

10-PLAN SHOPPING GUIDE

Here is a simple way to help you balance a healthy diet with your food budget.

What is the 10-Plan?

The 10-Plan shows how to spend portions of your food money so that you choose the right foods to make a balanced diet

Spend most on foods you should eat most of to provide energy, vitamins, minerals and fibre, such as bread, cereal foods, fruit and vegetables

Spend moderately on foods that you need in moderate amounts for health, such as meat, fish, chicken, eggs, cheese, milk.

Spend least on foods that do not provide many nutrients - even though you may like them! These include "extras" such as chocolate, crisps, sweet biscuits, cordials, soft drinks, coffee

How can I tell if I am following the 10-Plan?

Keep your weekly shopping docketts and compare the money you spend on each group of food with the 10-Plan amounts

What else can I do to keep within my food budget?

Plan meals and snacks, make a shopping list and buy only what you need.

Keep a calculator with your shopping list and use it to compare prices and check totals.

How much should I spend on groceries for my family?

Every family is different - the income, the number and ages of family members, supermarkets in the area - all affect how much you might spend. The Otago University does an annual survey of food costs based on healthy nutrition. Here are some guidelines for 2009:

	Basic	Moderate	Liberal
Man	61	79	95
Woman	58	75	90
Adolescent Boy	77	100	120
Adolescent Girl	64	83	100
10yr old	50	65	78
5 yr old	34	44	52
4 yr old	32	41	49
1 yr old	27	35	42

HOW DO YOU SPEND YOUR FOOD DOLLARS?

Collect your food receipts over a fortnight or month.
Copy the amounts of money you spent into the appropriate columns.
Do not include non-food items like cleaners, paper goods, pet food, etc. Place the cost of food items that don't "fit" in columns 1 or 2 into column 3. Now add each total

1

Eat most:

Eg bread, cereals,
rice, pasta, flour,
fruit, vegetables.

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.....
.....

Total \$.....

2

Eat moderately:

Lean meat, chicken,
fish, eggs, baked
beans, lentils, nuts,
milk, cheese, yoghurt

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.....
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Total \$.....

3

Eat least:

Margarine, oils, sugar,
sweet biscuits, cake,
chocolate, crisps,
coffee etc.

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.....

Total \$.....

Compare the total spent in each column with the 10-Plan.

Check where you could improve your spending, e.g. less on biscuits, crisps, more on fruit.

Improve each week by gradually making changes, one or two at a time.

Check your progress regularly by adding up your spending and comparing it to the 10-plan.

BALANCE YOUR FOOD MONEY

just as you balance the foods in your diet.

FIRST STEP

Write down the total amount of money you usually spend on food per week.

Your total food money per week \$

SECOND STEP

Divide this amount by 10 to give you one "part".

e.g. \$120/week divided by 10 means \$12 per "part".

\$250/week divided by 10 means \$25 per "part"

and so on.

Your food money per week: \$ ÷ 10 = \$ per "part".

THIRD STEP

On the 10-Plan, write the amount you *should* spend in each section for your food shopping.

THE 10-PLAN

6 PARTS

EAT MOST

to spend on vegetables, fruit,
bread and plain cereal foods.

$$\text{\$ } \dots\dots\dots \times 6 = \text{\$ } \dots\dots\dots$$

3 PARTS

EAT MODERATELY

lean meat and similar,
milk and milk foods.

$$\text{\$ } \dots\dots\dots \times 3 = \text{\$ } \dots\dots\dots$$

1 PART

EAT LEAST

margarine, oils and "extras"

$$\text{\$ } \dots\dots\dots \times 1 = \text{\$ } \dots\dots\dots$$

6 PARTS + 3 PARTS + 1 PART = 10 PARTS

= YOUR FOOD \$\$\$ PER WEEK.

WHAT SHOULD WE EAT?

There is a recommended minimum amount of each type of food that should be eaten every day to provide adequate nutrition.

Active people should eat more than this for extra energy. They should mainly increase the amount of bread, cereals, fruit and vegetables.

Women who are pregnant or breastfeeding should also increase these foods, together with an additional serve of both meat and milk foods.

Children should have the same number of serves as adults and teenagers but in smaller amounts depending on their appetites.

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.....WHAT SHOULD WE EAT?

BREADS and CEREALS, 5-7 serves: wholegrain cereals, pasta, rice & grains

1 serve = 1 slice bread
= $\frac{1}{2}$ to 1 cup dry breakfast cereal
= 1/2 cup cooked rice, pasta

FRUIT, 2 serves fresh, frozen, canned

1 serve = 1 medium piece fruit
= 1 cup diced pieces

VEGETABLES, 5 serves: fresh, frozen, canned

1 serve = 1 small to medium potato
= 1/2 cup cooked vegetables
= 1/2 to 1 cup salad vegetables

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.....WHAT SHOULD WE EAT?

MEAT, FISH, CHICKEN, EGGS, LEGUMES AND NUTS, 1 serve

- 1 serve = 85 g lean meat
- = 3/4 cup cooked/canned beans
- = 2 tablespoons peanut butter
- = 2 eggs

MILK AND MILK PRODUCTS, 2 to 3 serves

- 1 serve = 250 mL milk
- = 200 g yogurt
- = 1/4 cup cottage cheese
- = 40 g hard cheese

BUTTER, MARGARINE & OILS, 1 serve

- 1 serve = No more than 4 teaspoons
- = 20g

Chocolate, crisps, sweet biscuits, cakes and drinks such as cordials, soft drinks & alcohol, add pleasure and variety to the diet, but they should be only occasional indulgences as they are poor nutritional value-for-money.

Acknowledgments:

Department of Health, Western Australia
Food Cent\$ 10-Plan Shopping Guide

www.public.health.wa.gov.au

Department of Human Nutrition, University of Otago
The Estimated Food Costs 2006

www.nutrition.otago.ac.nz