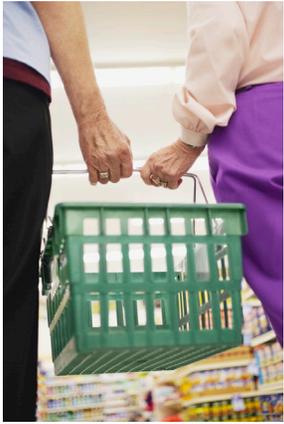


# Buying Produce on a Budget

## Healthy Tips & Ideas

Getting enough fruits and vegetables is an important part of healthy eating. Healthy eating can help prevent many types of cancer and other chronic diseases, like heart disease, stroke and diabetes.

Making healthy choices does not have to hurt your wallet. To fit more fruits and vegetables into your budget, follow these simple tips:



**Why pay full price?** You should check for coupons in the local newspaper, online and at the store.

**Stick to your list** Before heading to the store, plan your meals for the week. Check to see what foods you already have and make a list of foods that you need to buy.

**Celebrate the season** Fresh fruits and vegetables that are in season are usually cheaper. Carrots, potatoes, apples and bananas tend to be cheap all year round.

**Try canned or frozen** Compare the price of canned or frozen fruits and vegetables to their fresh forms. Canned produce is still healthy, but you should try to find fruit that's canned in 100% fruit juice and vegetables with "low sodium" or "no salt added" on the label.

**Buy small amounts frequently** Some fresh fruits and vegetables don't last long. Buy small amounts more often to make sure the food gets eaten and not thrown away.

**Keep it simple** Buy fruits and vegetables in their simplest form. Pre-cut, pre-washed, ready-to-eat and processed foods are convenient, but tend to cost much more.

**Buy in bulk when items are on sale**

Buying a large size bag is a better buy for fresh fruits and vegetables that you use often. Canned or frozen fruits and vegetables can also be bought in large amounts when they are on sale since they last much longer.

**Store brands = Savings** Store brands offer the same or a similar product for a cheaper price. If your store has a membership card, you should sign up for more opportunities to save money.



**Plant your own** Start a garden in your yard or in a pot on the deck for fresh, inexpensive additions to meals. Herbs, cucumbers, peppers and tomatoes are good options for beginners.

**Plan and cook smart** You can save time and money by preparing and then freezing vegetable soups, stews and other dishes. Add leftover vegetables to casseroles or blend



them to make soup. Also, overripe fruit is great for smoothies or baking.

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## Where can I get more information?

The USDA's Center for Nutrition Policy and Promotion provides information on portion size, serving suggestions, healthy meal tips and recipes.

**Phone:** 1-888-799-7264

**Website:** [www.choosemyplate.gov](http://www.choosemyplate.gov)

The American Heart Association's Nutrition Center offers information about healthy diet goals, smart shopping, recipes, healthier meal preparation methods, smart substitutions and much more.

**Phone:** 1-800-AHA-USA-1 (1-800-242-8721)

**Website:** [www.heart.org](http://www.heart.org)

The National Cancer Institute provides accurate and up-to-date information about cancer types, prevention, detection, diagnosis, treatment, survivorship and end of life care.

**Phone:** 1-800-4CANCER (1-800-422-6237)

**Website:** [www.cancer.gov](http://www.cancer.gov)

## Local Notes:



**Carbone Cancer Center**  
UNIVERSITY OF WISCONSIN  
SCHOOL OF MEDICINE AND PUBLIC HEALTH



**Cancer Health  
Disparities Initiative**

[ruralcancernetwork.org](http://ruralcancernetwork.org)

**For more local information, please contact:**

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