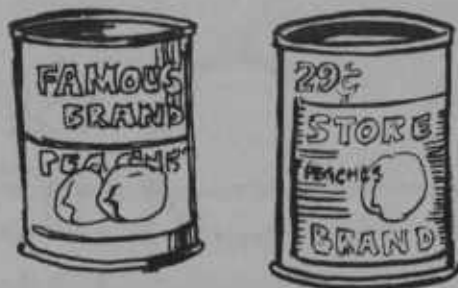
9 WAYS TO SHOP SMARTER



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Make a Shopping List: Read grocery ads for low sale prices. Make your shopping list; write special prices down so you have them when you shop.

Compare Brands of Food on Your Grocer's Shelf: Store or regional brands are often just as good as national brands and usually cost less.



Check Food Labels: The ingredients in the product are listed on the label in order of their amounts. For instance, sugar listed first on a cereal label means more sugar than cereal.



Compare Cost Per Serving to Find the Best Meat Buy: Lean, boneless meat may cost more per pound but less per serving than meat with bone or fat.



Much fat & bone—
1 serving/lb.



Some fat & bone—
2 servings/lb.



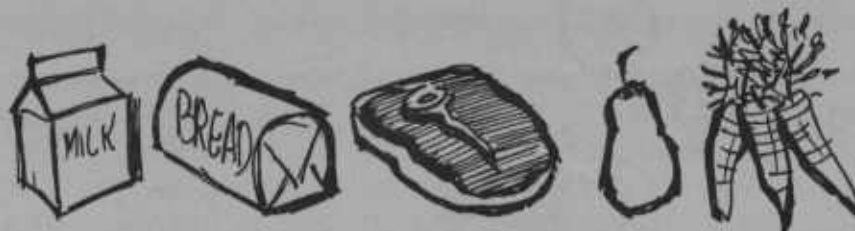
No bones & little fat—
4 servings/lb.

Compare the Forms of Food—Fresh, Frozen, or Canned: Cost per serving will sometimes vary. Fresh fruits and vegetables out of season usually cost more than canned or frozen.



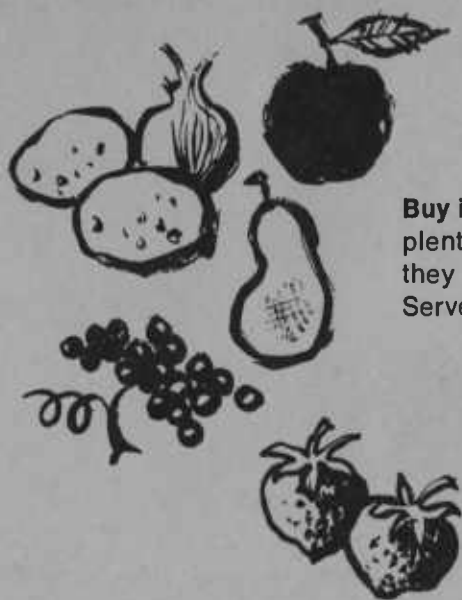
Think About the Foods Your Family Needs Every Day:

- Four servings of fruit and vegetables
- Four servings of bread and cereals
- Two to Four servings of milk
- Two servings of meat



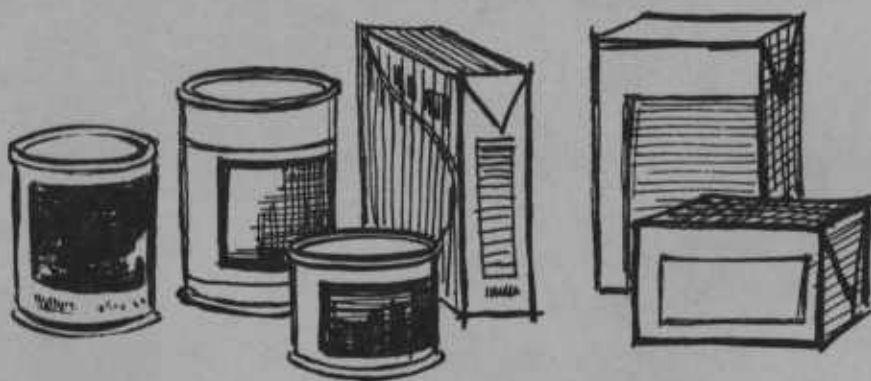
Look for Specials: Buy foods on the advertised specials. These are usually shown by signs in the windows and ads in the stores. The foods listed in big, bold print at the top of the newspaper ad are usually the best buys.





Buy in Season: Learn which foods are plentiful each season of the year—they usually cost less at that time. Serve them often.

Compare Sizes: Compare different sizes of canned and other packaged foods and figure the cost per serving (or per ounce or pound) to determine where you will get the most food for your money.



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