



Module Three

Supermarket Safari

FUELLING PEAK PERFORMANCE Workbook

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Supermarket Safari

Outcomes

- ★ Have the knowledge and skills required to read any food label and make a healthy choice
- ★ How to structure your shopping list
- ★ How to shop for healthy food on a budget
- ★ Know how to make six 5 minute meals using no fuss supermarket options

Reading Food Labels

The supermarket is a very sophisticated market place. Although buying and selling has been going on for years, we are now faced with more choices than ever. There are thousands of food products on the shelf in a supermarket. With all this competition, manufacturers need to be creative if they are to sell their products.

Supermarkets are designed so that choosing products is easy, quick and painless (although it might not feel like this!). Much time and money goes into finding the best and productive way of achieving this.

The design of the supermarket is important. Shelf structure, placement of products, colour, lighting and music all work together to optimise sales. Profits can increase merely by repositioning products. We may spend more money in one place than another just because of the layout of the supermarket.

The trick is to use the supermarket to your advantage.

Lets start by looking at what is on a packet.

- ★ Name of the product
- ★ Manufacturer's name and address
- ★ Use by date
- ★ Nutrient claims like cholesterol free, lite, low fat and high fibre
- ★ The ingredient list is where ingredients appear in order of quantity from most to least. This is useful for identifying an ingredient, which you might be allergic to or cannot eat
- ★ A nutrition information panel which allows you to assess the product and verify claims

Some indicators of whether you are choosing a healthy food include:

Energy - kilojoules and calories

Fat- total and saturated (less than 3-8g/100g serve)

Carbohydrate – total, GI and sugars (less than 10g per 100g)

Dietary fibre – at least 3g/100g serve

Sodium – less than 400mg/100g serve

Other important information:

- ★ **Cholesterol free** – Many CF products are still high in fat, even saturated fat. Make sure you check the fat content on the label.
- ★ **Oven baked, not fried** – so what? The product may have been sprayed with oil to make it brown and crunchy and still contain a lot of fat. BBQ or savoury shapes are a perfect example. They contain almost 25% fat despite being oven baked not fried!
- ★ **Sugar-free or no added sugar** – this usually means free of sucrose but other types of sugar may be present which contain the same amount of energy such as fructose and corn syrup. Ingredients ending in 'ose' are always other words for sugar.
- ★ **Lite or light** – these terms may refer to being light in colour, flavour, texture, taste or fat content of the food. It does not always mean a healthy or low fat choice. Just go back to the nutrient information panel.
- ★ **Percentage free** – this statement is not a trick but you do have to think backwards to sort it out, 93% fat free still means it contains 7% or 7g/100g fat.
- ★ **National Heart Foundation Tick** – developed and managed by the National Heart Foundation, the 'Pick the Tick' campaign has now been retired.
- ★ Food such as fruit and vegetables cannot carry health claims or messages as they are not packaged but they are still very healthy choices.

Resources

1. Shopping list template
2. Six simple meals using supermarket basics

Number of serve size portions found in the package.

Serve Size this is determined by the manufacturer so it may not be the same as your serve size.

Per Serve tells us what nutrition we are getting from one serve of the food/drink.

Per 100g allows us to compare the nutrition in different products e.g. which product has less fat or more fibre?

Ingredients must be listed from the heaviest to lightest. Look for healthy ingredients like wholegrains, fruit or vegetables high up this list.

Dietary Fibre high fibre foods are great for filling you up. Aim for around 6g of fibre per 100g, especially in breads and cereals.

Sodium indicates the amount of salt in the product. Too much salt raises your blood pressure. Go for fresh foods and those with 120mg of sodium per 100g or less.

Sugar from healthy sources like fruit or dairy are great but aim to minimise added sugars. Check the ingredients list for more info on where the sugar is coming from.

Carbohydrate should make up around half our total energy intake from a variety of foods including breads, cereals, fruit and dairy. Stick to 30-45g of carbohydrate for an adult meal.

Total fat includes both healthy and unhealthy fats. Fat has the most kilojoules per gram of all nutrients so aim for foods with less than 3g of fat per 100g to help manage your weight.

Saturated fats increase the risk of heart disease. Aim for foods with as little saturated fat as possible for a healthy heart.

| NUTRITIONAL INFORMATION | | |
|--|----------------------|-------------------|
| Servings per package: 3 | | |
| Serving size: 150g | | |
| | Quantity per serving | Quantity per 100g |
| Energy | 608kJ | 405kJ |
| Protein | 4.2g | 2.8g |
| Fat, total | 7.4g | 4.9g |
| - saturated | 4.5g | 3.0g |
| Carbohydrate, total | 16.6g | 12.4g |
| - sugars | 10.0g | 12.4g |
| Dietary Fibre | 3g | 2g |
| Sodium | 90mg | 60mg |
| Percentage of recommended dietary intake | | |
| Ingredients: Whole milk, concentrated skim milk, sugar, strawberries (9%), gelatine, culture, thickener (1442) | | |

Life is like a jigsaw - one day it all comes together.

- Maggie Beer