## Smart Shopping

Grocery shopping is hard work! There are many things to consider when you shop for your family. How much can I spend? What foods do we need? How much should I buy?

## Save money and find the best value by:

1. Checking advertised sales at the store or online.
2. Using coupons or store shopping apps.
3. Shopping for seasonal fruits and vegetables.
4. Looking at the unit price.

What is a unit price? It is the cost of an item per unit of measure, such as pounds or ounces.

Unit prices are all around us - gas prices are listed as the cost per gallon, while bananas are listed as the price per pound. However, not all products at the store are sold in the same product size. The unit price label helps you compare prices of different sizes by using the same unit of measure, such as ounces.

Look for the unit price of an item on the shelf label at the store (circled below). If you shop online, many stores will also include the unit price.


For example, look at these two boxes of crackers:

Box 1


Box 2


Box 2 costs less, but Box 1 is a better value because it costs less per ounce. If this is a food your family enjoys often, buy the bigger box - Box 1. It will save you more money over time.

## More Shopping Tips

## Several things can impact the unit price and overall cost of an item, including:

- Brand - Name brand items are often more expensive than store brands. Look for generic items of your favorite foods.
- Size - Larger products usually have a lower unit price. For fresh items, like fruits and vegetables, consider whether your family will be able to finish the larger package before it spoils.
- Preparation - Precut or sliced items typically cost more. If you have the time to prepare them yourself, you can save money by buying the whole food. Additionally, the produce will last longer if you wait to chop or slice until you're ready to eat it.


## Unit Pricing with Produce

Unit pricing can help you decide which fruit or vegetable to purchase. Many fresh produce items are priced using the unit price - as the cost per pound. There are many ways to buy fruits and vegetables - fresh, frozen or canned and whole, sliced or chopped. Since these foods are not always sold in the one-pound size, how do you know which is a better value? Let's look at this example of broccoli:


The frozen broccoli florets are the best value, with the lowest cost per ounce. However, if you look at the cost of the frozen florets versus the fresh broccoli crowns, the unit price is very similar. If you prefer fresh broccoli, the fresh broccoli crowns are a good choice and still a better value than the 2 pounds of fresh broccoli florets.

As you shop at the store, unit pricing is one tool in your shopping toolkit. Cost of the food, the amount you need for a recipe, and your family's favorite form of an item are also important to consider as you make your shopping list.
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## Self-Paced Lesson Survey Smart Shopping

## Let's practice what you have learned.

1. What food(s) do you plan to check unit pricing on the next time you shop?
2. List 3 things that can affect the price of an item:
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3. Look at the items below. Circle the best value.

