

Perimeter Shopping

Good grocery shopping Habits:

- NEVER go to the grocery store hungry. Leave to go do your shopping right after breakfast or lunch. OR If you are going to the grocery store after a full day of work, bring a small snack to keep in your car and eat before shopping. If you feel satisfied when you go grocery shopping, you're more likely to make healthy decisions.
- Make your shopping list and stick to it. Add one or two items as treats. With treats on the list you won't be tempted to impulse-buy whatever is attractively displayed on the end of the aisles.
- Organize the list based on the location of items in the store..
- Shop on the perimeter of the store



An introduction to perimeter shopping

The perimeter of the grocery store tends to be where the “real” food is located- the produce, fresh vegetables, fish, meat, poultry, dairy and baked goods. Grocery stores keep the foods with the highest turnover rate on the outside of the store because this allows for easy access for stocking these foods as people buy them. These foods are nutrient rich, low in preservatives, and have not been refined to remove all the good nutrients. Studies conducted by a variety of consumer agencies have confirmed over and over again that the perimeter of the grocery store contains the healthiest / freshest food.

Typically foods in the isles (such as crackers, cereals, dressings, frozen foods and ready to serve items) have been sitting on the shelves months and many nutrients have been removed as a result of refining and processing. As a result these foods are unnatural and have added calories in the form of fat and sugar, and added preservatives in the form of salt.

For someone struggling to lose weight the last thing you need are additional calories and preservatives that could harm your weight loss efforts and contribute to high blood pressure, especially without any added taste. They are full of sugar, white flour, and corn syrup, which are very easy for your body to store as fat. They often contain unhealthy trans fats. *Try to follow these rules for perimeter shopping:*

1. Shop the produce section first. If you load up your basket with fresh fruits and vegetables, you are less likely to succumb to the urge to put additional snack foods in your basket.
2. The fresh meat section is another section located on the perimeter of the grocery store. Beef, chicken, pork and seafood products can all be purchased fresh from the butcher department.
3. One of the last stops is the dairy section. Choose low fat or fat free dairy products



Exceptions

Not all foods that sit along the perimeter are going to be junk food free, or high-carb free, or high-fat free.

1st - The bakery section: the place where breads, cookies, cakes, and pies are sold, and located on the perimeter. This is a section to avoid walking past at all. Don't make it hard on yourself; there is no temptation if you never walk past in the first place.

However, purchasing fresh bread products from the bakery is a better choice than the bread products that may have hidden preservatives, high fructose corn syrup and other artificial ingredients. Choose 100% whole grain products.

2nd- Isles that contain bottled water, tea, cooking spices, and nuts, are usually found in the center of the grocery store. These items are the only reasons to venture away from the

3rd- The check out counters. Here you will see many of high-carb/ junk food type foods to trigger impulse buying.

* The less processed, ready to serve, convenience items you are buying, the more money that will be left over for the fresh food. Foods on the edge of the grocery store will almost always give you more nutritional bang for your buck.

Drawbacks

Of course perimeter shopping does not come without its drawbacks. You will probably end up spending a little more money when you perimeter shop, especially if you buy locally grown produce and vegetables whenever possible. Local farms can't compete with the ability of the large food processors to deliver affordable packaged goods to the supermarket.

Savvy Tips for following these recommendations

- 1) Save the local grocery store flyers** and coupons from the mail or newspaper. Read through these advertisements for bargains and then plan your menu for the week around these sales.
- 2) Clip the coupons** you will need and only bring the ones for items you plan on purchasing. Extra coupons will only tempt you to buy too much because it is such a bargain, even if you have no need for 16 rolls of toilet paper this week.
- 3) Check your refrigerator**, freezer and pantry to see what you already have.
- 4) Don't fall into the branding**, shelf placement, the newest product, newest so-called "superfood" fad. The "too good to be true" food. Look up or down for better bargains because the most expensive items are usually placed at eye level.
- 5) Finally, if you know you don't want to be eating a food, just don't buy it!** This is much easier to do when your appetite is satiated and you don't feel stressed