



Yeled v'Yalda WIC Program • Tel. 718.686.3799 • Fax 718.686.2199 • www.yeled.org
Yeled v'Yalda WIC Healthy Lifestyles Program

DO YOUR PART: SHOP SMART!

A • HEALTHY • START • BEGINS • IN • THE • SHOPPING • CART

SHOP SMART FOR A HEALTHY START

Yeled v'Yalda WIC is pleased to offer a brand new initiative to our participants: Shop Smart for a Healthy Start! Supermarkets try to appeal to consumers by placing the foods lower in nutrition value in prominent positions on the shelves. By using a shopping list and doing comparison shopping you can keep your kitchen well stocked with healthy foods, ensuring that your family makes healthy choices on a daily basis.

HOW DOES SHOP SMART WORK?

YvY WIC families can post this Shop Smart magnetic shopping list on their fridge to guide them in shopping smart. Shop Smart choices and suggestions can be found on the inside cover. Participants in this Healthy Lifestyle program will also receive a Shop Smart card on which to indicate the Shop Smart selections they have made. Participants returning to our WIC office with a completed Shop Smart card will receive a nutrition-related prize.



**For more information about this exciting program,
call the Yeled v'Yalda WIC office at 718.686.3799.**

WIC is an equal opportunity program. Persons who believe they have been discriminated against because of race, color, national origin, sex, age, or disability should write to the secretary of Agriculture, USDA. New York State prohibits discrimination based on creed, marital status and sexual orientation. Persons who believe they have been discriminated against based on the New York State Human Rights Law should call 1-800-795-3272 or 1-202-720-6382 (TTY) or write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TTY). USDA is an equal opportunity employer. New York State prohibits discrimination based on creed, marital status and sexual orientation. Persons who believe they have been discriminated against based on the New York State Human Rights Law should call the Growing Up Healthy Hotline at 1-800-522-5006, or write to the WIC Program Director, Riverview Center, FL6W, 150 Broadway, Albany, New York, 12204.

DO YOUR PART: SHOP SMART!

SHOP • SMART • HEALTHY • CHOICES

HEALTHY SHOPPING

What is smart shopping? Healthy eating begins with the food you buy. Stocking your kitchen with foods that are low in fat, salt, and sugar and high in fiber will help you eat well. You'll feel better and have an easier time maintaining a healthy weight.

CHOOSING RIGHT

You can reduce the time you spend cooking healthy by using a shopping list and keeping a well-stocked kitchen. Read the labels as you shop and pay attention to serving size and servings per container. Be a savvy shopper: compare the total calories in similar products and choose those lowest in calories.



MEAT, POULTRY, FISH, AND DRIED BEANS

- Choose white meat poultry and lean cuts of meat.
- Eat more fresh fish and dried beans.
- Try to avoid ground meat and fish canned in oil; opt for ground chicken or turkey and fish packed in water.



BREAD, CEREAL, RICE, & PASTA

- Choose whole wheat bread, bagels, pretzels, and pasta.
- Opt for oatmeal and high fiber cold cereals; brown or wild rice; and low-fat crackers.
- Avoid muffins and donuts, sugar-frosted cereals, chips, and pasta with cream or cheese sauce.



MILK, YOGURT, EGGS, & CHEESE

- Choose low-fat or nonfat (skim) milk, nonfat yogurt, and low-fat or nonfat cheese.
- Avoid cream, whole milk, and high-fat cheeses such as cheddar and swiss.
- Use egg substitutes or egg whites in place of whole eggs.
- Choose ice milk or nonfat frozen yogurt instead of ice cream.



FRUITS AND VEGETABLES

- Fresh and plain frozen vegetables and fruits are low in fat and high in fiber.
- Go easy on avocados, olives, fruit canned in heavy syrup, and vegetables packed in sauce or with added salt.



FATS, OILS, AND SWEETS

- Reduced fat margarine, nonfat salad dressing, and nonfat mayonnaise are the better choices.
- Olive and canola are the better oils, but use them sparingly.
- Cut down on desserts and candy.