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

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and Evaluation Share Our Strength’s
Cooking Matters

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Environmental Working Group

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Consultant, Bread for the City
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) 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.

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 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% 🍎🍒香蕉🌿🍓🥕 of healthy grocery items available to them,

and **quality** 64% 🎉🎉🎉🎉🎉 of them,

**only** 30% 🛒💰💰💰 are satisfied with **price** 🤑

Source: Share Our Strength's Cooking Matters
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

<table>
<thead>
<tr>
<th>Beneficial nutrients</th>
<th>Fruits</th>
<th>Vegetables</th>
<th>Grains</th>
<th>Dairy</th>
<th>Proteins</th>
<th>Cooking Fats and Oils</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin A</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>B Vitamins</td>
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<tr>
<td>Vitamin C</td>
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<tr>
<td>Vitamin D</td>
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<tr>
<td>Vitamin E</td>
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<tr>
<td>Protein</td>
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<td></td>
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<tr>
<td>Dietary fiber</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Calcium</td>
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<tr>
<td>Folate</td>
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<tr>
<td>Iron</td>
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<tr>
<td>Magnesium</td>
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<tr>
<td>Potassium</td>
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<tr>
<td>Selenium</td>
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<tr>
<td>Zinc</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Monounsaturated fats</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Omega-3 fatty acids</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

## Nutrients to minimize

<table>
<thead>
<tr>
<th></th>
<th>Fruits</th>
<th>Vegetables</th>
<th>Grains</th>
<th>Dairy</th>
<th>Proteins</th>
<th>Cooking Fats and Oils</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturated fat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium</td>
<td></td>
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<td></td>
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<tr>
<td>Total sugar</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
## Methodology

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

**Serving Size: 1 cup**

<table>
<thead>
<tr>
<th>Food</th>
<th>Price ($)</th>
<th>Overall Nutrient Content Rank</th>
<th>Total Sugars (g)</th>
<th>Fiber (g)</th>
<th>Potassium (mg)</th>
<th>Vitamin C (mg)</th>
<th>Folate (ug)</th>
<th>Does this Food Meet EWG's Good Food on a Tight Budget Criteria?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avocado, raw, mashed</td>
<td>0.91</td>
<td>25</td>
<td>2</td>
<td>4</td>
<td>116</td>
<td>2</td>
<td>186</td>
<td>No, cost excludes.</td>
</tr>
<tr>
<td>Avocado, raw, sliced</td>
<td>0.58</td>
<td>27</td>
<td>1</td>
<td>1</td>
<td>708</td>
<td>6</td>
<td>118</td>
<td>Yes.</td>
</tr>
<tr>
<td>Avocado, raw, cubes</td>
<td>0.60</td>
<td>27</td>
<td>1</td>
<td>2</td>
<td>728</td>
<td>5</td>
<td>122</td>
<td>Yes.</td>
</tr>
<tr>
<td>Lemon, raw, sections</td>
<td>0.97</td>
<td>50</td>
<td>5</td>
<td>10</td>
<td>293</td>
<td>63</td>
<td>23</td>
<td>No, cost excludes.</td>
</tr>
<tr>
<td>Strawberries, raw, pureed</td>
<td>1.15</td>
<td>62</td>
<td>11</td>
<td>27</td>
<td>355</td>
<td>35</td>
<td>56</td>
<td>No, cost excludes.</td>
</tr>
<tr>
<td>Raspberries, frozen, unsweetened</td>
<td>3.51</td>
<td>66</td>
<td>11</td>
<td>25</td>
<td>340</td>
<td>41</td>
<td>50</td>
<td>No, cost excludes.</td>
</tr>
<tr>
<td>Papaya, raw, mashed</td>
<td>0.89</td>
<td>66</td>
<td>14</td>
<td>34</td>
<td>591</td>
<td>10</td>
<td>87</td>
<td>No, cost excludes.</td>
</tr>
<tr>
<td>Strawberries, frozen, unsweetened</td>
<td>0.86</td>
<td>67</td>
<td>10</td>
<td>24</td>
<td>327</td>
<td>48</td>
<td>38</td>
<td>No, cost excludes.</td>
</tr>
<tr>
<td>Papaya, raw, cubes</td>
<td>0.54</td>
<td>68</td>
<td>8</td>
<td>20</td>
<td>360</td>
<td>34</td>
<td>53</td>
<td>Yes.</td>
</tr>
<tr>
<td>Guava, raw</td>
<td>0.89</td>
<td>70</td>
<td>15</td>
<td>42</td>
<td>688</td>
<td>8</td>
<td>81</td>
<td>No, cost excludes.</td>
</tr>
<tr>
<td>Raspberries, red, raw</td>
<td>1.73</td>
<td>70</td>
<td>5</td>
<td>11</td>
<td>186</td>
<td>109</td>
<td>26</td>
<td>No, cost excludes.</td>
</tr>
<tr>
<td>Blackberries, raw</td>
<td>1.78</td>
<td>323</td>
<td>7</td>
<td>16</td>
<td>233</td>
<td>91</td>
<td>36</td>
<td>No, cost excludes.</td>
</tr>
</tbody>
</table>

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
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- 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?
Thank You!

You!

Share Our Strength

Expert Reviewers

Focus Group Participants

FRAC

Feeding America