

## Shopping Tour of Upper Falls Tops Grocery Store

**Purpose:** The purpose of the shopping tour is to provide the participants of the Clinton Avenue Family Center with information that will enable them to choose healthier foods. The following sections in the Upper Falls Tops Grocery Store would be the primary focus of the tour:

1. **Produce Section** points of discussion:
  - a. Different selections of fruits and vegetables than what they commonly purchase
  - b. Discuss serving sizes of produce
2. **Goya Section** points of discussion:
  - a. Label reading – high-lighting calories, fat from calories, carbohydrate content, sugar content and sodium.
  - b. Price – point out alternate brands of lesser price
  - c. Choices – point out alternate brands of better nutrient content
3. **Frozen Foods** (there are two frozen foods sections in the Upper Falls Tops, one located next to the Goya area and another in the center of the store), points of discussion:
  - a. Price – as compared to canned goods and fresh produce
  - b. Label reading
  - c. Ingredient content
4. **Cereals** points of discussion:
  - a. Label reading
  - b. Marketing techniques – high profit margin cereals are often placed at eye level while cereals marketed to kids are placed at eye level of kids. More “healthy” cereals are often located above eye level.
  - c. Price – often generic brands are less expensive and taste just as good
5. **Oils and Sugar Substitutes** points of discussion:
  - a. Advantages of Splenda vs. sugar and Splenda’s uses in recipes
  - b. Differences between oils, their prices and nutritional qualities

6. **Meat** points of discussion:

- a. Emphasis on leaner cuts of meat.
- b. Discuss price differences and the trade-off of slightly higher price for leaner meat.

7. **Dairy** points of discussion:

- a. Emphasis on low-fat dairy products
- b. Price – skim and 1% milk is often less expensive, as milk is priced based on the percentage of cream content. The more cream, the higher the price.