

Supermarket Survival Guide

Shopping time!

Congratulations on your kitchen cleanout. Now, let's tackle refilling your bare cupboards and fridge.

Hit the grocery store prepared with our handy Supermarket Survival Guide, which will help you:

- navigate the supermarket like a pro;
- shop as efficiently as possible;
- reduce temptations and distractions; and
- ensure you get all kinds of healthy foods!

Start with what you like, and will eat

These shopping lists are to give you ideas. You don't have to buy everything on the list.

We suggest you **start with a few of your favorites from each group**.

For example:

- **3 vegetables:** spinach, carrots, broccoli
- **3 fruits:** blueberries, oranges, apples
- **3 proteins:** chicken breast, salmon, eggs
- **3 healthy fats:** coconut, avocado, almonds
- **3 starches:** oatmeal, beans, sweet potatoes

If there's something we've missed that fits the criteria, feel free to try it.

For instance, you might find other fresh fish than the ones we've mentioned, or another fruit or veggie (cardoons or cactus pears, anyone?).

Have a plan beforehand

Use a list

Always shop with a list, whether that's ours or your own.

If it's not on the list, you don't buy it. That saves you time, money, and having to throw out impulse buys.

Know supermarket geography

Most supermarkets are laid out the same way:

- Most of the healthy stuff is around the edges.
- Most of the stuff to avoid is in the inner aisles, and beside the checkout.

Plan your attack and movements.

- Stick mostly to the perimeter, where you'll find lean protein plus fruits & veggies.
- Be especially cautious around the cash register and ends of the aisles, where there are often eye-catching displays of junk. (And yes, the bakery is the first thing you smell when you walk in... for good reason.)

You'll not only be healthier and fitter if you practice this planning and "game plan" execution routine, but also more efficient and effective at the task itself.

Good luck!

Fruits & vegetables

Look for what's local, fresh, and in season.

Purple & blue

- Eggplant
- Red cabbage
- Purple kale
- Beets
- Blueberries, blackberries
- Purple carrots
- Purple potatoes
- Black grapes
- Black cherries
- Black currants (fresh)
- Black/purple plums

Orange & yellow

- Oranges
- Winter squash and pumpkin
- Orange peppers
- Carrots
- Cantaloupe
- Orange cauliflower
- Orange sweet potatoes
- Apricots, peaches
- Mangoes

Red & pink

- Red peppers
- Tomatoes
- Strawberries
- Cherries
- Fresh cranberries
- Red grapefruit
- Red-skinned apples
- Watermelon
- Red grapes
- Red-skinned radishes
- Red lettuce, radicchio
- Rhubarb stems
- Pomegranates

Dark green

- Spinach
- Beet greens (the tops of beets)
- Kale
- Broccoli
- Any other dark leafy green (e.g. turnip greens, collard greens)
- Brussels sprouts
- Fresh herbs (e.g. parsley, basil)
- Green beans, green peas
- Avocado
- Okra
- Zucchini, cucumber (if you eat the peel)

Miscellaneous

- Onions, leeks, shallots
- Garlic
- Mushrooms
- Cauliflower
- Fennel/anise
- Celery
- Daikon radish
- Bean sprouts

Lean protein

Meat

- Lean/extra-lean cuts of beef
- Lamb
- Lean pork (e.g. pork tenderloin)
- Wild game (e.g. venison, elk)

Poultry

- Chicken
- Turkey breast
- Duck
- Eggs & egg whites

Fish

- Salmon
- Tilapia
- Cod
- Haddock
- Smaller fish like herring or mackerel

Seafood

- Shrimp (fresh or plain frozen)
- Mussels, clams, scallops
- Crab, lobster
- Calamari (not deep-fried)

Dairy

- Milk*
- Cottage cheese*
- Plain yogurt / Greek yogurt*
- Protein powders (e.g. whey protein, casein protein, milk protein blend)

*If you want to lose fat, remember that higher-fat versions of these are energy-dense, i.e. higher in calories per serving. Adjust portions accordingly.

Plant-based proteins

- Lentils
- Beans
- Peas (chickpeas, pigeon peas, etc.)
- Hummus
- Tofu, natto
- Vegetarian protein powders (e.g. hemp protein, brown rice protein, vegan blend)

Good fats

Look for less-processed and/or “whole food” fat sources.

Cold-pressed oils

- Extra-virgin olive oil
- Walnut oil
- Hemp seed oil
- Pumpkin seed oil
- Avocado seed oil
- Flax seed oil
- Extra-virgin coconut oil

- Butter (look for grass-fed / organic if possible)

- Fresh avocado
- Fresh guacamole

Nuts & seeds

- Raw, unflavored, unsalted nuts (e.g. almonds, cashews, walnuts, pecans, Brazil nuts, hazelnuts, etc.)
- Raw, unflavored, unsalted seeds (e.g. pumpkin seeds, sunflower seeds, etc.)
- Dry-roasted nuts*
- Ground flax seeds
- Coconut (including fresh, unsweetened shredded coconut or the flesh of a young coconut)
- Natural peanut butter
- Natural nut butters

*Read labels carefully. Many nuts are roasted with oil, preservatives, etc.

Quality starches

Look for whole food starches, such as whole grains and starchy tubers.

Whole grains

- Oats
- Buckwheat
- Barley
- Brown rice
- Wild rice
- Red rice
- Amaranth

- Sorghum
- Quinoa
- Spelt
- Kamut
- Teff
- Wheat berries (whole wheat kernels)
- Sprouted grains

Starchy fruit / veg

- Purple, red, or gold potatoes
- Sweet potatoes / yams
- Yuca / cassava
- Plantains

Legumes

- Lentils & beans

Label reading checklist

LOOK FOR

- Whole foods
- No more than a few ingredients
- Food that is close to what it used to be
- Organic if possible
- Local if possible
- Minimal or no packaging

AVOID

- Sugar (look for trick words and phrases)
- Other sweeteners
- Hydrogenated and fractionated oils such as corn or palm oil
- Additives, preservatives, and coloring
- Any other ingredients you don't recognize
- More than a few ingredients

Trick words & phrases

- “Syrup” – corn syrup, brown rice syrup, agave syrup, etc.
- Words ending in “ose” – sucrose, glucose, fructose, etc.
- Words starting with “malto” – maltodextrin, maltitol, etc.
- “Made with / contains real fruit”
- “Fortified with”

Don't be fooled!

Ignore what the *front* of the package says. Look at the *back* of the package.

Remember, if a packaged food claims to be “healthy”, it probably isn't. “Organic sugar” is still sugar.