How can I afford to eat healthy with the economy the way it is?

Your diet doesn’t have to go downhill with the economy. You can continue to eat healthy without breaking the bank. Here are a few tips and tricks to save money on your next grocery store run.

- **Check out the weekly circular:** See what is on sale for the week and plan your meals around those items. If you have the time, shop around to find the best deals of the week.
- **Make a list:** Before you even head out the door, make a list and stick to it. By sticking to your list you’ll remember everything you need, and avoid those costly trips where you intend to buy a couple of things but somehow end up leaving with 20.
- **Don’t go hungry:** Go to the store after eating a meal or snack to avoid impulse buying.
- **Buy frozen:** When frozen fruits and vegetables go on sale, stock up. The nutritional value of frozen produce is just as good as canned produce and it won’t go bad if it takes you a while to finish it.
- **Buy generic:** Opting for generic items over name-brand can provide a big savings for the same nutritional content. The main difference is the packaging and the cost.
- **Buy in bulk:** Choose the large bag of apples (or any other produce) over picking individual apples, but only if you know you can finish the amount before they go bad.

With a little pre-planning, you can eat healthy on a budget and enjoy variety, avoid deprivation, and gain a shopping strategy that is easy on your wallet.

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