



# African Heritage Diet Grocery Store Tour Kit

Our African Heritage Grocery Store Tour teaches shoppers how to navigate supermarket aisles and select foods from the African Heritage Diet Pyramid. We've included basic guidelines for the tour and encourage you to structure it to best meet your store's and customers' needs.

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**OldwaysPT.org**



# Oldways African Heritage Diet Grocery Store Tour Kit

## The African Heritage Grocery Store Tour Kit Includes:

- Introductory PowerPoint Presentation (optional)
- African Heritage Diet Pyramid flyer (you can also purchase the full sized poster [here](#))
- Leader Guide
  - 3 Visual Aid handouts to supplement discussion
- African Heritage Grocery List (make copies for your participants!)
- 3 Demo Recipes (make copies for your participants!)
  - Oldways “After-Chop” Fruit Salad (no cooking required; about 10 minutes)
  - Cold Black-Eyed Pea Salad (no cooking required; about 20 minutes)
  - “Mafe” Sweet Potato Peanut Stew (about 35 minutes)
- African Heritage 101 Brochure (make copies for your participants!)

## Tour Overview and Procedure

Start with a quick introduction before beginning the tour. One good way to start is to hand out copies of the African Heritage 101 trifold brochure. Finish the tour by giving out additional information about the African Heritage Diet such as the African Heritage Diet Shopping List (included in kit). If a seating area can be arranged, you can start or end the tour with a general discussion on the African Heritage diet and/or go through the African Heritage diet PowerPoint provided with this kit.

## Before the Tour – Get Ready!

- **2 weeks before tour**
  - Place store tour announcements around store.
  - Use social media and your website to spread the word.
  - Place a store tour sign-up sheet at the front of the store.
- **1 week before tour**
  - Plan store tour. In each aisle, make notes of products you’d like to emphasize during the tour.
- **Day before tour**
  - Print/organize necessary shopper handouts (101 brochure, grocery list, demo recipes)
- **Day of tour**
  - Hang African Heritage Diet poster
  - Prepare grocery cart if using one (see below)
  - Meet participants on arrival at store

\*\*\*Grocery cart. You might find it handy to use a grocery cart during the tour. One effective approach is to ask the group to choose a few healthy African Heritage choices in each aisle, then put those choices in your cart – to reinforce their intent to buy these products. At the end of the tour, your full cart will remind the group of what their carts will look like when they shop with the African Heritage Diet in mind.



## African Heritage Diet Pyramid



# African Heritage Diet Grocery Store Tour Kit

## LEADER GUIDE

### Key Points & Fun Facts To Guide Discussion As You Walk Through the Aisles

#### Store Perimeter

##### Produce

- Leafy Greens are at the base of the African Heritage Diet Pyramid because they are such an important part of the diet. They are one of the healthiest foods we can eat, and people of African descent have eaten lots of greens throughout time. **[Show students Visual Aid 1: Getting to Know Leafy Greens]**
- Fruits and vegetables should be featured in all of our meals, making up about half of the plate.
- Did you know that you can eat the green tops of many foods, giving you two foods in one? Some examples of delicious green tops include beet greens, turnip greens, radish greens, and broccoli leaves. CAUTION: Not all green tops are edible, though. Some, like rhubarb greens, are actually poisonous. Make sure you know which greens you're eating, and check their safety first.
- Shopping with the seasons yields more delicious, sustainable, and often more affordable foods in your cart.
- **Interactive: Ask students for a creative way to use leafy greens (Ideas to stimulate discussion: Make kale chips, add them to a smoothie, make pesto with them, toss them in a stir fry)**

##### Dairy & Eggs

- Many people of African descent are lactose intolerant. Nutrients like calcium can also be found in some plant foods like soy milk, kale, and almond butter. If you choose dairy substitutes like soy milk or almond milk, check the label to make sure that they're fortified with calcium and Vitamin D.
- Eggs are inexpensive source of protein, and can be eaten at breakfast, lunch, or dinner. Make sure that your eggs have a healthy partner on the plate, like tomatoes, peppers, or fresh herbs, rather than highly processed meats (like sausage).

##### Meat & Poultry

- Throughout history, meats were much more expensive and hard to come by, and were mostly saved for special occasions, like weddings or religious ceremonies.
- In the African Heritage Diet Pyramid, poultry (like chicken) is eaten more often than red meat (like beef). In either case, the meat is not the star of the show – it is used as more of a garnish.
- Though red meats should be eaten less often than fish or poultry, different cuts of beef are leaner than others. In general, sirloin & top round cuts tend to be leaner than T-bone and rib-eye steaks.
- Fish have been an important component of African Heritage Diets, especially throughout the Caribbean, the Gulf coast, and coastal communities of Africa and South America. Fattier fish like salmon, mackerel, sardines, and tuna tend to be higher in omega-3 fatty acids, which are good for our brain and heart. Leaner white fish, such as tilapia, cod, and mahi mahi tend to be a good source of lean protein.





# Oldways African Heritage Diet Grocery Store Tour Kit

## Center Aisles

### Beans & Vegetables

- Not all processed foods are bad. Foods like canned beans, olive oil, and whole wheat couscous are all considered “processed foods,” but they are minimally-processed, reflective of the way that our ancestors have been eating for centuries, and they still retain healthful nutrients. Highly processed foods can become a problem when there are lots of added sugars, salt, and oils, and when healthful nutrients get stripped away.
- When fresh fruits and vegetables aren’t affordable or available, turn to canned, frozen, and dried foods to get the nutrients you need while staying within your budget. Look for no-salt-added or low-sodium options when buying canned foods, and look for fruits that don’t have any additional sweeteners on the ingredient list.
- Did you know that rinsing canned beans can remove up to 40% of the sodium?
- Beans are a shelf-stable protein that has nourished our ancestors for centuries. African heritage beans and pulses include black-eyed peas, cowpeas, lentils, pigeon peas, kidney beans (red beans), and chick-peas. In Afro-Latin cuisine, black beans, and sometimes pinto beans are popular.
- Rice and bean traditions are shared around the world. [\[Show students Visual Aid 2: Rice and Beans Across the African Diaspora\]](#)
- **Interactive: Ask students to share a beans-and-rice dish from their family.**

### Grains

- A whole grain is a grain that has all three edible parts of its original kernel: the bran, germ, and endosperm. Most of the grain kernel’s nutrients – and flavor – are in the bran and germ, which are routinely stripped out to make white flour. [\[Show students Visual Aid 3: Getting to Know Whole Grains\]](#)
- The Dietary Guidelines for Americans recommend that we need to make AT LEAST half of our grains whole. For our ancestors, this was easy, since it was expensive to remove the bran and germ, and process grains into white flour or white rice.
- Many of the “ancient grains” that are popular today actually originated in Africa, such as teff, millet, sorghum, & fonio.
- Looking for the gold and black Whole Grain Stamp on food products is an easy way to find whole grains. The different gram amount on each Stamp tells you how many grams of whole grain are in ONE serving of the product.
- **Interactive: Ask students to find a whole grain product using the Stamp or the ingredient list to give them clues**

### Spices & Oils

- Spices are a great way to add flavor to food without relying on the salt shaker. Spices come from seeds, roots, bark, or flowers of plants, and herbs come from the green parts of plants. They each bring their own personality to the dish.
- Olive oil is a staple of northern African countries along the Mediterranean, and is becoming more and more popular around the globe. Olive oil, especially extra virgin olive oil, is linked with heart health and other benefits, and is a great oil to keep stocked in the pantry.
- Although some websites declare coconut oil as a “superfood,” coconut oil does not have as much research supporting its health benefits, compared with olive oil. Because nutrition scientists are still learning about its impact on our health, it is wise to use coconut oil in moderation, but not go overboard.



# Oldways African Heritage Diet Grocery Store Tour Kit

## VISUAL AID 1: GETTING TO KNOW LEAFY GREENS

### Salty Greens

- Cook quickly and shrink down to half their size or less.
- Slightly salty taste goes perfectly with buttery white beans, like navy or cannellini.
- Mild flavor when raw—you can even hide them in a smoothie!



Beet Green



Spinach



Chard

### Hardy Greens

- Chewier greens. Strip the rugged leaves from the thick stems.
- Faintly bitter taste.
- Sauté, steam, stir fry, or quick boil with onions, leeks, or lemons. Cook a few extra minutes to make them tender.



Collards



Curly Kale



Flat Kale

### Peppery Greens

- These greens come with their own built-in spice!
- Pair these greens with something mild, like a baked potato or kidney beans, to balance out their fiery flavor.
- Cook mustard greens as a lively side dish, or add them to soups.



Turnip Greens



Dandelion Greens



Mustard Greens

### Bitter Greens

- Most greens can be a little bitter. These have an extra-bitter bite!
- These three greens are usually eaten raw, but can be cooked for a milder flavor.
- Try pairing them with something sweet—honey in a dressing, or apples in the cooking pot.
- You'll grow to enjoy this stronger flavor over time.



Watercress



Arugula



Endive



## VISUAL AID 2: RICE & BEANS ACROSS THE AFRICAN DIASPORA

### — AFRICA —



#### **Jollof Rice with Black-Eyed Peas**

Jollof Rice is a much-loved traditional dish in West Africa, and it is the underpinning of Senegal's national dish thiebou dienn, a meal of red rice and fish. Its name is derived from Senegal's Wolof Empire and it is one of many tomato-based rice dishes found in African heritage.

### — SOUTH AMERICA —



#### **Black Beans & Brown Rice**

A staple pair throughout the African diaspora, beans-and-rice can be enjoyed separately or together to round out any meal. Time saving tip: prepare extra brown rice and store the leftovers in the refrigerator or freezer for another meal.

### — CARIBBEAN —



#### **Brown Rice & Red Beans in Light Coconut Milk (Congris)**

A Caribbean staple, this Red Beans & Rice recipe includes coconut milk, which gives the dish a creamy, flavorful finish.

### — AMERICAN SOUTH —



#### **Hoppin' John**

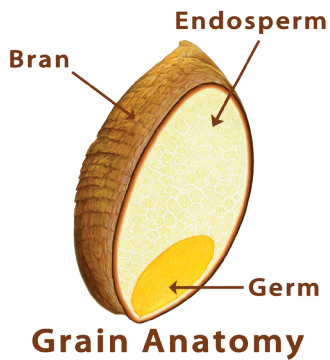
Hoppin' John is a beans-and-rice or peas-and-rice dish with long history in the Southern United States, most often made with black-eyed-peas. It is often eaten on New Year's to bring good fortune in the year ahead.



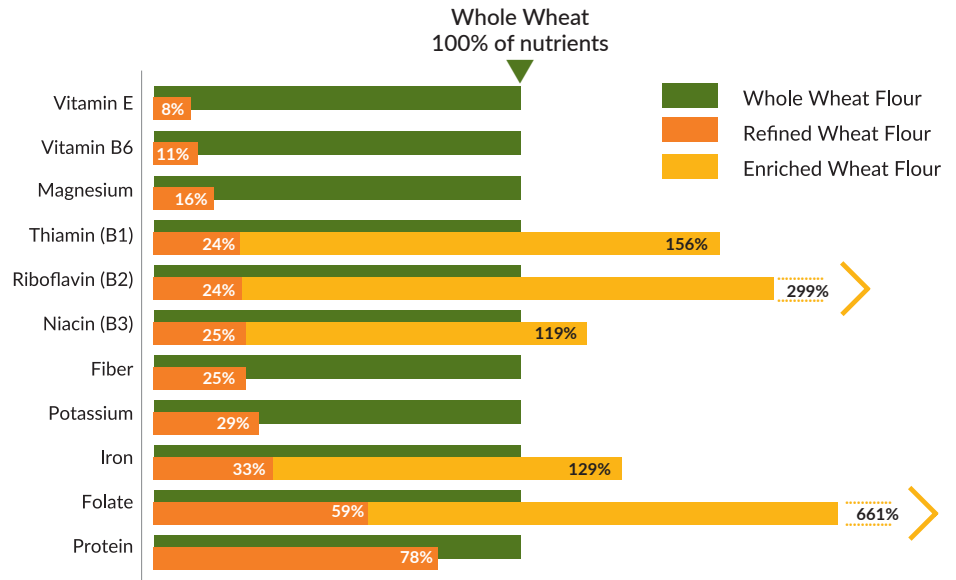
# Oldways African Heritage Diet Grocery Store Tour Kit

## VISUAL AID 3: GETTING TO KNOW WHOLE GRAINS

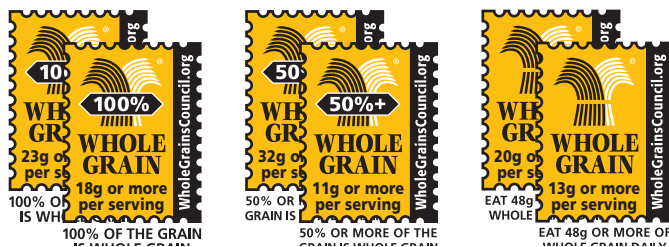
Whole grains are healthier, with more fiber, more protein, and higher levels of many essential nutrients.



Most of the grain kernel's nutrients – and flavor – are in the bran and germ, which are routinely stripped out to make white flour.



The different gram amount on each Stamp tells you **how many grams of whole grain** are in ONE serving of the product.



**Look for these words in the ingredients:**



**Whole Grain:** whole [grain], whole [grain] flour, wheat berries, stoneground whole [grain], oats, oatmeal, brown or wild rice, millet, quinoa, amaranth, hulled or hull-less barley



**May or May Not be Whole Grain:** flour, wheat, wheat flour, organic unbleached, semolina, multigrain, stoneground [grain]



**Not Whole Grain:** enriched flour, bran, germ, wheat germ, degerminated, pearled barley, degerminated corn, white rice

100% STAMP	50% STAMP	BASIC STAMP
Products where ALL of the grain is whole grain	Products where at least 50% of the grain is whole grain	Products that contain a significant amount of whole grain, but which contain primarily refined grain.
Minimum requirement: 16 grams whole grain per serving	Minimum requirement: 8 grams whole grain per serving	Minimum requirement: 8 grams whole grain per serving





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## AFRICAN HERITAGE GROCERY LIST

### Vegetables

- ☐ Bell peppers
- ☐ Cabbage
- ☐ Carrots
- ☐ Eggplant
- ☐ Garlic
- ☐ Leafy greens  
(collards, kale, Swiss chard, spinach)
- ☐ Okra
- ☐ Onions
- ☐ Squash
- ☐ Sweet potatoes (or yams, cassava)

### Fruits

- ☐ Avocados
- ☐ Bananas
- ☐ Cherries
- ☐ Mangoes
- ☐ Papaya
- ☐ Watermelon

### Herbs & Spices

- ☐ Allspice
- ☐ Berebere seasoning
- ☐ Cilantro
- ☐ Cinnamon
- ☐ Curry powder
- ☐ Ginger
- ☐ Jerk Seasoning
- ☐ Parsley
- ☐ Sage
- ☐ Thyme
- ☐ Turmeric

### Nuts & Seeds

- ☐ Peanuts / peanut butter
- ☐ Pecans
- ☐ Pumpkin Seeds

### Beans

- ☐ Black beans
- ☐ Black-eyed peas
- ☐ Chickpeas
- ☐ Cowpeas
- ☐ Kidney Beans
- ☐ Lentils
- ☐ Lima beans / butter beans

### Oils & Fats

- ☐ Canola oil
- ☐ Coconut oil
- ☐ Olive oil

### Grains

- ☐ Brown rice (or red rice, or wild rice)
- ☐ Fonio
- ☐ Millet
- ☐ Quinoa
- ☐ Sorghum
- ☐ Teff
- ☐ Whole grain corn grits
- ☐ Whole grain flatbreads (injera, corn tortillas)
- ☐ Whole wheat couscous

### Seafood

- ☐ Catfish
- ☐ Salmon
- ☐ Shrimp
- ☐ Snapper
- ☐ Tilapia

### Dairy/Eggs

- ☐ Eggs
- ☐ Lean cuts of meat
- ☐ Plain yogurt
- ☐ Poultry



# African Heritage Diet Grocery Store Tour Kit

## AN INTRODUCTION TO THE DEMO RECIPES

Neither of these first 2 recipes require a heat source, so they are easy to demo. They both can be made ahead and served chilled, or can be quickly demo'd in front of an audience. Serve small tasting portions to your participants, so they can taste firsthand that good food and good health go hand-in-hand. For more recipe ideas, visit [OldwaysPT.org](http://OldwaysPT.org).

### Oldways “After-Chop” Fruit Salad

African heritage desserts have traditionally been based on fruit. A common dessert in West Africa, after-chop is a fresh fruit salad with a bit of coconut, peanuts, and/or honey mixed in. *See page 11.*

- Serves 6 to 8
- Total Time: About 10 minutes

### Cold Black-Eyed Pea Salad

Black-eyed peas have long been symbolic in African American culture and cuisine. This salad requires no cooking, and its crisp, bright flavor will liven up any table. *See page 12.*

- Serves 6
- Total time: About 20 minutes

### Optional Demo Recipe (If stovetop or hot plate is available)

This is one of the most popular recipes from Oldways’ A Taste of African Heritage cooking and nutrition curriculum, so we would be remiss if we didn’t share. If you have access to a hotplate to cook a recipe during your store tour, we highly recommend including this one. It can also be prepared ahead of time by the store and then served warm in tasting cups to participants.

### Mafe (Sweet Potato Peanut Stew)

Mafe, or groundnut stew, is common throughout West and Central Africa. This traditional stew can include meat, vegetables, or seafood, and it is always based on a savory sauce made from peanut butter and tomatoes. This recipe is based on one from Iba Thiam, chef and owner of Cazamance restaurant in Austin, Texas. *See page 13.*

- Serves 4
- Total Time: About 35 minutes





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## OLDWAYS “AFTER-CHOP” FRUIT SALAD

*African heritage desserts have traditionally been based on fruit. A common dessert in West Africa, after-chop is a fresh fruit salad with a bit of coconut, peanuts, and/or honey mixed in.*

Serves 6 to 8

Total Time: About 10 minutes

### Ingredients

- 1 large pineapple
- 3 large mangoes (or 3 to 4 large bananas)
- ¼ cup light coconut milk
- 1 teaspoon honey (or agave)

1. If demonstrating how to cut up a whole pineapple: Slice off the pineapple's top and bottom. Follow the contours of the pineapple to slice off the outer skin. Slice the pineapple lengthwise around its core. Slice the resulting large pieces into chunks.
2. Peel the mangoes with your knife. Slice the fruit from the pits and chop the fruit into bite-size pieces. If using bananas: Peel bananas and cut the fruit into bite-size pieces.
3. Place the chopped fruit in a bowl. Drizzle the coconut milk and honey over the fruit. Stir to coat.

*Variations: Add any of your favorite fruits to this medley. Papaya, blueberries, and grapes are great options. Layer the fruit with yogurt and granola to make a yogurt parfait. Look for plain yogurt without added sugar.*

### Nutrition:

Calories: 220  
Total Fat: 1.5g  
Saturated Fat: 0.5g  
Sodium: 0mg  
Total Carbohydrates: 55g  
Total Sugars: 44g  
Fiber: 5g  
Protein: 2g



# African Heritage Diet Grocery Store Tour Kit



## COLD BLACK-EYED PEA SALAD

*Black-eyed peas have long been symbolic in African American culture and cuisine. This salad requires no cooking, and its crisp, bright flavor will liven up any table.*

Serves 6

Total time: About 20 minutes

### For the vinaigrette:

2 tablespoons apple cider vinegar  
Juice of one lime  
1 teaspoon Dijon mustard  
1 teaspoon honey  
¼ cup olive oil  
Half of a small shallot, finely diced (optional)  
½ teaspoon ground cumin  
½ teaspoon cayenne pepper  
Salt & pepper  
2 tablespoons chopped cilantro (optional)

### For the salad:

2 (15-ounce) cans of no or low sodium black-eyed peas, rinsed  
1 cup diced cucumber  
1 cup diced red bell pepper  
2 tablespoons diced jalapeno, seeds removed (optional)

### Nutrition:

Calories: 200  
Total Fat: 10g  
Saturated Fat: 1.5g  
Sodium: 50mg  
Carbohydrate: 22g  
Fiber: 5g  
Protein: 7g





# Oldways African Heritage Diet Grocery Store Tour Kit

## OPTIONAL DEMO RECIPE

(If stovetop or hot plate is available)

*This is one of the most popular recipes from **Oldways' A Taste of African Heritage** cooking and nutrition curriculum, so we would be remiss if we didn't share. If you have access to a hotplate to cook a recipe during your store tour, we highly recommend including this one. It can also be prepared ahead of time by the store and then served warm in tasting cups to participants.*



### MAFE (SWEET POTATO PEANUT STEW)

*Mafe, or groundnut stew, is common throughout West and Central Africa. This traditional stew can include meat, vegetables, or seafood, and it is always based on a savory sauce made from peanut butter and tomatoes. This recipe is based on one from Iba Thiam, chef and owner of Cazamance restaurant in Austin, Texas.*

Serves 4

Total Time: About 35 minutes

2 teaspoons extra-virgin olive oil  
1 medium-size yellow onion, diced  
2 garlic cloves, minced  
1 large sweet potato, chopped into medium-size cubes  
2 large carrots, cut into thin rounds  
2 green zucchini, cut into thin half-rounds  
1 small can (15oz) of diced tomatoes, no salt added  
2 cups low sodium vegetable broth  
1 tablespoon curry powder  
¼ cup natural peanut butter  
3 sprigs of fresh thyme, minced, or 1 teaspoon dried thyme  
Sea salt to taste

1. Heat the oil in one of the soup pots on medium heat and sauté the onion and garlic until translucent (3 to 4 minutes).
2. While the onions and garlic cook, chop up the sweet potato, carrots, and zucchini.
3. Add sweet potato and vegetables to the pot; sauté for 3 to 4 minutes.
4. Add the diced tomatoes, vegetable broth, and curry powder, and bring to a boil. Cover and simmer for 10 minutes.
5. After 10 minutes, add the peanut butter and the thyme to the stew. Let it cook, covered, for another 3 to 5 minutes. Salt to taste, serve, and enjoy!

#### Nutrition:

Calories: 240  
Total Fat: 11g  
Saturated Fat: 1.5g  
Sodium: 280mg  
Carbohydrate: 27g  
Fiber: 7g  
Protein: 7g

