

Smart Shopper Checklist

Use this list to get ready for your next trip to the supermarket.

At Home

- Look at the supermarket ads. Note which fruits and vegetables are in season; they will be the least expensive
- Plan menus for the coming week. Use foods that are on sale.
- Check to see which ingredients you have and which you need to buy.
- Make a shopping list of the foods you need to buy. (Organize your list by where foods are located in the store: produce, dairy case, meat, canned foods, frozen foods, breads and bakery)
- Cut out coupons for the products you plan to purchase.
- Don't go shopping on an empty stomach.

At the Supermarket

- Compare brands. In many cases, store brands are less expensive.
- Compare unit prices. Shelf prices often compare the price per ounce or other measure.
- Resist buying things you don't need or hadn't planned to buy.
- Avoid end-of-aisle displays.
- Stick to the shopping list.
- Keep children involved by giving them age appropriate tasks.