

Shop Smart

Shop Smart ‐ Get More Value for Your Food Budget

Buy what's in season. Fruits and veggies that are in season are usually cheaper. Use the Hawai'i Seasonality Chart, http://hawaii.gov/hdoa/add/add_md/buyfreshposter.pdf, to see what is in season.

Buy Fresh, Buy Local. Locally grown food doesn't have far to go from the farm to your table. Because it is fresher, it retains more nutrients than food that travels thousands of miles for days or weeks before ending up on your plate.

Purchasing fruits and vegetables grown in Hawaii also helps support our local farmers and our economy.

Check what is on sale. Grocery stores partnering on the Fruits & Veggies. Good Choice! campaign are offering special discounts to help make it easier for you to eat one more serving of fruit and one more serving of veggies everyday.

Shop at farmers' markets. There are over 50 farmers' markets happening every week on Oahu (15 on Maui, 11 on Kauai, and over 60 on the Big Island). Find a farmers' market that is convenient for you at <http://hawaii.gov/hdoa/add/farmers-market-in-hawaii>.

Buy what you can use. Buy only the amounts of fresh foods you can use before it spoils. For items bought in bulk, consider splitting the costs with a friend.

Buy frozen and canned fruits and veggies. They are healthy, long lasting alternatives to fresh produce. Buy produce packed in water or its own juices which are lower in calories than those packed in oil and heavy syrup.

Compared to many packaged foods, fruits and vegetables can be better for you, more filling and less expensive. An apple (\$.50) can be just as cheap as a small bag of chips (\$0.99), and leave you feeling more satisfied. Fruits and Veggies. Good Choice!