



HOW TO SHOP FOR GOOD FATS  
A SUPERMARKET TOUR SCRIPT

To meet the demand for individual and group supermarket tours, a sample script has been developed to help consumers identify the best sources of good fats in the grocery store. This script should be used as a guide and can be adapted to your concept's brand, tour audience, store layout and personality. Feel free to incorporate these good fat conversations into an existing supermarket tour or consider adding a specialized good fats tour to your repertoire to more easily address the subject of heart health.



Today, we will take a walking tour of the grocery store to locate the best sources of good fats that should be incorporated into a healthy diet.

## CONTENTS

- 02 Produce
- 03 Meat, Poultry and Fish
- 04 Dairy/Cold Foods
- 05 Bakery
- 06 Oils
- 07 Snack Foods
- 08 Canned Food
- 09 Prepared Foods
- 10 Nuts and Seeds
- 11 Conclusion

Before we get started, let's talk about the difference between good and bad fats. Formal recommendations for dietary fat have been developed in the US and Canada, demonstrating the need for this nutrient in our diets.

There are four types of fat that might be listed on a nutrition facts panel: trans, saturated, polyunsaturated and monounsaturated. You might also hear polyunsaturated and monounsaturated fats called by another name: omegas. Monounsaturated and polyunsaturated fats also may be known by another name: Omegas. Omega-3 and omega-6 fatty acids are two types of polyunsaturated fat, and omega-9 fatty acids are monounsaturated fats.<sup>3</sup> Each omega fatty acid has a specific role in the body, but they all work together to promote health.<sup>3</sup> Incorporating these good fats into a healthy diet can have positive benefits on cholesterol levels and reduce the risk of heart disease, stroke and diabetes.<sup>2</sup>

- Consumption of polyunsaturated (omega-3, omega-6) and monounsaturated (omega-9) fats is encouraged because they promote heart health and cognitive function.
- Saturated and trans fat consumption should be limited due to their negative effects on your heart and blood cholesterol.

The US Dietary Guidelines recommend 20-35% of daily calories from total fat, less than 10% from saturated fat and less than 1% (as little as possible) of calories from trans fat. This means that at least 10-25% of dietary fat should come from good fats through a combination of monounsaturated and polyunsaturated fatty acids. In a 2000-calorie diet, 22-55 total grams of good fats will meet these dietary guidelines.

Canada has also developed regulations for good fats. According to their guidelines, Canadians should aim for 2-3 tbsp of healthy oils daily.

Now that we've reviewed the difference between good fats and bad fats, let's walk the perimeter of the store, where most fresh foods are located, as well as the interior aisles. Both good and bad fats can be found in all areas of the supermarket.

## PRODUCE

### Walk to the produce section.

As you can see, we're standing in the produce section of the grocery store, where fresh fruits, vegetables and pre-packaged salads are located. Most fruits and vegetables have smaller amounts of protein and fat and higher amounts of water, vitamins, minerals and natural sugars.

While most fruits and vegetables fit this nutrition profile, there are a few exceptions. For example, avocados are packed with good fats. Avocados are full of both monounsaturated and polyunsaturated fats.

There are many unique ways to incorporate avocados into our diet. Sandwiches and salads are easy for lunch and taste great with a few slices of avocado draped on top. Omelets, guacamole and even homemade salsa are other interesting mediums for avocados. Some shoppers even swap avocado for butter as a spread on bread, crackers and bagels.

When selecting an avocado, remember that a green avocado is not yet ripe, but a black avocado may be overripe. A ripe avocado is a deep purplish hue. When you're in the grocery store, squeeze the avocado gently; if it is completely firm, it is not yet ripe. An avocado that allows for gentle pressure and is not mushy is ready to eat.

Storing avocados, especially if you've already sliced one in half, can be challenging. Unripe, uncut avocados may take four or five days to ripen, but refrigeration can slow the process. A cut, ripe avocado can be sprinkled with lime or lemon juice, placed in an air-tight container and stored in the refrigerator for a future meal or snack.

But how much should you eat? One serving is considered 1/5 of a medium avocado, which amounts to about 1 ounce at 45 calories and 3 grams of good fats!

Refrigerated salad kits and salad dressings are typically located near the fresh produce, and they offer an additional source of good fats. As we will soon discuss, salad dressings made with canola oil or olive oil are an ideal complement to leafy greens because they contain monounsaturated and polyunsaturated fats.



## MEAT, POULTRY AND FISH

Walk to the meat, poultry and fish section.

Now that we've moved to the meat, poultry and fish section of the grocery store, let's talk about what nutrients these foods contain.

Meat, poultry and fish contain protein, vitamins and minerals. And although they can contain fat, they are not always high in good fat.

The best place to find good fats in this section of the grocery store is in cold water fish. Salmon, tuna, mackerel and herring are full of omega-3 fatty acids, which play a key role in brain development, cognition and heart health. In fact, the American Heart Association recommends that Americans consume fish at least twice per week to promote heart health. Consider adding fatty fish to salads and sandwiches, or serve it as the main dish with rice or a baked potato for a simple family dinner.

A serving of salmon, approximately the size of a dollar bill, is about 3.5 ounces or  $\frac{3}{4}$  cup of flaked fish. Each serving of fatty fish can contain between 0.25 to 2 grams of good fats. Remember, frozen or canned fish maintain the same nutritional properties as fresh fish.

## DAIRY/COLD FOODS

Walk to the dairy section.

Here we are in the dairy section. Our primary dairy sources include milk, cheese and yogurt. Dairy foods can have varying amounts of fat, carbohydrates, protein, vitamins and minerals. And, some dairy products contain added omegas depending on the manufacturer and the processing method.

I recommend selecting low-fat or fat-free versions of milk, cheese and yogurt when possible because the primary fat source in these foods is saturated fat. You also can try the 2% milk cheeses that are now available and melt better than fat-free versions. Low-fat or full-fat, all dairy foods are packed with essential nutrients, including calcium, potassium, protein, vitamin D, vitamin A and some B vitamins. Therefore, don't avoid these products, but be sure to enjoy them in moderation.

When choosing between dairy products like milk, cheese and yogurt, use the nutrition facts panel to find good fats. A nutrition facts panel may not specifically identify good fats, but look for products low in saturated and trans fat. To determine how many combined monounsaturated and polyunsaturated fats are present, subtract saturated and trans fats from total fat. Don't be afraid to look at a few different products before making a final decision based on nutritional quality!

Although butter is not technically in the "dairy food group" due to its low calcium content, it is made from milk and is found near dairy foods. When choosing between butter, margarine and other spreads, remember that margarine tends to contain monounsaturated and polyunsaturated fat, while butter is higher in saturated fat. Some spreads are made with heart-healthy fats and oils, so use the nutrition facts label to guide your choice.





**BISCUITS  
AND  
MUFFINS**

## BAKERY

**Walk to the bakery.**

The bakery is surprisingly full of good fats due to their functional role in baking. This is why oil and water separate. Fat is hydrophobic, which means it does not like to be in contact with water. In fact, fat in baked goods prevents the development of gluten and results in a more tender food product with flaky layers, like biscuits and muffins.

Check the ingredients and nutrition facts labels on baked goods or talk to an in-store bakery attendant to determine the best fat options for your food choice. The perimeter bakery is often used to prepare healthier bakery products as the chefs have more control over the preparation process.

## OILS

**Walk to the oils section.**

We've made it to the center of the store. Let's take a look at the available oils and determine which choice we should make if we're focusing on good fats. Common cooking oils include canola, corn, olive, peanut, soy and sunflower. But which ones to choose?

Canola oil contains monounsaturated and polyunsaturated fats and is a great choice for frying, baking and salad dressings. Corn, peanut, soybean and sunflower oil also are appropriate for frying, baking and salad dressings, as well as margarine and shortening. Sautéing and stir frying are great cooking methods for olive oil. Due to their high smoke point, canola, corn, peanut, soy, sunflower and are suitable for high temperature frying (above 230° C/446 F), while olive oil is more suitable for dipping with breads or medium temperature frying (above 190° C/374 F).

When looking at fat on a prepared sauce or dressing, review the ingredient line for "good fat" ingredients, such as canola oil, and check the nutrition facts panel to ensure the product contains low amounts of saturated and trans fats.

One serving of oil is equal to about one tablespoon and can provide up to 14 grams of good fats, depending on your oil of choice! Consider making your own salad dressing with canola or olive oil for use throughout the week.



CANOLA, CORN, OLIVE, PEANUT, SOY AND SUNFLOWER OILS

# SNACK FOOD

Walk to the snack food section.

Here in the snack food section, there are plenty of ways to locate good fats. Chips, crackers and even cookies may contain good fats if we know where to find them. However, you should also be aware of sugars, salts, and total calories in this section. Be sure to enjoy your favorite treats in moderation.

Recently, consumer demand for good fats has led to transformations in the food manufacturing process. Many food companies have started frying their chips and crackers in healthy fats like Omega-9 Oils. And, while the ingredients label may not identify their frying oil as omega-9 oil, you can look for the words canola oil or sunflower oil to ensure your food choice is full of good fats. An ingredient list that includes partially hydrogenated soybean oil has undergone manufacturing processes that replace good fats with trans fats.

When you're in the snack aisle, do your homework. Food manufacturers may use carbohydrates or sodium to replace dietary fat in low fat or fat-free products. Be sure to check the nutrition label for low saturated fat and trans fat claims, and use the ingredients list to identify the primary fat source. Chips full of good fats are no exception to the moderation message. Pre-portion your snacks into plastic baggies or bowls to prevent overeating.



# CANNED FOODS

Walk to the canned food section.

Just because we're in the center of the store doesn't mean that we can't find good fats. In fact, olives contain both monounsaturated and polyunsaturated fats. Both black and green olives can provide up to 3 grams of healthy fats, and 11 olives are equal to about one serving. Salads and vegetable platters are great mediums for olives, but they also can be "hidden" in other dishes, like pasta, lasagna and even meatballs. Get your creative juices flowing!



SALADS,  
ENTREES  
AND PIZZA

## PREPARED FOODS

Walk to the prepared foods section.

Salad bars, deli sections and prepared foods, including salads, entrees and pizzas, may contain good fats. Follow the general guidelines for good fats by seeking out healthy ingredients and nutrition labels that boast low saturated and trans fat profiles. If nutritional information is not available on a label, ask someone in the department to help you make a smart decision.

## NUTS AND SEEDS

Walk to the nuts section.

Our grocery store good fats tour is coming to an end, but there is one more food that is full of good fats: nuts. Some good nuts to try are almonds, cashews, macadamias, pistachios, pecans, and walnuts.

Even though nuts can contain good fats, it's important to watch your portion size. It is easy to grab a few handfuls without thinking about how much you're eating. Since nuts can be calorically dense, we need to be tuned in when eating them. Consider pre-portioning nuts into plastic baggies, buying pre-portioned calorie packs or investing in little snack-sized tins made specifically to hold a serving of nuts. For reference, one serving of walnuts is  $\frac{1}{4}$  cup, one serving of almonds is 23 nuts, one serving of cashews is about 17 nuts, and one serving of pistachios is about 49 kernels. A general rule of thumb is to eat about one medium handful of nuts to ensure you're not eating too many calories.

And, don't forget about seeds. Flaxseed contains dietary fiber, which helps keep your GI tract healthy, and antioxidants, which play a role in the prevention of chronic disease. Even further, flaxseed is full of omegas and can be hidden in oatmeal, smoothies and even baked goods like cookies. One tablespoon of flaxseed can provide up to 3 grams of good fats. Sunflower seeds are also a source of good fats, but watch out for the salt content in your seasoning of choice.



# CONCLUSION

Walk to front of store.

Thanks for being here today. I hope you learned to identify heart-healthy good fats in our store. Overall, if you're unsure about a packaged food, check the nutrition label. The good fats website, located at <http://www.goodfats101.com>, is an excellent resource for more personalized and in-depth information. And, if you have any questions about a food without a label, feel free to visit me, and I'd be happy to help!

Remember:

1. Good fats are omegas.
2. Good fats have valuable health benefits.
  - Positively benefits heart health and cholesterol levels
  - Promote healthy cognitive function
3. Good fats can be found throughout the grocery store. By reading labels of packaged foods, knowing what key produce, dairy and meat items contain good fats and applying your learnings to the prepared foods, you can make heart-healthy choices throughout our store.

**Good fats are  
omegas-  
3, 6 and 9.**

**Good fats can be  
found throughout  
the grocery store.**

**Good fats  
have valuable  
health benefits.**