

Introduction

If you're like many people these days, a trip to the supermarket is just another item on your already packed to-do list. But with a little know-how, you can make your grocery shopping experience faster, more budget-friendly, and healthier.

The *Pocket Supermarket Guide* will help you navigate every aisle of the supermarket and show you how to make healthier food choices. It covers the basics of healthy eating, teaches you how to read food labels, and explains some of the latest food trends you'll encounter at the market. You'll find tips to help you get the most value for your food dollar, plus lists of healthful foods and foods you should "go easy on" from each food group.

Bring this guide and your shopping list with you on your next trip to the market. Refer to the guide as you walk through the aisles to take the guesswork out of shopping for the healthiest, most budget-friendly foods available!

A Trip to the Market: What's on Today's Shelves?



Trends at the supermarket are always changing. It might seem like there are new products available every day! This section explains five of the current trends you may have heard about recently: locally grown foods, sustainable foods, organic foods, functional foods, and gluten-free foods.

Locally Grown Foods

You may notice signs throughout the market stating that a food is from a local source. The "locavore" movement is catching on with many shoppers because they like