



## Savvy Shopper, Smart Cook

*These Tweet ideas coordinate well with resources we've featured in this ONE Toolkit. Once you've posted the corresponding resource on your website, you can include a link, with your own URL, in your Tweet.*

**Optional Hashtags: #budgetwise, #smartcook, #savvysopper**

### **Secrets to Smarter Shopping**

Off to the market? Arm yourself with these strategies for smarter shopping.

A little preplanning can keep your food budget intact.

Stretch your food budget with these tried and true strategies.

Avoid food shopping when you're hungry. Your budget & waistline will love you.

### **How to Read a Food Label**

6 things to look for on a food label.

These 6 items on a food label will let you know what you're eating.

Consider buzz words on packaging when purchasing foods.

Know the difference between naturally-occurring and added sugars.

Generally, the fewer the ingredients, the healthier the product.

### **What Do All Those Eco Labels Mean?**

Organic? Fair Trade? What does that mean?

What does an eco label tell you about a product?

Why should I care about eco labels?

Eco labels are your guide to sustainable products.

Support sustainable food systems: look for these eco labels.

### **Unit Pricing: Is Bigger Always Better?**

What's the real price of that item in your hand?

Which product is the better value for you, health- and budget-wise?

Why are the ingredient list, nutrition panel, and unit price important?

Ingredient list, nutrition panel, & unit price: a helpful trio to know a product's value.

Know how to calculate unit price to save yourself money.

### **Quiz: Are You a Savvy Shopper?**

Is bigger always better? Take this quiz and see for yourself.

Is buying prepackaged oatmeal healthy for your budget? Take this quiz to find out.

Fresh, frozen or canned? Take this quiz and learn which is the better value.



### **Smart Tips & Kitchen Know-How**

An organized kitchen can cut time, money and frustration!  
Avoid cross contamination: keep raw meats & fish separate from other foods in the fridge.  
Save time in the kitchen: Cook once. Eat twice.  
Stretch your meat budget with whole grains, beans and tofu.  
Good habits in the kitchen can save time and money.

### **What's Best: Fresh, Canned or Frozen?**

Fresh, frozen and canned foods are all good options for healthy meals.  
Learn how to use fresh, frozen and canned foods for budget-friendly meals.  
Learn when it's best to use fresh, frozen and canned foods.  
Healthy eating is balanced eating.  
Buy fresh, canned and frozen foods for the best of all worlds.  
Fresh, canned & frozen foods all play a part in a healthy & affordable diet.  
Eating a variety of fresh, canned & frozen foods is healthy & affordable.  
Knowing when to buy fresh, canned & frozen foods is a secret to staying on budget.

### **Everything You Wanted to Know About Canned Food**

The can opener was patented 48 years AFTER the tin can was invented!  
What do cans and Napoleon have in common?  
Ever wonder if the canned food in your pantry is still fresh?  
Should you buy canned food in a dented can?  
You can remove up to 41% of the sodium in canned vegetables. Here's how.

### **Frozen Vegetables: Hello Easy Family Meals**

Frozen vegetables are a cook's best friend.  
Veggies are frozen at the peak of ripeness and nutrition.  
Frozen veggies are as nutritious as fresh, and oh-so convenient.  
With frozen veggies on hand, meals can be quick and easy.  
What's so great about frozen veggies? Here are six reasons.

### **Is It Ripe?**

How do you know when a fruit is ripe?  
Some fruits should be stored in the fridge – others on the counter.  
Buying produce is just the beginning. How do you store it once you get home?  
Keep fruit in a bowl for grab & go convenience.

### **Seven Top Tips to Cutting Food Waste**

Food waste adds thousands of dollars to the average grocery budget each year.  
Cut your food budget by 25% & stop wasting food at the same time.  
Are you like most Americans? Do you throw out ¼ of your food each month?  
Americans waste ¼ of the food they purchase, costing thousands of dollars each year.  
Save money - stop wasting food!  
Seven simple secrets can save you thousands of dollars on your food budget.