

# Breaking Budget Barriers for Better Nutrition

A large majority of Americans' diets fall short in terms of positive food group recommendations:<sup>1</sup>



~ **80%** do not meet **fruit** recommendations



~ **90%** do not meet **vegetable** recommendations



~ **80%** do not meet **dairy** recommendations



~ **98%** do not meet **whole grain** recommendations

Almost half of Americans view healthy food as expensive,<sup>2</sup> with 30% saying that is the reason they purchase less healthy foods and/or beverages.<sup>3</sup> To counter this, we looked at the research to find the three most cost-effective options per dollar within each under-consumed food group\*:<sup>4</sup>

## FRUITS



1. 100% apple & citrus juices



2. Bananas



3. Apples

## VEGETABLES



1. White potatoes



2. Lettuce



3. Carrots

## WHOLE GRAINS



1. Oatmeal



2. Popcorn



3. Brown rice

## DAIRY



1. Reduced & low-fat unflavored milk



2. Reduced & low-fat flavored milk



3. Cheese

\* Food prices observed prior to 2020

## Putting Your Money Where Your Mouth Is

Identifying the most cost-effective ways to eat nutritious foods can help everyone shop smarter and get closer to meeting dietary recommendations for each food group.



**TIP:** Aim for combinations of cost-effective foods that also provide important vitamins & minerals while limiting sodium, saturated fat, and added sugar.

### Example Quaker Recipe: 5-Minute Banana Bread Oatmeal



**Cost-effective, nutritious foods included:**  
 oatmeal (whole grains)  
 fat-free milk (dairy)  
 bananas (fruit)

### Each serving of the recipe provides:

- 26 g whole grains (54% DV)
  - 4 g dietary fiber (13% DV)
  - 1 g saturated fat
  - 55 mg sodium
- good source of
- calcium (15% DV)
  - vitamin D (15% DV)
  - potassium (13% DV)
  - iron (10% DV)
  - thiamin (10% DV)
  - magnesium (25% DV)

\*DV = daily value - recommended amount of a nutrient a person should consume each day

### References

1. U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2020-2025 Dietary Guidelines for Americans. 9th Edition. December 2020. Accessed Nov 25, 2024. [www.dietaryguidelines.gov](http://www.dietaryguidelines.gov)
2. Cleveland Clinic. Americans Cite Cost of Healthy Food as Biggest Barrier to a Heart-Healthy Diet, According to Cleveland Clinic Study. Cleveland Clinic. Updated Feb 1, 2023. Accessed Oct 24, 2024. <https://newsroom.clevelandclinic.org/2023/02/01/americans-cite-cost-of-healthy-food-as-biggest-barrier-to-a-heart-healthy-diet-according-to-cleveland-clinic-survey/>
3. International Food Information Council (IFIC). Food & Health Survey. Updated May 23, 2023. Accessed Oct 29, 2024 from <https://foodinsight.org/2023-food-health-survey/>
4. Brauchla M, Fulgoni VL. Cost-effective options for increasing consumption of under-consumed food groups and nutrients in the USA. Public Health Nutr 2021;1-7. doi:10.1017/S1368980021000537.