COOKING MATTERS AT THE STORE

LEADING TOURS

The Cooking Matters at the Store facilitator guide is designed to encourage flexibility in delivering tours in a way that meets the needs and preferences of your community. This guide will provide the foundation you need to lead engaging and effective tours that support participants to select, purchase, and prepare healthy foods on a limited budget as well as provide additional resources and tools to support you in customizing your tour.

Cooking Matters at the Store offers 1 lesson plan covered across 9 locations within the grocery store that can be delivered in 60–90 minutes. Tours may be delivered in person or virtually and in a wide variety of locations. To maximize the time you have with participants, you will need to develop your plan for leading the tour in advance.

All Cooking Matters at the Store tours have the goal of creating a welcoming atmosphere, focusing on interactive learning and ensuring that the content is learner-centered. Tour facilitators should familiarize themselves with the Cooking Matters at the Store facilitator guide so they are prepared to use this resource when responding to participants' questions. As you prepare to offer your Cooking Matters at the Store tour, you will want to consider the many ways to customize your tour to meet the audience needs.

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LESSON

Shopping on a Budget

GOAL: Participants will gain confidence to implement a shopping strategy and obtain foods within their budget and preferences.

OBJECTIVES



- **Discuss ways to use available food resources and save money while food shopping**
- **Identify how planning strategies can make obtaining food quicker and easier**
- **Compare unit prices when purchasing food**
- **Read and compare food labels to find foods that are nourishing, enjoyable and safe**
- **Discuss ways to make balanced choices when food shopping**

MATERIALS

- Pens and pencils (optional)
- Participant guides
- Supplemental resources based on location and audience (optional)
- Additional materials needed if offered as a Mock Tour (optional)

SUGGESTED ACTIVITY

- $10 Challenge

(SUGGESTED RECIPES ON NEXT PAGE)

SUGGESTED HANDOUTS

Introduction
- Use the Food You Have
- Shopping with Kids
- Meal Planning Basics

Fresh Produce
- Food Groups Your Way
- Fresh, Frozen and Canned
- Compare Prices
- Seasonal Fruits and Vegetables
- Vary Your Fruit and Vegetables
- Veggie Appeal
- Make Your Produce Last Longer

Canned Foods
- Reading Food Labels

Bread, Tortillas and Other Grains
- Understanding Food Allergies
- Great Whole Grains

Meat, Fish and Poultry
- Keeping Foods Safe
- Know Your Fats
- Cooking Terms
- Chill Out

Frozen Foods
- Packaged Food Makeover

Juice
- Be a Sugar Detective
- Drink to Your Health

$10 Challenge
- Take the $10 Challenge

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SUGGESTED RECIPES

Introduction
- Fruit Tarts
- Make Your Own Wraps
- Turkey Chili

Fresh Produce
- Fall Vegetable Salad
- Mango Salsa
- Pineapple Carrot Muffins

Canned Foods
- Black Eyed Pea and Corn Salad
- Tuna Boats
- Turkey Tacos

Bread, Tortillas and Other Grains
- Make Your Own Grain Bowls
- Mini Pizzas
- Rolled Oats and Peanut Butter Cookies

Cereals and Packaged Grains
- Granola
- Snacks in a Snap
- Yogurt Parfait

Meat, Fish and Poultry
- Baked Flaked Chicken
- Make Your Own Eggs
- Peanut Butter Pockets

Frozen Foods
- Egg Burrito
- Make Your Own Noodles
- Quick and Crisp

Juice
- Make Your Own Smoothies
- Super Sippers

Dairy
- Black Bean and Vegetable Quesadilla
- Delicious Dips and Spreads
- Northwest Apple Salad

If offering a Mock Tour, use the resources found in the Mock Tour Toolkit at cookingmatters.org.

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IN ADVANCE

- Review the talking points and walk around the tour location. As you walk around the location, note any space constraints in the aisles or tour location and if possible get an idea of which examples you will want to use to reinforce the talking points in each section. It is recommended to designate a starting location and consider the order in which you will move through the aisles or tour location as each store can have a different layout.
- If you plan to have multiple facilitators, review the talking points as a group and discuss where each group will start and how each group will navigate the store to avoid bumping into one another or overwhelming one area of the store.
- Remember that other customers will most likely be shopping while you lead the tour. You want to be respectful of this and ensure customers can shop for their items without the tour impeding them.

TIP

If needed, acknowledge that participants may feel uncomfortable or embarrassed on the grocery tour. Remind them that the information shared could benefit anyone — everyone is looking to stay within their food budget.

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- Refer to **Meal Planning Basics** handout if participants are interested in learning about and/or discussing meal planning.
- Refer to the **Fruit Tarts, Make Your Own Wraps** and **Turkey Chili** recipes as examples of the recipes we will be discussing during the tour to reinforce what we learn and get participants excited about healthy eating on a budget.

FARMERS MARKETS

As you move into the tour, stopping at various vendors, if possible, ask them to briefly introduce themselves and share any relevant information about their booth and product(s) with the tour participants. Some examples include:

- What do they grow/produce? And what is the seasonality of those items?
- If relevant, introduce their farm or business, sharing details about where it is located if clients can visit directly.
- What do they see as a good value at their stand?
- Do they have tips about storing/preparing any of the unusual or bargain items at their stand?

FRESH PRODUCE (5 MINUTES)

1. Introduce the idea of eating from every food group, every day as a tool for healthy eating.

- Ask participants to turn to the **Food Groups Your Way** handout in their participant guide.

? ASK **What are the five food groups? Why is it important to eat from all five every day?**

Share that no single food group provides all the nutrients you and your family need to stay healthy and that eating a variety of foods helps participants get the wide range of nutrients they need. Give an example, like a piece of cake in the Grains group. Have participants share examples of "sometimes" versus "everyday" foods in each food group (e.g., apple pie versus apples in the Fruits group, a hamburger versus black beans in the Protein group). Reinforce that no foods are off limits, but that everything we eat and drink over time adds up. Encourage participants to use the food groups to develop a healthy eating style that works for them.

You will learn money-saving tips for buying foods from all food groups as we go through each section of the store. These tips can be used in all of the places where you get food from grocery stores, corner stores and even when ordering online. We will also discuss which foods in each food group are covered by WIC and SNAP benefits.

MOCK TOUR TIP

Reference and compare the fresh, frozen and canned carrots labels and the fresh, frozen and canned peaches labels. If time permits, offer a taste test of fresh, frozen and canned fruit.

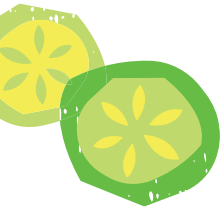
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2. Discuss the pros and cons of different forms of fruits and vegetables.

? ASK **What kinds of fruits and vegetables do you usually buy? Are they fresh, frozen or canned? Why do you typically use that form?**

ACTIVITY



Have participants brainstorm pros and cons of each form. Use the **Fresh, Frozen and Canned** handout to add any points they may have missed.

There is no "best" form of produce. All forms count toward making half your plate fruits and vegetables. We will discuss ways to save money no matter which form you purchase. Fresh produce usually has the best price and taste when it is in season. When it is out of season, you may want to try the ready-to-eat canned or frozen versions.

3. Identify ways to purchase fruits and vegetables on a budget.

? ASK **How do you know what produce is in-season?**

Show participants where they can find the seasonal produce in your store (typically on display near the front). Refer to the **Seasonal Fruits and Vegetables** handout for more tips on how to locate in-season produce. As needed, refer to the **Vary Your Fruits and Vegetables** and **Veggie Appeal** handouts to add to the discussion around fresh produce.

FARMERS MARKETS

Explain that today we will be visiting various vendors as we walk through the farmers market on our tour.

? ASK **What are some ways you could save money purchasing food at the farmers market?**

Acknowledge participant responses and add to the discussion as needed.

Buying in Season:

- Although the fruits and vegetables sold at the market are likely in season, buying produce while it is at its peak and most plentiful will often be at its best price. The same vegetable may be less expensive mid-summer than it is late spring. Plan ahead with in-season produce!
- Point out the fruits or vegetables at their peak ripeness and which are in their shoulder season. Highlight items that can be enjoyed year round by freezing, canning or storing (roots) for future use.

Buying "imperfect" items:

- Some farmers sell "seconds" which refers to produce that is less than perfect in appearance but still high quality in flavor and nutritional value. These items are often sold at a discounted price. These aren't always displayed, so ask!

Using the Whole Plant:

- Fresh fruits and vegetables at the market are often sold with leaves and stems still intact. Beet greens, broccoli and kale stems, celery and radish leaves are perfectly edible and nutritious, but often get chopped off and thrown away.
- Point out a few examples of edible vegetable parts that are often discarded.

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? ASK **What are the price differences for in-season versus out-of-season produce?**

Refer to the **Compare Prices** handout and show participants how to compare unit prices. Introduce unit pricing in the section of the store where your group will start, no matter what section that is.

SHARE

Explain that the unit price is a way to compare items by a set unit. This can be by ounce, cup, item, pound, etc. Often the unit price is found right on the shelf tag, listed separately from the retail price (the price you pay). Sometimes the unit price is not shown. In this case, you'll need to find two numbers: the retail price (or "price you pay") and the number of units the food is sold in. Show participants how to use a calculator to find unit price when it's not listed. If applicable, suggest participants use the calculator on their cell phones when they go to the store.



ACTIVITY

Compare the unit price costs of in-season versus out-of-season produce.

- Discuss buying whole produce.

? ASK **What are some convenience fruits and vegetables that you notice in this section?**

Allow participants to share and explain that convenience forms of produce (like bagged salad or pre-cut carrots) can cost more than the whole forms (like a head of lettuce or whole carrots). If you need a time-saver, try a convenience form. If you have some time and want to save money, try the whole form.

MOCK TOUR TIP

Reference and compare the shredded carrots, baby carrots and 1 lb. bag of carrots food labels.

ACTIVITY

Have participants compare unit price between the whole form and the "convenience" form of the same fruit or vegetable to practice the skills just discussed.



- Discuss buying fresh produce in bulk.

? ASK **What produce do you usually purchase in bulk?**

Explain that bulk produce (like a 5 pound bag of apples) often has a better unit price than loose produce (like individual apples).

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Fresh, Frozen and Canned

Enjoy fruits and vegetables in all their forms.



All forms provide nutrients, and you can mix and match based on what works best for you and your family:

	+ PROS	? WHAT TO CONSIDER	* TIPS & IDEAS
FRESH 	• Greater variety • Able to touch, smell and see whole form before buying • Can cost less when purchased in season	• Use up before they go bad • Learn about ripeness and storage • Can cost more if not in season	• Purchase fresh produce when in season to save money • Purchase only the amount you plan to use up before it goes bad, or plan to freeze • Check your WIC and SNAP benefits for special deals at farmers markets
FROZEN 	• Can cost less compared to out-of-season produce • Long shelf life (up to 6 months) • Little preparation required • Available year-round • Frozen at peak freshness	• Consider choosing foods with lower sodium, sugar and/or fat • Texture changes with freezing	• Read the label and ingredients list • Easy to add to casseroles, soups, stir-frys • You can defrost a small amount for your kids to try new foods, and keep the rest frozen for later
CANNED 	• Can cost less compared to out-of-season produce • Long shelf life (2–4 years) • No preparation required • Available year-round • Canned at peak freshness	• Consider choosing foods with lower sodium, sugar and/or fat • Texture changes with canning	• Read the label and ingredients list • Rinse canned vegetables under water • The soft texture is great as a first food for baby • Great option to keep on hand

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RECIPE

FRESH PRODUCE

Fall Vegetable Salad

14 ingredients | **20** minutes prep | **8** servings

- seasonal special
- crowd-friendly

INGREDIENTS

- ☐ ¾ cup barley, whole grain couscous or quinoa
- ☐ 1 medium bulb fennel
- ☐ 1 bunch hearty greens, such as kale, chards or beet greens
- ☐ 1 small beet
- ☐ 1 medium apple
- ☐ 1 clove garlic
- ☐ ½ cup nuts or seeds, such as pecans, almonds or walnuts
- ☐ 1 tsp vegetable oil

DRESSING INGREDIENTS

- ☐ 1 medium lemon
- ☐ ¼ cup cider vinegar
- ☐ 1 Tablespoon Dijon mustard
- ☐ ¼ cup vegetable oil
- ☐ ¼ teaspoon salt
- ☐ ¼ teaspoon ground black pepper

OPTIONAL INGREDIENTS

- ☐ 2 ounces cheese, such as blue, goat or cheddar cheese

MATERIALS

- ☐ Cutting board
- ☐ Fork
- ☐ Large bowl
- ☐ Large pot with lid
- ☐ Measuring cups
- ☐ Measuring spoons
- ☐ Sharp knife
- ☐ Small bowl
- ☐ Small skillet
- ☐ Vegetable peeler

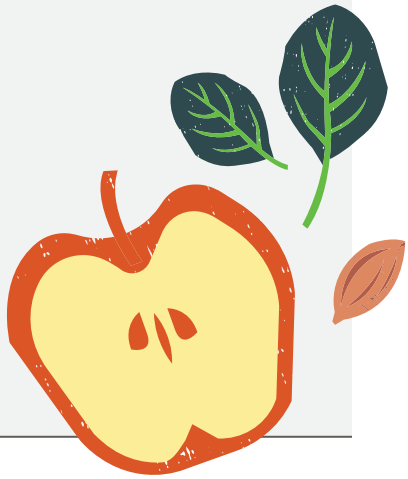
Nutrition Facts

8 servings per recipe

Serving size	**1 cup**
Amount per serving	
Calories	**200**
	% Daily Value*
Total Fat 12g	**15%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 170mg	**7%**
Total Carbohydrate 22g	**8%**
Dietary Fiber 5g	**18%**
Total Sugars 5g	
Includes 0g Added Sugars	**0%**
Protein 4g	
Vitamin D 0mcg	0%
Calcium 65mg	6%
Iron 2mg	10%
Potassium 394mg	8%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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INSTRUCTIONS

CHILD-FRIENDLY TASK

1. Cook grains following package directions. Transfer to a large bowl. Prepare rest of salad while you let grains cool completely.
2. Rinse fennel, greens, beet and apple.
3. Cut any long stalks and fronds off fennel. Quarter fennel and cut out core. Slice thinly.
4. Remove stems from greens. Stack leaves together, roll into a thick log and slice thinly.
5. Massage greens for 1–2 minutes by hand with one teaspoon of oil.
6. Peel and cut beet into ¼-inch cubes. Cut apple into ¼-inch cubes.
7. Peel and mince garlic.
8. If using, crumble cheese or cut into ¼-inch cubes.
9. In a small skillet over medium-low heat, add nuts or seeds. Cook until fragrant, 3–5 minutes. Transfer to a small bowl to cool.
10. Rinse and cut lemon in half. In a small bowl, squeeze juice. Discard any seeds.
11. Add vinegar, minced garlic and mustard to lemon juice. Whisk with fork to combine. While whisking, slowly drizzle in oil. Season with salt and pepper.
12. When grains are cool, add fennel, greens, beet and apple. Drizzle with dressing and toss to combine. Sprinkle with the toasted nuts and cheese, if using.

CHEF'S TIPS

- Vary the vegetables according to what you have on hand and what's in season. Carrots, cabbage, pears, celery and dried fruit work nicely.
- Add leftover cooked chicken, roast beef or beans for added protein. Serve as a 4-person entrée.
- Use any apples you like, such as Granny Smith, Pink Lady or Fuji.
- If fennel comes with the feathery "fronds" still on it, finely chop and add some to salad for an extra punch of flavor.
- Refrigerate any leftovers in an airtight container for up to 3 days.

Notes

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RECIPE
FRESH PRODUCE

Mango Salsa

8 ingredients | **20** minutes prep | **6** servings

- quick snack
- no-cook

INGREDIENTS

- ☐ 2 large ripe mangoes
- ☐ 1 small cucumber
- ☐ 1 red onion
- ☐ 1 medium jalapeño pepper
- ☐ 2 medium limes
- ☐ 1 teaspoon chili powder
- ☐ ½ teaspoon salt
- ☐ Pinch of cayenne pepper

OPTIONAL INGREDIENTS

- ☐ 1 medium bell pepper
- ☐ ¼ cup fresh cilantro

MATERIALS

- ☐ Cutting board
- ☐ Measuring spoons
- ☐ Medium bowl
- ☐ Plastic wrap
- ☐ Sharp knife

Nutrition Facts

6 servings per recipe
Serving size 1/2 cup

Amount per serving
Calories 100

	% Daily Value*
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 210mg	9%
Total Carbohydrate 24g	9%
Dietary Fiber 3g	11%
Total Sugars 18g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 32mg	2%
Iron 1mg	6%
Potassium 359mg	8%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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INSTRUCTIONS

CHILD-FRIENDLY TASK

1. Rinse all produce.
2. Peel mangoes. Cut mango flesh from the pits.
3. Cut cucumber in half lengthwise. Remove seeds. If using bell pepper, cut in half lengthwise. Remove stems and seeds.
4. Dice mangoes, cucumber and bell pepper, if using. Finely chop green onions.
5. Cut jalapeño pepper in half lengthwise. Remove stems and seeds and dice.
6. If using, rinse and chop cilantro.
7. Cut limes in half. Squeeze juice from each half into a medium bowl. Discard seeds.
8. Add the rest of the chopped ingredients and spices to the bowl. Mix well.
9. For best flavor, cover and refrigerate for at least one hour before serving.

CHEF'S TIPS

- Mangoes usually feel a little softer when ripe. If mangoes are not in season or not in your store, use canned peaches or pineapple, packed in juice. Drain before using.
- Serve salsa as a dip with corn tortilla chips. Or, use as a topping for fresh fish or pork, black bean soup or tacos.

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