

# *Shopping Trail*



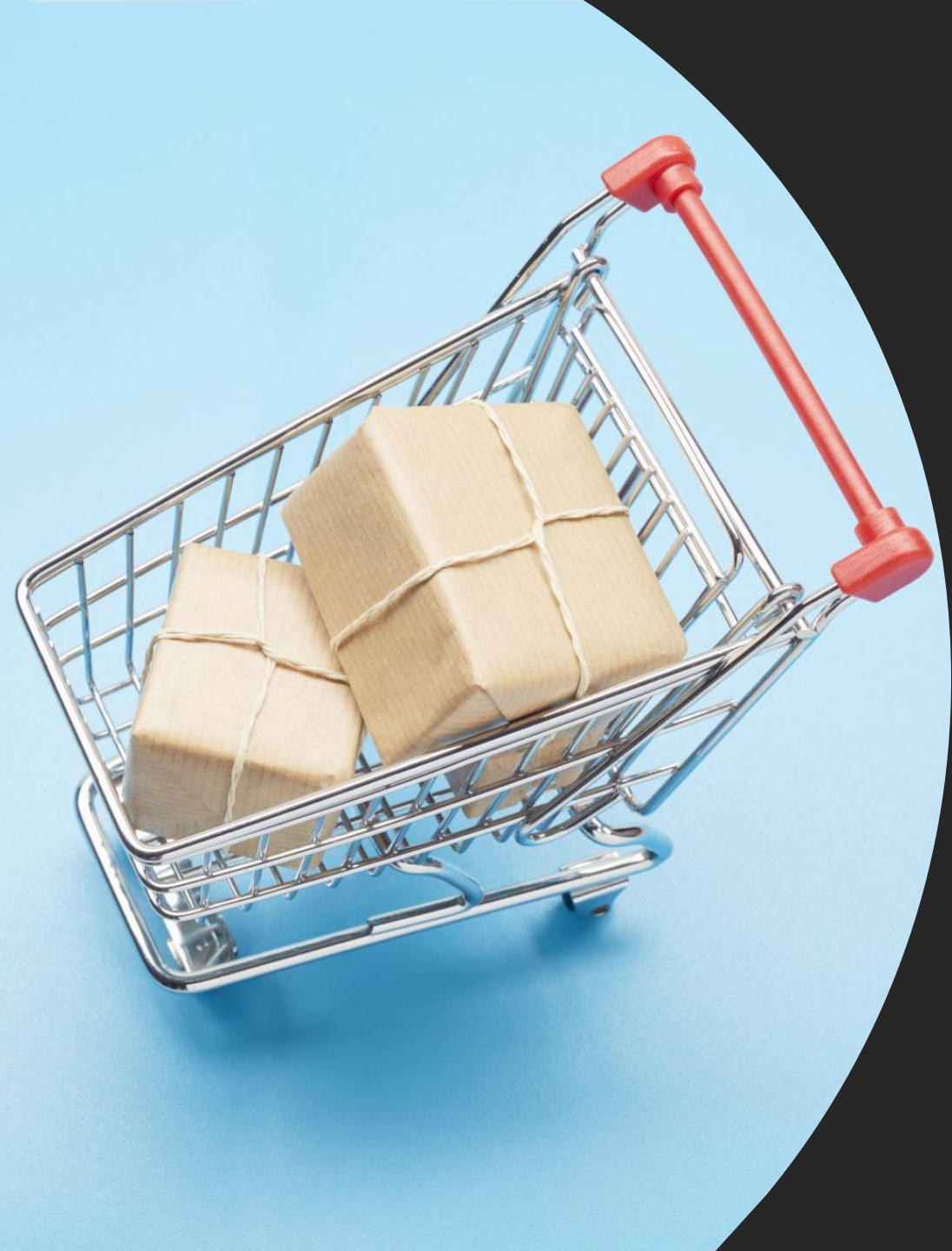
# *Shopping Trail 1*

Can shopping save the world? Maybe not. But new shopping habits can do a lot to reduce the climate impact of your food.

As well as contributing to your health and economy.

Try it!

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# *Basics of Shopping*

- What kind of shopper are you?
- Shopping lists
- Don't buy too much!
- Read the labels
- Some real villains
- Packaging - or not



# *1. This is my style! (you may have more than one)*



- I always have a shopping list, and stick to it
- I buy food with my meal plan in mind, as a general guideline
- I go with what's on offer and plan meals accordingly
  
- I like to just pop into a food store on impulse, when they have an offer that attracts me
- I mostly go to the same shop or shops all the time
- I order a lot of food online

# 1. *This is my style! (you may have more than one)*



- ❑ I always have a shopping list, and stick to it

Congratulations! And, you may want to consider some especially sustainable offers even if it means modifying your meal plan?

- ❑ I buy food with my meal plan in mind, as a general guideline

Sounds good.

- ❑ I go with what's on offer and plan meals accordingly

A good strategy if you're also the cook and have plenty of experience.

- ❑ I like to just pop into a food store on impulse, when they have an offer that attracts me

Be careful that you don't end up spending more than necessary: those 'specials' are often just to attract you into the store...

- ❑ I mostly go to the same shop or shops all the time

Good if you can build a relationship and influence their product range

- ❑ I order a lot of food online

Can be really good, eg

- For people with reduced mobility
- To be able to buy directly from the farm or other producer

## 2. *Shopping Lists*



People who use shopping lists throw away %20 less food. How do you feel about making a shopping list?

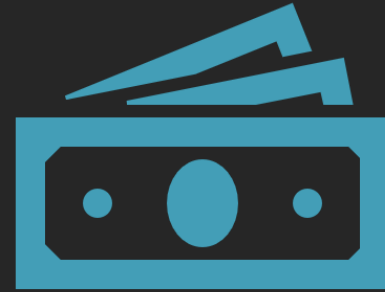
- A. It takes too much time.
- B. I often forget to do it.
- C. I make them sometimes. But they don't work for me.
- D. Useful, though maybe not every time.
- E. Always - I wouldn't shop without one.

## 2. *Shopping Lists*



- (A) Often, we buy too much food because we are stressed and have no time to plan our shopping trip
- (B-C) Keep your shopping list near the fridge so you can add items as you run out and ultimately reduce food waste.
- (D) Making shopping lists reduces impulse buying..
- (E) You are great! Please share it with your friends.

### 3. *Don't buy too much*



Many people buy more food than they can eat. Here are some reasons:

- Shopping for food when hungry
- Clever promotions like “buy one, get two”, sound good but they often lead to food waste
- Wanting to be the “good provider” who makes sure that her/his loved ones have everything they need.



## 4. *Read the Labels*



### ***"Less is more."***

The most sustainable food is generally the one you make from raw ingredients. The more it is processed industrially, the less good it is for you, the environment, or the climate.

So, when you buy packaged food, check the ingredients.

- The fewer, the better
- If you can't pronounce it, it's probably better not to eat it

### ***Check the date***

If the 'best by' date is very soon, and you intend to eat the product very soon, you do a good sustainability deed by buying it in preference to 'newer' produce.

## 5. *Some real villains*



### **Palm oil**

- Palm oil is used in many different products such as cosmetics, pastries, cookies, chocolate. Often rainforest get destroyed for new palm oil plantations. Palm trees are planted in huge monocultures thus destroying animals and habitats.

### **Sugar**

- We eat FAR too much sugar for our health! Compare ingredients. Soft drinks are especially devastating.

# SUGAR SHOCKERS

Drink Water instead of Sugary Drinks



**WATER**  
16 oz.  
0 calories  
0 grams sugar

**100% JUICE SMOOTHIE**  
15.2 oz. bottle • 300 calories



**LEMON-LIME SODA**  
15 oz. bottle • 200 calories



**ORANGE SODA**  
20 oz. bottle • 100 calories



**COLA with ICE**  
16 oz. cup • 120 calories  
16 oz. cup with ice



**ICED COFFEE MOCHA FLAVOR**  
12 oz. bottle • 150 calories



**SPORTS DRINK**  
16 oz. bottle • 120 calories



**SWEETENED ICED TEA**  
16 oz. bottle • 140 calories



**ENERGY DRINK**  
11 oz. can • 200 calories



**100% ORANGE JUICE**  
1 oz. glass • 100 calories



**CHOCOLATE SKIM MILK**  
1 oz. glass • 100 calories



**100% APPLE JUICE**  
1 oz. glass • 110 calories



**CRANBERRY JUICE COCKTAIL**  
1 oz. glass • 120 calories



**COFFEE**  
1 oz. cup • 10 calories



**VEGETABLE JUICE**  
1 oz. glass • 30 calories



**SOY MILK**  
1 oz. glass • 120 calories



**SKIM MILK**  
1 oz. glass • 90 calories



\*One cup (8 oz.) of water = 0 calories. \*\*SUGAR SHOCKERS based on average values for 16 oz. drinks with no sugar. Some manufacturers may use more sugar than listed in this chart.

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## 6. *Packaging - or not*



When you can, buy goods that are

- Not packaged at all, like 'loose' beans, fruit and vegetables
- Second-best: packaged without use of plastic
- ...and with a minimum amount of packaging

*Packaging is a big item in our garbage. Minimize it and buy nothing  
that you cannot recycle.*

*Remember to take re-usable bags when you go shopping!*

# *Congratulations!*



- Good job! You've completed the Shopping trail.

For more, do the quiz

Or try another action trail

Or go back to the top

# *Question 1*

Ask yourself. How often do I buy too much food because I don't know what is at home in my fridge?

1. Very often
2. Often
3. Sometimes
4. Seldom
5. Very seldom

# *Question 1*

*If your answer...*

1-2 Time for new routines around shopping lists?

3 Maybe your lists could be more complete?

4-5 You're a shining example to us all!

# *Question 2*

## *Choosing precooked food*

Processed food, for instance ready-made sauce or frozen falafel, can be really convenient. How to judge if it's sustainable:

- A. Only need to heat or add water - no extra ingredients needed
- B. Contains very few ingredients (and none with unpronounceable names)
- C. Has a long shelf life
- D. Contains no sugar or palm oil
- E. Replaces something that's really complicated to cook from scratch



# *Question 2*

*If your answer...*

- A. Certainly convenient but probably not very sustainable
- B. Yes - best choice
- C. Nice but not necessarily sustainable
- D. Good for your health and probably the environment, but not enough
- E. That's more about convenience than sustainability

# *Question 3*

## *Cutting back on sugar*

Sugar is a real villain when it comes to health. What is the best way to reduce your household's sugar consumption?

- A. Agree to limit sweets, cakes and desserts to special days
- B. Eliminate soft drinks from your shopping lists
- C. Cut back on fruit
- D. Cut back on fruit juice

# *Question 3*

*If your answer...*

- A. Good idea!
- B. Yes - this is the shortest route for many!
- C. Not really, the fibre is really useful
- D. If your doctor tells you it's really important to avoid sugar, yes; juice containing fruit fibre is a better option

# *Question 4*

## *Avoid excess packaging*

Taking re-usable bags when you go shopping is one way to avoid excess packaging.

- A. I always have one shopping bag and a number of smaller bags ready packed.
- B. It's a good idea but I don't always remember.
- c. Why bother when I can get free or cheap bags when I shop?

# *Question 4*

*If your answer...*

- A. You're a shopping hero!
- B. Good start. How about a reminder note near the door?
- c. You probably know why... If not, try any trail to learn more.



# *Done!*

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- That's the Shopping Trail 1 completed.

The SUSCOF project is a European Union project n. 2018-1-TR01-KA204-058739 supported by the Turkish National Agency. The aim of the project is to investigate and change the behavior of adults on food consumption and to raise awareness about sustainable food consumption. We welcome you to our website and MySusCoF mobile app for detailed information and enriched content.

[www.suscof.com](http://www.suscof.com)



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