

From - Denise Wyland, nutrition and health field specialist, ISU Extension
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Source: recent news release from P Martin, ISUE (revised, localized for your use); new ISUE website:
www.extension.iastate.edu/foodsavings

Affordable nutritious food – with ISU Extension help

A trip to the grocery store can be a major expense these days. The cost of living – measured by the Consumer Price Index – rose during 2008 at the fastest pace since 1991. The food index jumped 6 percent in the 12 months ending July 2008. “Food represents a significant share of your spending – about 14 percent,” says Denise Wyland, nutrition and health field specialist, ISU Extension. “So this price increase over the past year has taken a bite out of your purchasing power.”

Iowa State University Extension can help consumers make good decisions about what foods they buy and where they eat. “We have just launched the Spend Smart Eat Smart website,” says Wyland. “It offers you ways to build your skills and knowledge to affordably make or buy healthy meals.”

The Spend Smart Eat Smart website is interactive – offering weekly smart tips; game-like activities about planning, shopping and preparing meals; and a blog for conversations with ISU Extension nutrition specialists. A web browser set at www.extension.iastate.edu/foodsavings will bring the viewer to Spend Smart Eat Smart.

One tip from the website that Wyland shares is to analyze your resources. In order to buy the most food for the least money, she says to consider your time, knowledge and skills, and money.

“Ask yourself three questions,” Wyland says. “How much money do I have to spend? How much time do I have that I can use for planning, shopping and preparing food that will result in less money spent at the grocery store? What knowledge and skills do I have – or need – to make the most of what I can afford to buy? Balancing time, knowledge and skills, and money can solve your food budget challenges.”

For more tips and information on buying and eating nutritious food, visit www.extension.iastate.edu/foodsavings - the new Spend Smart Eat Smart website from Iowa State University Extension.

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