



Budget constraints prevent many people from eating right.

"I can't afford to buy healthy food."

"Fruits and vegetables are too expensive."

"Grocery store prices are astronomical."

"It's cheaper to eat fast food."

We hear these "excuses" every day--and they're good ones. But we don't give up that easily and believe any excuse can be overcome. Today we're setting out to prove that healthy eating is possible on any budget.

We compared the cost of unhealthy foods from the drive-thru, freezer section and snack foods aisle to the cost of healthy foods. By making even one of these swaps, you can make room in your grocery budget for a few new healthy foods.

The photos below aim to show the diversity in healthy foods available. Prices may vary in your area (some items were on sale when we shopped), but we think you'll be shocked at how far you can stretch a buck at the supermarket when you buy healthy foods!

## For about \$20, you could buy...

X



- 4 Whopper Combo Meals at Burger King (\$5.44 each)

**Total: \$21.76**

OR

✓



- 1 box MorningStar Farms Grillers Original Meatless Burgers (\$2.98)
- 1 pound 96% lean ground beef (\$2.98)
- 16 ounces cashews (\$4.18)
- 1 pound of strawberries (\$1.67)
- 10 pounds of potatoes (\$2.97)

- 1 gallon of 100% orange juice (\$3.26)
- 1 pound of frozen mixed vegetables (98 cents)
- 1 bunch of broccoli (\$1.58)
- 1 pound bag of dried pinto beans (\$1.08)

**Total: \$21.68**

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## For about \$20, you could buy...

X



- 1 large Pepperoni Feast Pizza from Domino's (\$15.99)
- 1 order breadsticks (\$3.99)

**Total: \$19.98**

OR

✓



- 1.25 pounds sweet Italian turkey sausage (\$3.82)
- 1 pound of frozen tilapia fillets (\$3.98)
- 1 pound 93% lean ground turkey (\$1.98)
- 16-ounce jar of Smucker's natural peanut butter (\$2.38)

- 1 box (40 bags) of green tea (\$2.58)
- 1 pound bag of lentils (94 cents)
- 1 box of Kashi Heart to Heart crackers (\$2.98)

**Total: \$18.66**

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## For about \$20, you could buy...

X



- 8-piece KFC chicken meal
- 4 biscuits
- 2 sides

**Total: \$19.61**

OR

✓



- 2 pounds chicken breasts (\$1.96)
- 10 pounds potatoes (\$2.97)
- 8 ears corn (\$2)
- 1 pound peaches (98 cents)
- 1 gallon skim milk (\$2)
- 1 pound 96% lean ground beef (\$2.98)

- 32-ounce tub of 99% fat-free Yoplait yogurt (\$2.27)
- 18-ounce canister of oats (\$1.18)
- 2 pounds frozen sweet peas (\$1.98)
- 1 pound of dried kidney beans (\$1.22)

**Total: \$19.54**

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## For about \$10, you could buy...

X



• 1 case (18 cans) of Bud Light beer

**Total: \$11.99**

OR

✓



- 1 tub (15 ounces) of Smart Balance Light with Extra Virgin Olive Oil Buttery Spread (\$2.43)
- 5.3 ounces of Dannon blueberry Greek yogurt (\$1)
- 1 pound of grapes (88 cents)

- 1 pound of frozen tilapia fillets (\$3.98)
- 1 loaf Brownberry 100% whole wheat bread (\$2.50)

**Total: \$10.79**

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## For about \$10, you could buy...

**X**



- 1 box (15 ounces) TGI Friday's Cheddar Cheese Stuffed Jalapeño Poppers (\$4.98)
- 1 box (1.75 pounds) Farm Rich Cheese Stix (\$5.78)

**Total: \$10.76**

**OR**

**✓**



- 1 box MorningStar Farms Grillers Original Meatless Burgers (\$2.98)
- 1 pound bag of dried pinto beans (\$1.08)
- 1 pound bag of dried kidney beans (\$1.22)
- 1 pound bag of brown rice (72 cents)
- 2 cans (14.5 ounces) Hunt's no salt added diced tomatoes (\$1.84)

- 1 jar (18 ounces) of Jif natural peanut butter (\$2.18)
- 4 ears of fresh corn (\$1)

**Total: \$11.02**

# For under \$10, you could buy...

X



- 1 box (24 ounces) of Steak-Umm Sliced Steaks

**Total: \$6.38**

## OR

✓



- 1 box Total cereal (\$3.50)
- 1 pound 93% lean ground turkey (\$1.98)
- 1 pound of chicken breasts (98 cents)

**Total: \$6.48**

## For under \$10, you could buy...

**X**



- 1 box (30 ounces) Delimex Chicken Taquitos

**Total: \$6.87**

**OR**

**✓**



- 1 loaf Brownberry 100% whole wheat bread (\$2.50)
- 1 pound of chicken breasts (98 cents)
- 1 pound of baby carrots (\$1.44)
- 1 pound of bananas (47 cents)
- 4 ears of fresh corn (\$1)

**Total: \$6.39**



## For under \$10, you could buy...

X



- 1 tub (4.25 pounds) Country Rich Neapolitan ice cream

**Total: \$5.98**

OR

✓



- 4 pack of Dannon Activia lowfat yogurt (\$1.83)
- 64 ounces of Silk soy or almond milk (\$2.88)
- 1 pound bag of brown rice (72 cents)

**Total: \$5.43**

## For under \$10, you could buy...

X



- 5 pounds of Ore-Ida Golden Crinkle French Fried Potatoes

**Total: \$5.44**

OR

✓



- 1 pound of mixed vegetables (98 cents)
- 10 pounds of potatoes (\$2.97)
- 1 pound of bananas (47 cents)
- 1 box of whole-wheat spaghetti (88 cents)

**Total: \$5.30**

## For under \$10, you could buy...

X



• 1 case (24 cans) of Coke

**Total: \$5.19**

OR

✓



- 1 cucumber (68 cents)
- 1 Green Giant Valley Fresh Steamer (\$1.25)
- 1 pound of grapes (88 cents)
- 1 pound of bananas (47 cents)
- 1 pound bag of brown rice (72 cents)
- 1 box of whole-wheat spaghetti (88 cents)

**Total: \$4.88**

**For less than \$2, you could buy...**

**X**



• 1 pound of Twizzlers

**Total: \$1.68**

**OR**

**✓**



• 1 bag (6 ounces) dried cranberries

**Total: \$1.68**

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If you bought all that junk food in one month, you would spend \$115.64. The healthy food would cost \$111.83 but feed you and your family for far more meals.

It might take a bit more time and planning to put these foods on the dinner table each night, but at least now you know you can afford to try!

Foods are store brand unless noted.

*(Grocery prices from Wal-Mart and Meijer in Noblesville, Indiana, and Cincinnati, Ohio; fast food prices from the greater Indianapolis and Cincinnati areas, 2010)*

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