

SHOP SMART

How to shop
to save money
and eat well

LIVELIGHTER

®



Government of **Western Australia**
Department of **Health**



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GUIDE TO A HEALTHY TROLLEY

Healthy eating means having a wide range of foods, mostly from the blue and yellow sections in the trolley guide below.

Following our healthy trolley guide can help you and your family eat well and save money at the supermarket.



+ Unsaturated oils in small amounts

Oils high in unsaturated fats include olive, canola, sunflower, safflower and sesame.



Veg, fruit and wholegrains

This includes fresh, canned and frozen fruit and vegies, beans, lentils and wholegrains like oats, brown rice and wholemeal bread. These foods are usually the cheapest and make up the bulk of what we eat.



Protein foods

This group includes fish, seafood, lean meat, chicken, milk, yoghurt, cheese, eggs, nuts, seeds and tofu. These foods are a bit more expensive and we need a bit less of them in our diet.



Limit highly processed foods

Junk foods like biscuits, sugary drinks, chips and pies are expensive and don't provide the good stuff that bodies need.



About junk food

- ▲ Junk foods don't have any of the good stuff that keeps our bodies working well. They are usually highly processed and have too much sugar, saturated fat and salt.
- ▲ Examples of junk food includes chips, lollies, chocolate, alcohol, sugary drinks, fast food, cakes and biscuits.
- ▲ Eating too much junk can lead to weight gain which increases the risk of type 2 diabetes, heart disease and even some cancers.
- ▲ Junk foods used to be a treat, but we are now eating them every day.
- ▲ Junk foods are highly branded and marketed and are making the processed food industry rich at the expense of our health.



HEALTHY AND AFFORDABLE STAPLES TO FEED A FAMILY



HOW TO SAVE MONEY AT THE SUPERMARKET

Savvy shopper

- ▲ Use unit prices to find the best value (see p17).
- ▲ Make a list and then only walk down the aisles you need.
- ▲ Avoid shopping hungry.
- ▲ Try out the home brands.
- ▲ Give kids a mission to collect a specific item. Busy kids have less time to nag!

Tip

Notice where the junk food is at the supermarket. Walk around the edge of the supermarket to find lots of the healthy foods – fruit and vegies, dairy, meat and bread.



Buying in bulk

- ▲ It's often cheaper, but it's only good value if you use it all before it goes off.
- ▲ Freeze food you can't use straight-away into usable portions e.g. wrap up 500 g portions of mince, then label and freeze.
- ▲ Store flour, cereal, rice and other dry goods in containers to keep fresh longer.
- ▲ Go halves with family or friends.

Eat plants!

- ▲ Fresh fruit and veg that are in season taste the best and are often on special.
- ▲ Frozen and canned fruit and vegies are cheap, convenient and last a long time.
- ▲ Bulk up meals with vegies and legumes – they're much cheaper than meat!

WHEN YOU'RE COOKING THIS	SWAP THIS...	FOR THIS...	AND SAVE
Stir fry	2 chicken breasts	6 eggs or tofu	\$4 at the checkout
Curry	500 g lamb	2 cans chickpeas	\$14 at the checkout
Lasagne	500 g beef mince	250 g beef mince + 1 can lentils	\$3.50 at the checkout
Savings per week			\$21.50
Savings per year			\$1118.00

HOW TO READ FOOD LABELS

Most packaged foods have a nutrition panel and an ingredients list. Here are some things to look out for.

Serving Size

The manufacturer chooses the serving size. This can be different between brands, and might not be a healthy or realistic amount.

Fibre

Also known as dietary fibre. Choose higher fibre foods.

Sodium

Sodium is salt. Look for lower sodium varieties.

Ingredients

Ingredients are listed from MOST to LEAST by weight.

Nutrition information

Serving size: 30 g (2/3 cup)

Servings per package: 16

	Per Serving	Per 100 g
Energy	432 kJ	1441 kJ
Protein	2.8 g	9.3 g
Fat		
– Total	0.4 g	1.2 g
– Saturated	0.1 g	0.3 g
Carbohydrate		
– Total	18.9 g	62.9 g
– Sugar	3.5 g	11.8 g
Fibre	6.4 g	21.2 g
Sodium	65 mg	215 mg

100 g column

Because the serving size is often different between brands, per 100 g is a fairer way to compare.

Fats

There are many different types of fats in foods. Low in saturated fat is more important than low in total fat.

Sugars

This includes added sugar and naturally occurring sugar. Check the ingredients list for clues and choose foods lower in added sugar.

Allergies

Common foods that people are allergic to are in bold to make them easy to spot.

Ingredients: Cereals (76%) (**wheat**, oatbran, barley), psyllium husk (11%), sugar, rice malt extract, honey, salt, vitamins (niacin, thiamine, folate)

HOW TO READ FOOD LABELS

The ingredients list

Sugar, fat and salt often have different names on the ingredients list. **Watch out for these!**

SUGAR	FAT	SALT
Evaporated cane juice	Oil (any kind)	Sodium
Fruit juice concentrate	Butter	Soy sauce
Molasses, agave nectar	Ghee	Stock
Maple/golden/rice malt/corn syrup	Shortening	Vegetable/yeast/meat extract
Dextrose, maltose, glucose, fructose	Copha	Rock/sea/table salt
Honey	Lard	Himalayan pink salt
Raw/brown sugar		



ADDED SUGAR vs NATURALLY OCCURRING SUGAR




Plain dairy and fruit naturally contain sugar. This sugar is packaged up with lots of good stuff (like protein, calcium and fibre). There is no need to avoid these foods. Check the ingredients list to check whether the sugar is natural, added, or a combination. Choose foods that have less added sugar.

Tip

A long ingredients list often means the food is highly processed. Whole foods, and foods with only a few ingredients are usually cheaper and better for our health.

Understanding the nutrition panel on food labels

Look at the per 100 g column of packaged foods. Use the guidelines below to help decide if a food is a healthy choice. These numbers are not the only important thing, but they're a good place to start!

USE THE PER 100 G COLUMN	BEST CHOICE 	OK SOMETIMES 	TOO HIGH 
TOTAL FAT	Less than 3 g	3 g – 10 g	More than 10 g
SATURATED FAT	Less than 1.5 g	1.5 g – 3 g	More than 3 g
SUGAR	Less than 5 g	5 g – 15 g	More than 15 g
SODIUM	Less than 120 mg	120 mg – 400 mg	More than 400 mg
FIBRE	More than 3 g per serving (not per 100 g)		

Check the back page for a wallet-sized version to take to the shops

Understanding the nutrition panel on drink labels

When it comes to drinks, unsweetened is best! Still or sparkling water (add herbs or slices of fruit for a flavour boost) and unsweetened tea and coffee are great options. Low-sugar drinks like sparkling water with a dash of flavour can add variety.



For an occasional sweet drink, or if you're not quite ready to make the switch from sugary drinks to water, choose something with less than 5 g sugar per 100 mL. A regular soft drink has about twice that amount, so you could halve how much sugar you're drinking by making the switch – which is a big win for your health!

BEST CHOICE



Unsweetened drinks are for every day.
Examples: *still or sparkling water, tea, coffee, plain milk.*

Low sugar options with less than 2.5 g sugar per 100 mL and no intense sweeteners.

Examples: *sparkling water with a dash of flavour.*

OK SOME-TIMES



Lower sugar drinks with 2.5 - 5 g sugar per 100 mL.
Examples: *some coconut waters, sparkling water-based drinks, iced coffees and vegetable juices, homemade iced tea or coffee (keep under 2½ tsp sugar per cup).*

100% fruit or vegetable juice in small quantities (up to ½ cup or 125 mL).

Drinks containing intense sweeteners like stevia (960), sucralose (955), acesulfame potassium (950), erythritol (968) and aspartame (951).

TOO HIGH



Sugary drinks with more than 5 g sugar per 100 mL.
Examples: *soft drinks, energy drinks, sports drinks, packaged iced teas, full sugar flavoured milks.*

HOW TO USE THE HEALTH STAR RATING

How it works

The Health Star Rating looks at the overall healthiness of a product, and gives it a score out of 5 stars. More stars are given to more nutritious foods. It's useful if you're in a hurry!



When is it useful?

The Health Star Rating is made to compare similar foods. For example, comparing different flavours of muesli bar or different kinds of yoghurt.

Use the stars to help choose which yoghurt to buy, rather than to decide whether to buy a yoghurt or a muesli bar.



When to be careful

- ▲ The star ratings are only on packet foods. So many foods that deserve 5 stars (like fresh fruit and vegies) don't show them.
- ▲ Food companies sometimes only put them on their healthy items or flavours. Some food companies don't use them at all, but this doesn't necessarily mean they're not a healthy choice.
- ▲ The stars are **not** made to compare foods in different categories. For example, a 4 star breakfast cereal might not be a better choice than a 3.5 star yoghurt. Use the stars to find healthier options in each category.

Visit healthstarrating.gov.au for more information.



MARKETING TRICKS

Food marketers sometimes make foods look healthier than they actually are to convince us to buy them.

Here are some tricks to watch out for!

Nature calls

Brown paper packaging, green leaves, nature landscapes and brands that use “nature”, “fresh” and “farm” in their names try to make us think the food is less processed than it really is.



Ticks and claims

A list of claims with ticks or seals of approval makes us think a food must be great. But check yourself – is this product special, or are the claims meaningless?



Pester power

Cartoon characters and free toys are often used to advertise junk food to kids. Adults often don't notice them because they're at children's eye level at the supermarket. These foods are usually not healthy choices!

Less... than what?

When food packaging makes a claim that they have less (or more) of something, we should ask... “than what?”.

25% LESS SALT in big print on the front doesn't mean it's low salt, or that it's lower salt than other brands.

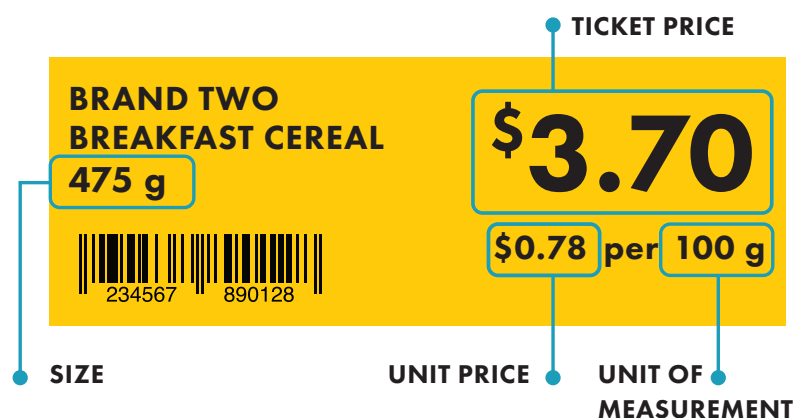


Tip

There are less tricky advertising or claims to interpret on the healthy foods we should fill up on! Fruit and vegies, lean meat, eggs, legumes, seafood and plain dairy don't usually have complicated packaging.

UNIT PRICE

- ▲ Unit price helps us compare the price of products when they come in different sized packets.
- ▲ Unit price can be written as dollars per kilo, per 100 g, per roll, per litre, etc.
- ▲ It helps us tell which items are the best value (not just the cheapest).



Brand Two has a smaller ticket price but Brand One is better value.

COST OF CONVENIENCE

Home-made versions are usually much cheaper and healthier

Pre-packaged

Home-made



Tip

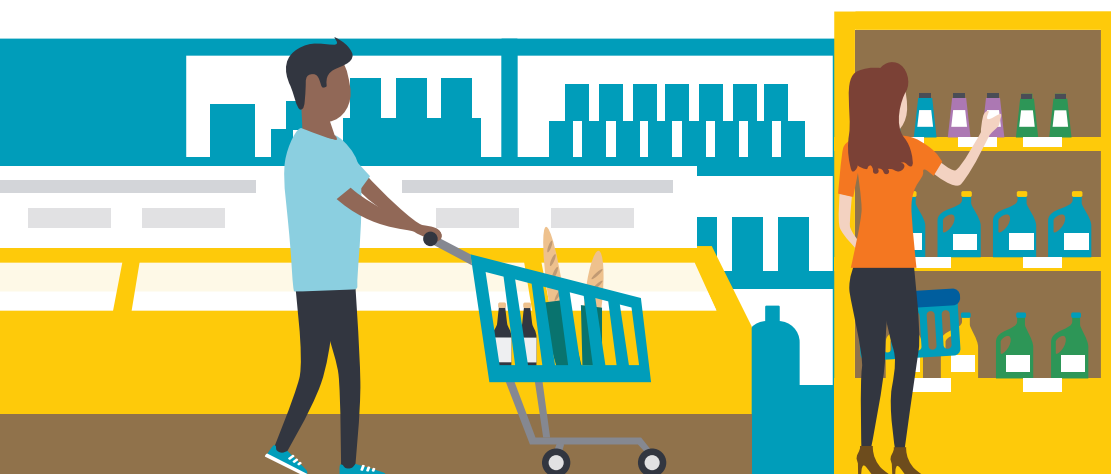
Products portioned into single servings are usually more expensive. Try buying larger packs and make your own mini-packs using zip-lock bags or small containers.

SPENDING YOUR FOOD DOLLAR

Try this activity to get an idea of where your money is going at the supermarket.

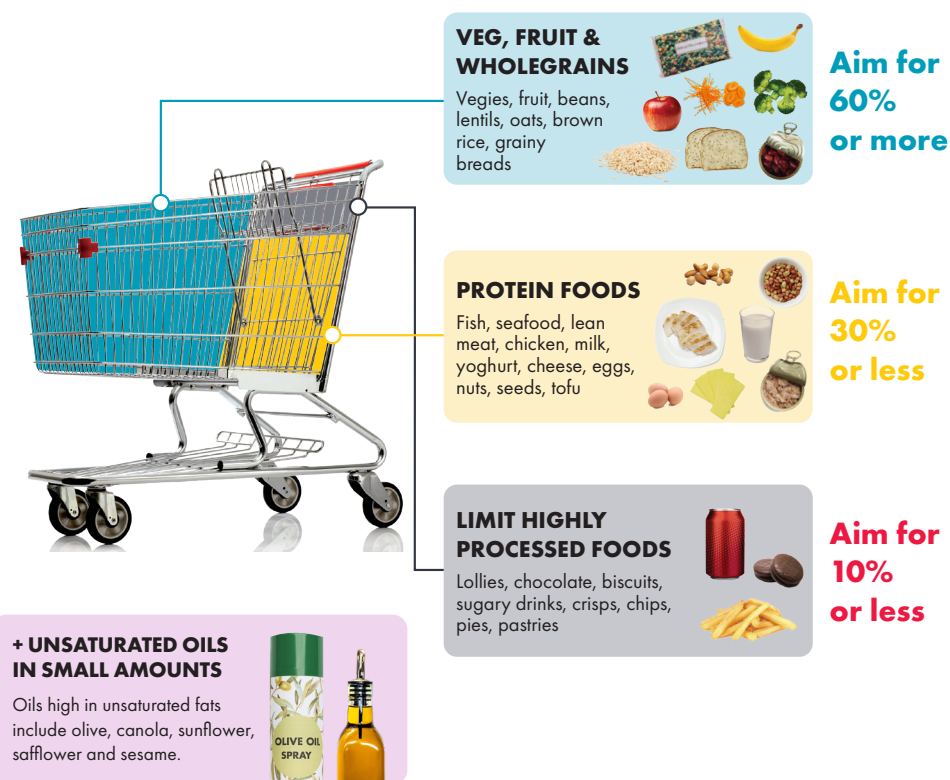
What you'll need:

- ▲ At least 2 weeks of grocery receipts. This includes receipts from the supermarket, deli, greengrocer, butcher, and anywhere else you buy food e.g. snacks from the petrol station, milk from the corner shop etc. Don't include meals you eat out for this activity.
- ▲ 3 different coloured highlighters or textas.
- ▲ Calculator or a phone with a calculator function.



What to do:

1. Go through each food item and highlight as 'veg, fruit and wholegrains' (blue), 'protein foods' (yellow) or 'foods to limit' (red or pink highlighter). See p2 for a reminder of what goes in which group.
2. Don't include oils or fat spreads (like margarine) or non-food items (like cleaning products and pet food).
3. Add up the cost of the items in each group to get Group Total.
4. Add up the three groups to find out the Food Total.
5. Divide the Group Total by the Food Total.
6. Multiply by 100. This will tell you what percent of your food dollar is spent on each group.



Savings Supermarket

Description	\$
Coco pops 375 g	7.50
Carrots 1 kg	2.60
Reduced-fat milk 2 L	3.00
Eggs XL 12 pack	5.40
Wholemeal bread 680 g	3.00
Soft drink cans 10 pack	15.00
4 star beef mince 500 g	9.00
Chicken thighs 500 g	6.00
Pink lady apples 1k g	3.90
Onions 360 g	1.26
Washed potatoes 720 g	3.38
Bacon 200 g	3.52
Canola oil 1.5 L	5.40
Rice 1 kg	2.50
Shampoo 375 ml	7.50
Self-raising flour 1 kg	1.40
Chocolate biscuits 250 g	5.50
Mayonnaise 365 g	3.10
Party pies 550 g	9.70
Muesli bars - choc chip 375 g	6.41
Corn chips 175 g	2.30
Yoghurt 1 kg	5.05
Dog biscuits 3 kg	15.00
Weet Bix 1 kg	5.00
Frozen peas 500 g	3.30
Tinned tomatoes 400 g	0.95
TOTAL	\$136.67

Veg, Fruit & Wholegrains Total	\$27.29
Protein Foods Total	\$28.45
Foods to Limit Total	\$53.03
FOOD TOTAL	\$108.77

To calculate percentages in each group:

1. Take the Group Total.
2. Divide it by the Food Total.
3. Multiply by 100.

Example:

Veg, Fruit & Wholegrains group

$$\$27.29 \div \$108.77 = 0.25$$

$$0.25 \times 100 = \mathbf{25\%}$$

Protein Foods group

$$\$28.45 \div \$108.77 = 0.26$$

$$0.26 \times 100 = \mathbf{26\%}$$

Foods to Limit group

$$\$53.03 \div \$108.77 = 0.49$$

$$0.49 \times 100 = \mathbf{49\%}$$

Recommendation:

Spend less money on **Foods to Limit** and shift spending to the **Veg, Fruit & Wholegrains group**.

See tips on the next page for ideas.

**Aim for 60%
or more**

**Aim for 30%
or less**

**Aim for 10%
or less**



TIPS TO SHIFT YOUR SPENDING

Spend less money on Foods to Limit

- ▲ Avoid sugary drinks.
- ▲ Swap from a sugary, low fibre cereal to a plain one like Weetbix or rolled oats. Add your own fruit, nuts and seeds to jazz it up.
- ▲ Swap mayonnaise for hummus or avocado in sandwiches.
- ▲ Make your own "corn chips" by cooking wraps in the oven or sandwich press.
- ▲ Swap sausages and bacon for lean mince or tinned tuna.
- ▲ Make fruit your go-to snack.

Spend less on Protein Foods

- ▲ Reduce the amount of meat.
 - ▲ 100 g of meat per person is plenty for a stir fry, pasta sauce or curry.
 - ▲ Swap half the mince in a recipe for a tin of lentils or beans.
- ▲ Buy in bulk.
 - ▲ Meat is often cheaper if you buy big pieces or packets. Divide, label and freeze.
 - ▲ Make individual portions of nuts, yoghurt and cheese cubes in reusable containers.
- ▲ Reduce food waste by freezing foods getting close to their use-by date. Milk, grated cheese, meat and chicken all freeze well.



Take a picture on your phone or cut out this card and keep in your wallet to help you choose healthy foods.

Use the nutrition information panel to compare similar packaged food items

Compare the numbers in the Per 100 g column	BEST CHOICE 😊	OK SOMETIMES 😐	TOO HIGH 😞
TOTAL FAT	Less than 3 g	3 g – 10 g	More than 10 g
SATURATED FAT	Less than 1.5 g	1.5 g – 3 g	More than 3 g
SUGAR	Less than 5 g	5 g – 15 g	More than 15 g
SODIUM (salt)	Less than 120 mg	120 mg – 400 mg	More than 400 mg
FIBRE	Choose high fibre . Use the per serving column and choose more than 3 g fibre per serving.		

DRINKS: Choose **water** first

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