

Regional Weight Management Center

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Take Time to Shop Smart

Grocers know 50 to 80 percent of all purchasing decisions are made in the store. Shoppers are tempted by strategically placed impulse items and “manager’s specials” advertised over the public address system. These marketing strategies can turn grocery shopping into a weekly battle for people trying to manage their weight. Developing smart shopping skills will reduce the challenges you face as you manage your weight loss.

One of the first steps in learning to be a smart shopper is becoming aware that supermarkets are organized to make a profit. Grocers arrange their products to entice consumers to buy as many high-profit items as possible.

Here are some steps for shopping smart:

- Plan your meals, make your shopping list, and shop when you are not hungry. This can cut down on impulsive purchases.
- Plan meals and snacks for a week at a time.
- Make a list of the specific foods you will purchase.
- Limit trips to the grocery store. By making your grocery list from your week’s menu, you can do the majority of the shopping for the week in one trip.
- Keep an ongoing shopping list in your kitchen. When you notice you need something, write it down.
- Learn to read labels: Remember that reduced-fat foods may not necessarily be low-calorie since carbohydrates often replace fat.
- Watch out for impulse items on the ends of the aisles and at the checkout-counter.
- Store food properly and promptly upon arriving home. Avoid leaving it out on the counters where it might tempt you to start snacking.
- Carry a limited amount of money or set a dollar limit to ensure that you don’t buy unnecessary items.

The internet provides consumers with unprecedented access to nutrition and healthcare information. A variety of sites provide information on using food labels.

For instance: www.cfsan.fda.gov/~dms/foodlab.html

Remember to Shop Smart!!

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