

Groceries: Keys to Understanding Groceries

Shopping Factors

Price

Size of Family

Where to shop

Dietary Needs

Convenience

Brand Choice

Which grocery options are good for your life scenario?

Generic

Organic

Name Brand

Let's Compare

Generic	Organic	Name Brand
Budget friendly without compromising quality in most staple items	Some data shows possible health benefits of organic foods	Consistent high quality products, heavily marketed
Certain products, the quality can be inferior, ex paper towels might be flimsy.	Higher prices due to more costly ways of farming	Marketing and advertising drive the price up on these products

Shopping based on your life scenario

Remember if you are married or have children you are shopping for everyone in your family

Things to think about

- Would you change your shopping habits based on your life scenario?
- Are you shopping at the same stores if you are single with no children or married with 3 children?
- What about inflation? How will that affect your shopping habits?

Is it more expensive to buy healthy foods?

- **Factors that contribute to cost**

Fresh fruits and vegetables are more expensive than other foods because they require a constant supply chain. Other factors that can contribute to the cost of healthy food include transportation, labor shortages, inflation, and supply and demand.

- **Long-term savings**

Healthy eating can lead to long-term financial savings by reducing the risk of serious and expensive chronic diseases.

- **Cooking at home**

Cooking your own food is one of the most effective ways to eat healthy on a budget. It gives you control over what you eat and allows you to include more fresh, whole foods in your diet

JA Price is Right

“Price that Grocery”

Name your price. The winner is the closest price without going over **(Place the price card in front of the grocery item you think matches without going over)**

Grocery

Business ID: 978