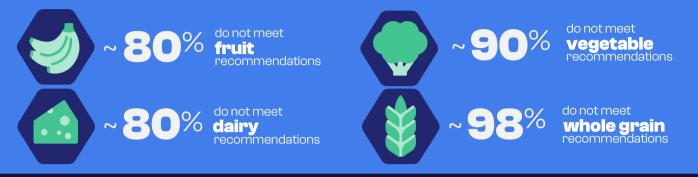


Breaking Budget Barriers for Better Nutrition

A large majority of Americans' diets fall short in terms of positive food group recommendations:



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



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)
- 1g saturated fat •
- 55 mg sodium
- thiamin (10% DV) magnesium (25% DV)

potassium (13% DV)

calcium (15% DV) vitamin D (15% DV)

iron (10% DV)

good source of

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

References

- 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
 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.cleveland.clinic.org/2023/02/01/americans-citer-cost-of-healthy-food-as-biggest-barrier-to-a-heart-healthy-diet-according-to-cleveland-clinic-survey/
 international Food Information Council (IFIC). Food & Health Survey. Updated May 23, 2023. Accessed Oct 29, 2024 from https://foodinsight.org/2023/02/01/americans-citer-cost-of-healthy-food-as-biggest-barrier-to-a-heart-healthy-diet-according-to-cleveland-clinic-survey/
 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.