

LABELED FOR SAVINGS

Good Shopping Habits Can Help You ...

Get More For Your Dollars At The Supermarket

Before you shop - Remember to ...

- ◆ Plan your meals
- ◆ Check advertising flyers for sales
- ◆ Make a list and stick to it!

While you shop - Use unit pricing to ...

- ◆ Identify the lowest cost package size
 - We usually think the biggest package is the better buy. Sometimes that may not be true.
- ◆ Find the brand that costs less
 - Usually store brands or generic brands are lower in price than national brands - but not always!
- ◆ Compare prices for different product forms
 - For example, we can compare the cost of fresh, frozen and canned items as well as the cost of individual pieces of prepackaged food (like bagels, muffins or rolls).



Where To Look

Check for Unit Price labels on the shelf in front of the product. These labels may also appear above, or to the side of the items.

Before making your price comparison, **be sure** the label matches the product you're considering for purchase.

Once you become accustomed to the Unit Price label, you'll find it's easy to use.

The label's appearance may vary from store to store. Unit Price labels should provide the same information:

- ◆ Name of the food or non-food product
- ◆ Cost of the total package
- ◆ Weight or size of the package
- ◆ Cost per unit - the cost of an ounce or a pound, pint, quart or piece
- ◆ An inventory and price bar code also may be included

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Compare The Cost Per Unit

To check a unit price—or calculate it yourself—divide the price of the total weight, volume or package, by the number of units within it.

Comparing the Cost Per Unit

(16 Ounces = 1 pound)

Unit Price Per Pound			
UNIT PRICE \$1.60 PER POUND	RETAIL PRICE \$2.00	20 oz.	Price Total ←
Name of Product → SB Raisin Bran			← Total Weight
20290		09/04	

Sample Unit Price Labels

UNIT PRICE \$2.40 PER POUND	RETAIL PRICE \$1.50	10 oz.
SB Toasted Oat Cereal		
20290		09/04

UNIT PRICE \$.10 PER OUNCE	RETAIL PRICE \$2.00	20 oz.
SB Raisin Bran		
20290		09/04

Example: Green Beans

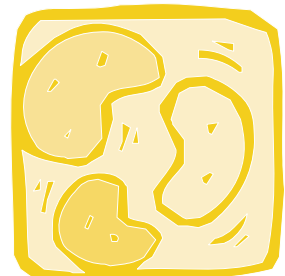
- ◆ Fresh green beans priced at \$1.99 per pound
- ◆ Compare with frozen green beans at \$1.08 for a 1-lb bag.
- ◆ The frozen green beans are the better buy.

Example: Bagels

- ◆ Package of 6 bagels prices at \$0.99 per bag
 - Divide \$0.99 by 6 to determine the price of one bagel. One bagel costs \$0.17.
- ◆ A similar package of 5 bagels is \$1.09 per bag
 - Divide \$1.09 by 5 to determine the price of one bagel. One bagel costs \$0.22.
- ◆ The package of 6 bagels is cheaper per bagel.

Example: Cheese

- ◆ An 8-oz block of cheddar cheese costs \$1.50.
- ◆ A 24-oz block of cheddar cheese costs \$4.99.
- ◆ To compare the cost, determine the price per pound.
 - Divide \$1.50 by 8. The cost per ounce of this small package is \$0.19.
 - Divide \$4.99 by 24. The cost per ounce of this larger package is \$0.21.
- ◆ In this case, the smaller package costs less per unit than a larger size.



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Compare The Cost Per Serving

This comparison is especially important when buying expensive food items such as meat, fish and poultry.

A serving is usually considered 3 or 4 ounces of meat, poultry or fish, about the size of a deck of cards or the palm of your hand.



The number of servings available depends on the amount of bone or fat.

- ◆ One pound serves four - with no bone or fat
 - Examples: ground meat, stew meat, liver, cubed steak, boneless ham, fish fillets, sausage or luncheon meat.
- ◆ One pound serves 3 - with little bone or fat
 - Examples: pork chops, chuck roast, picnic ham, chicken, turkey parts, or bone-in fish.
- ◆ One pound serves 2 - with more bone or fat
 - Examples: whole chicken and turkey, spare ribs, ham hocks, shank, or neck.



To determine the cost per serving, divide the price per pound by the number of servings it will yield.

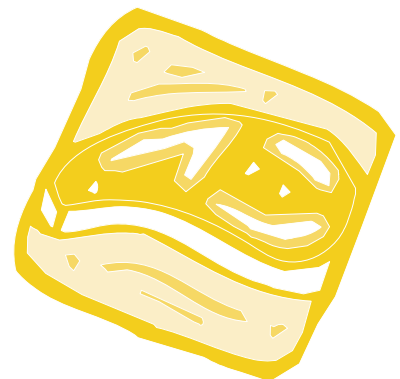
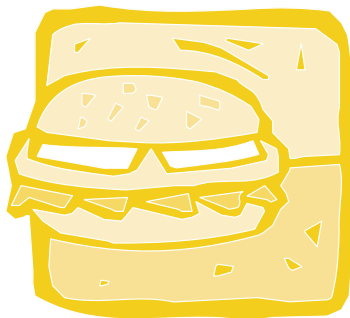
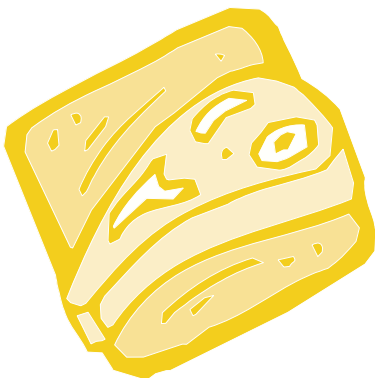
For Example:

- ◆ Ground meat @ \$2.69/lb. divided by four
Cost per serving is \$0.67
- ◆ Chuck roast @ \$2.99/lb. divided by three
Cost per serving is \$0.997

Reminder:

To get more for your money at the supermarket:

- ◆ Make a shopping list
- ◆ Use unit pricing to compare prices
- ◆ Purchase what you need based on the cost per serving



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The Food Stamp Program provides nutrition assistance to people with low incomes. It can help you buy nutritious foods for a better diet. To find out more, contact 1-800-852-3345 x4238.

Learn more about good nutrition and saving money at the supermarket:
The Nutrition Connections Program teaches you about:

- ◆ Foods to keep you healthy
- ◆ Planning low cost meals
- ◆ How to buy more food with food stamps
- ◆ Food Safety

To find out more, call UNH Cooperative Extension, Nutrition Connections Program, at 1-877-398-4769.

UNH Cooperative Extension, 315 Daniel Webster Hwy, Boscawen, NH 03303, 603-225-5505

Belknap County
36 County Drive
Laconia, NH 03246
527-5475

Cheshire County
800 Park Ave.
Keene, NH 03431
352-4550

Grafton County
Whole Village Center
258 Highland St.
Plymouth, NH 03264
536-3720

Merrimack County
315 Daniel Webster Hwy.
Boscawen, NH 03303
796-2151

Strafford County
268 County Farm Rd., Unit 5
Dover, NH 03820
749-4445

Carroll County
72 Main St.
P.O. Box 1480
Conway, NH 03818
447-3834

Coos County
629A Main St.
Lancaster, NH 03584
788-4961

Hillsborough County
Goffstown Office
329 Mast Rd.
Goffstown, NH 03045
641-6060

Rockingham County
113 North Road
Brentwood, NH 03833
679-5616

Sullivan County
24 Main Street
Newport, NH 03773
863-9200



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