

Supermarket Survival Guide

Hit the grocery store prepared with this Supermarket Survival Guide, which will help you:

- Navigate the supermarket like a pro
- Shop as efficiently as possible
- Reduce temptations and distractions
- Ensure you get all kinds of healthy foods you love

Start with what you like, and will eat.

These shopping lists are to give you ideas. You don't have to buy everything on this list - they don't even need to be on your final list!

But we suggest you start with a few of your favourites from each group.

- **3 vegetables** | spinach, carrots, broccoli
- **3 fruits** | blueberries, oranges, apples
- **3 proteins** | chicken breast, salmon, eggs
- **3 healthy fats** | coconut, avocado, almonds
- **3 starches** | oatmeal, beans, sweet potatoes

If there's something we've missed that is a Yellow or Green Light Food, feel free to add it to your shopping list!

Have a plan before you go shopping.

Always shop with a list. If it's not on the list, you don't buy it. That saves you time, money, and having to throw out impulse buys.

Also know supermarket geography. Most supermarkets are laid out in the same way:

- Most of the healthy stuff is around the edges
- Most of your red light foods will be in the inner aisles, and beside the checkout
- Stick mostly to the perimeter, where you'll find lean protein plus fruits and veggies
- Be cautious around the cash register and ends of aisles, where there are often eye-catching displays of junk. (And yes, the bakery is the first thing you smell when you walk in...for good reason.)

You'll not only be more intentional and healthier if you practice this planning and "game plan" execution routine, but also more effective and efficient with your shopping.

Fruits & Vegetables

Purple & Blue

- Eggplant
- Red cabbage
- Purple kale
- Beets
- Blueberries, blackberries
- Purple carrots
- Purple potatoes
- Red grapes
- Black cherries
- Black currants
- Black/purple plums

Dark Green

- Spinach
- Beet greens
- Kale
- Broccoli
- Any other dark leafy green
- Brussels sprouts
- Fresh herbs
- Green beans, green peas
- Avocado
- Okra
- Zucchini
- Cucumber

Orange & Yellow

- Oranges
- Winter squash and pumpkin
- Orange peppers
- Carrots
- Cantaloupe
- Orange cauliflower
- Orange sweet potatoes
- Apricots
- Peaches
- Mangoes

Miscellaneous

- Onions, leeks, shallots
- Garlic
- Mushrooms
- Cauliflower
- Fennel/anise
- Celery
- Daikon radish
- Bean sprouts

Red & Pink

- Red peppers
- Tomatoes
- Strawberries
- Cherries
- Fresh cranberries
- Red grapefruit
- Red-skinned apples
- Watermelon
- Radishes
- Red lettuce, radicchio
- Rhubarb
- Pomegranates

Lean Protein

Meat

- Lean/extra-lean cuts of beef
- Lamb
- Lean pork (pork tenderloin)
- Wild game (venison, elk)

Plant-Based

- Lentils
- Beans
- Peas (chickpeas, pigeon peas)
- Hummus
- Tofu
- Vegetarian protein powders
- Legumes

Poultry

- Chicken
- Turkey breast
- Duck
- Eggs and egg whites

Dairy

- Milk
- Cottage cheese
- Plain yogurt/Greek yogurt
- Protein powders

Fish

- Salmon
- Tilapia
- Cod
- Haddock
- Small fish (herring, mackerel)

Seafood

- Shrimp
- Mussels, clams, scallops
- Crab, lobster
- Calamari

Good Fats

Cold-Pressed Oils

- Extra-virgin olive oil
- Walnut oil
- Hemp seed oil
- Pumpkin seed oil
- Avocado seed oil
- Flax seed oil
- Extra-virgin coconut oil
- Butter
- Fresh avocado
- Fresh guacamole

Nuts & Seeds

- Raw, unflavored, unsalted nuts
- Raw, unflavored, unsalted seeds
- Dry roasted nuts
- Ground flax seeds
- Coconut (fresh or unsweetened shredded)
- Natural peanut butter
- Natural nut butters

Quality Starches

Whole grains

- Oats
- Buckwheat
- Barley
- Brown rice
- Wild rice
- Red rice
- Amaranth
- Sorghum
- Quinoa
- Spelt
- Kamut
- Teff
- Wheat berries
- Sprouted grains

Starchy Fruit & Veg

- Purple, red, or gold potatoes
- Sweet potatoes, yams
- Yucca/cassava
- Plantains

Label Reading Checklist

Look for:

- Whole foods
- No more than a few ingredients
- Food that is close to what it used to be
- Organic if possible
- Local if possible
- Minimal or no packaging

Avoid:

- Sugar (look for trick words and phrases)
- Other sweeteners
- Hydrogenated and fractionated oils such as corn or palm oil
- Additives, preservatives, and colouring
- Any other ingredients you don't recognize
- More than a few ingredients

Trick words & phrases:

- "Syrup" - corn syrup, brown rice syrup, agave syrup, etc.
- Words ending in "ose" - sucrose, glucose, fructose, etc.
- Words starting with "malto" - maltodextrin, maltitol, etc.
- "Made with/contains real fruit"
- "Fortified with"

Don't be fooled!

Ignore what the front of the package says. Look at the back of the package. Remember, if a packaged food claims to be "healthy", it probably isn't. "Organic sugar" is still sugar.