



ENVIRONMENTAL WORKING GROUP

# GOOD FOOD

ON A

# TIGHT BUDGET

A new shopping guide  
from Environmental Working Group  
with special thanks to Share Our Strength

An educational resource for you and your busy families



# TODAY'S WEBINAR



**Heather White**

Chief of Staff and General Counsel  
Environmental Working Group



**Laura Seman**

Senior Manager of Program Development  
and Evaluation Share Our Strength's  
Cooking Matters



**Dawn Undurraga**

Nutritionist  
Environmental Working Group



**Sharon Feuer Gruber**

President, Food Works Group & Nutrition  
Consultant, Bread for the City



# About Environmental Working Group

- EWG uncovers the facts about pesticides, contaminants and farming practices that put our health and the environment at risk.
- The Environmental Working Group ([www.ewg.org](http://www.ewg.org)) is a not-for-profit organization that marshals the power of information to protect human health and the environment. Our 1 million supporters nationwide rely on EWG's resources to make smarter, healthier decisions for themselves and their families. Our data-driven reports move consumer markets and spur larger policy changes.



**Cooking Matters®** helps families  
get the most from their food resources.



SHARE OUR STRENGTH'S  
**COOKING  
MATTERS®**  
NO KID HUNGRY



### **Cooking Matters courses**

- Established in 1993
- Taught by volunteer culinary and nutrition professionals
- 2-hour sessions for 6 weeks



### **Shopping Matters tours**

- 1-hour grocery store tours
- Focuses on key skills for healthy, budget friendly shopping



### **Grab-n-Go Toolkits**

- Includes field-tested activities and recipes
- Available for free download

visit [cookingmatters.org](http://cookingmatters.org) to learn more





Many families perceive price as a barrier to purchasing and preparing healthy meals.

While families are largely satisfied with the

**variety 61%**



and **quality 64%**

of healthy grocery items available to them,



**only 30%**  
are satisfied with **price**



Source: Share Our Strength's Cooking Matters

# What EWG's Researchers Did

- EWG developed a comprehensive food ranking system that balances, nutrition, cost and environmental health concerns.
- EWG's guide, the only one of its kind, lists the top 100 foods that are:
  - nutritious
  - cheap
  - clean
  - green

# Methodology

- Comprehensive, systematic look at nearly 1,200 foods
  - national average food prices
  - 19 nutrients
  - pesticide residues
  - contaminants such as mercury, PCBs, BPA, dioxins
  - greenhouse gases
- The Top 100 foods that give you the best bang for your buck!



# Methodology

**Key Nutrient Table**

|                              | Fruits | Vegetables | Grains^ | Dairy | Proteins | Cooking Fats and Oils |
|------------------------------|--------|------------|---------|-------|----------|-----------------------|
| <b>Beneficial nutrients</b>  |        |            |         |       |          |                       |
| Vitamin A                    |        | ●          |         |       | ●        |                       |
| B Vitamins                   |        |            | ●       |       | ●        |                       |
| Vitamin C                    | ●      | ●          |         |       |          |                       |
| Vitamin D                    |        |            |         | ●     |          |                       |
| Vitamin E                    |        |            |         |       | ●        | ●                     |
| Protein                      |        |            |         | ●     | ●        |                       |
| Dietary fiber                | ●      | ●          | ●       |       |          |                       |
| Calcium                      |        |            |         | ●     |          |                       |
| Folate                       | ●      | ●          | ●       |       |          |                       |
| Iron                         |        |            | ●       |       | ●        |                       |
| Magnesium                    |        |            | ●       |       | ●        |                       |
| Potassium                    | ●      | ●          |         | ●     |          |                       |
| Selenium                     |        |            | ●       |       |          |                       |
| Zinc                         |        |            |         |       | ●        |                       |
| Monounsaturated fats         |        |            |         |       |          | ●                     |
| Omega-3 fatty acids          |        |            |         |       | ●        | ●                     |
| <b>Nutrients to minimize</b> |        |            |         |       |          |                       |
| Saturated fat                |        |            |         | ●     | ●        | ●                     |
| Sodium                       |        | ●          | ●       | ●     | ●        | ●                     |
| Total sugar                  | ●**    |            | ●       | ●     |          |                       |



# Methodology

## Fruit from EWG's Good Food on a Tight Budget Analysis

Serving Size: 1 cup

| Food                                 | Price (\$) |       | Overall<br>Nutrient<br>Content Rank | Total Sugars (g) |      | Fiber (g) |      | Potassium (mg) |       | Vitamin C (mg) |      | Folate (ug) |      | Does this Food Meet<br>EWG's Good Food on a<br>Tight Budget Criteria? |
|--------------------------------------|------------|-------|-------------------------------------|------------------|------|-----------|------|----------------|-------|----------------|------|-------------|------|---|
| Avocado, raw, mashed                 | 0.91       | ● 117 | 25                                  | 2                | ● 4  | 15        | ● 2  | 1116           | ● 2   | 23             | ● 69 | 186         | ● 2  | No, cost excludes.  |
| Avocado, raw, sliced                 | 0.58       | ● 80  | 27                                  | 1                | ● 1  | 10        | ● 6  | 708            | ● 6   | 15             | ● 83 | 118         | ● 5  | Yes.  |
| Avocado, raw, cubes                  | 0.60       | ● 83  | 27                                  | 1                | ● 2  | 10        | ● 5  | 728            | ● 5   | 15             | ● 81 | 122         | ● 3  | Yes.  |
| Lemon, raw, sections                 | 0.97       | ● 119 | 50                                  | 5                | ● 10 | 6         | ● 14 | 293            | ● 63  | 112            | ● 12 | 23          | ● 52 | No, cost excludes.  |
| Strawberries, raw, pureed            | 1.15       | ● 126 | 62                                  | 11               | ● 27 | 5         | ● 27 | 355            | ● 35  | 136            | ● 9  | 56          | ● 15 | No, cost excludes.  |
| Raspberries, frozen,<br>unsweetened  | 3.51       | ● 142 | 66                                  | 11               | ● 25 | 16        | ● 1  | 340            | ● 41  | 46             | ● 51 | 50          | ● 19 | No, cost excludes.  |
| Papaya, raw, mashed                  | 0.89       | ● 115 | 66                                  | 14               | ● 34 | 4         | ● 35 | 591            | ● 10  | 142            | ● 8  | 87          | ● 8  | No, cost excludes.  |
| Strawberries, frozen,<br>unsweetened | 0.86       | ● 112 | 67                                  | 10               | ● 24 | 5         | ● 26 | 327            | ● 48  | 91             | ● 23 | 38          | ● 28 | No, cost excludes.  |
| Papaya, raw, cubes                   | 0.54       | ● 73  | 68                                  | 8                | ● 20 | 3         | ● 77 | 360            | ● 34  | 87             | ● 25 | 53          | ● 17 | Yes.  |
| Guava, raw                           | 0.89       | ● 114 | 70                                  | 15               | ● 42 | 9         | ● 7  | 688            | ● 8   | 377            | ● 3  | 81          | ● 10 | No, cost excludes.  |
| Raspberries, red, raw                | 1.73       | ● 137 | 70                                  | 5                | ● 11 | 8         | ● 8  | 186            | ● 109 | 32             | ● 56 | 26          | ● 41 | No, cost excludes.  |
| Blackberries, raw                    | 1.78       | ● 139 | 323                                 | 7                | ● 16 | 8         | ● 10 | 233            | ● 91  | 30             | ● 60 | 36          | ● 31 | No, cost excludes.  |

Source: Price Data from USDA's CNPP Food Prices Database, 2003-04, Nutrient Data obtained from USDA's Food and Nutrient Database for Dietary Studies, 4.1.

# Our Expert Reviewers

## Focus Group Participants, Bread for the City

- **Parke Wilde**, Associate Professor, Nutrition, Tufts University
- **Joseph Llobrera**, PhD candidate, Tufts University
- **Natalie Valpiani**, PhD candidate, Tufts University
- **Chef Gregory Silverman**, Senior Manager of Educational Outreach, Share Our Strength's Cooking Matters
- **Jill Panichelli**, Manager of Program Development, Share Our Strength's Cooking Matters
- **Laura Seman**, Senior Manager of Program Development and Evaluation, Share Our Strength's Cooking Matters
- **Michelle Berger Marshall**, Director of Nutrition, Feeding America
- **Heather Hartline-Grafton**, Senior Nutrition Policy Analyst, Food Research and Action Center
- **Madeleine Levin**, Senior Policy Analyst, Food Research and Action Center
- **Sharon Feuer Gruber**, Nutrition Consultant, Bread for the City
- **Hannah Lupien**, Food Policy Strategist, West Side Campaign Against Hunger
- **Chef Ann Cooper**, Chef and Advocate, Food Family Farming Foundation



# What EWG's Researchers Found

- A nutritious, cheap, clean and green diet is affordable, even for those on a tight budget.
- One serving of fruit or vegetables can be had for less than the price of a postage stamp, 5 to 9 servings for less than the cost of a city bus ride.



# What EWG's Researchers Found

- Fresh isn't always more expensive. And canned isn't always cheaper. Always check prices on fresh, frozen and canned.
  - Fresh carrots are cheaper than frozen.
  - Frozen corn often cheaper than canned.
  - Canned peaches, pears and apricots are more expensive than fresh.
  - This varies by season.



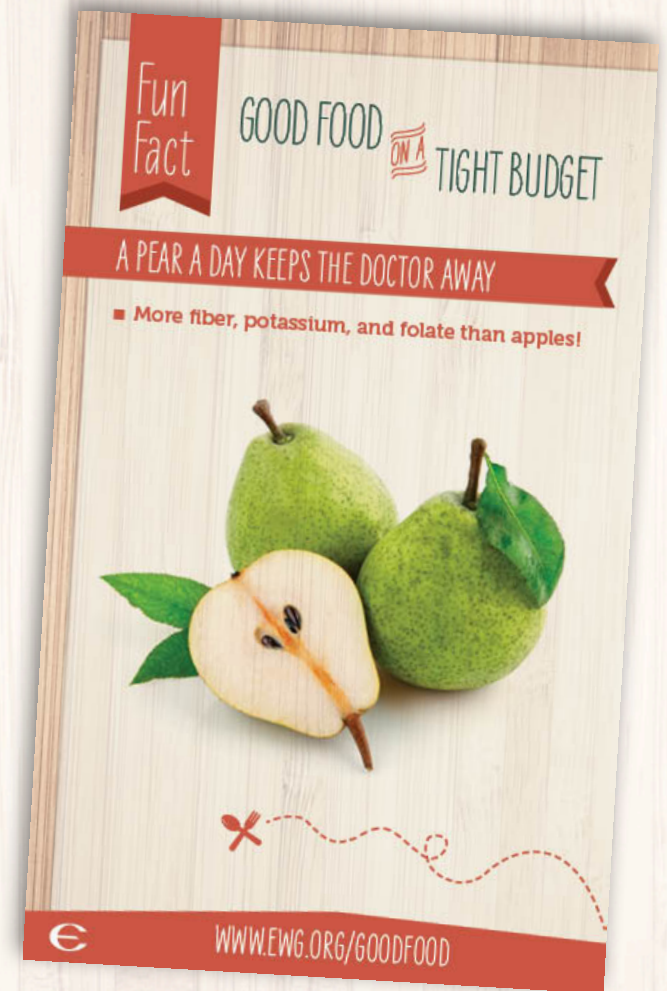
# Fun Facts

- Roasted turkey topped the list of animal sources of protein. Hot dogs ranked dead last.
- For cheap protein and a clean planet you can't beat beans--1/5 the price of turkey.
- One serving of filling oatmeal is about half the cost of a bowl of sugared cold cereal.
- Brown rice costs as little as oatmeal and has twice the fiber as white rice.



# Fun Facts

- Boil, bake or roast three servings of potatoes for the same cost as a single serving of frozen hash browns.
- Plain yogurt costs less than sour cream and has more calcium.
- Queso blanco costs less than processed American cheese and like other soft cheeses, produces fewer greenhouse gas emissions than hard cheeses.





# The Guide



- Top 100 nutritious, cheap, clean and green foods
- Priority staples & spices
- Top 10 tips for budget shopping
- 15 recipes averaging less than a buck
- A healthy budget
- Sample shopping list and blank shopping list
- Meal planner
- Price tracker
- Bonus web content!
- [Download your copy now!](#)

# Using The Guide







Questions?





**You!**



**Share Our  
Strength**

**Thank You!**



**Expert  
Reviewers**



**Focus Group  
Participants**



**FRAC**



**Feeding  
America**