

food cents



Shop smart.

A new way of spending your money on food
to balance your diet and your food budget.

What is FOODcents?

FOODcents uses the 10-Plan to help you balance your diet and a KILOCents Counter to help you compare prices.

A balanced diet contains plenty of fruit, vegetables, breads and cereals, a moderate amount of meats, fish, chicken, milk products and nuts, and small amounts of fats and sugars, as shown below in the *Healthy Eating Pyramid*.

**Eat
Least**

**Eat
Moderately**

**Eat
Most**



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Less fibre, \$14 per kg



More fibre, \$5 per kg

Spend least on foods that do not provide many nutrients – even though you may like them! These foods are often high in fat, salt and/or sugar and include chocolate, crisps, sweet biscuits, cordials, soft drinks, coffee, tea and alcohol. They should be only occasional indulgences. These are called ‘Eat Least’ foods. FOODcents recommends that only 10% of the food budget be spent on ‘Eat Least’ foods.

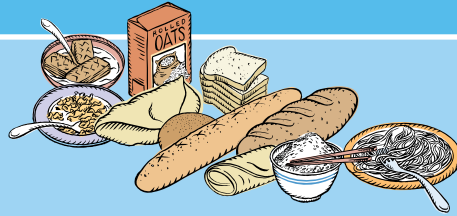
Spend moderately on foods that you need in moderate amounts for good health, such as lean meat, chicken without skin, fish, eggs, cheese, yoghurt, milk and nuts. These are called ‘Eat Moderately’ foods. FOODcents recommends that 30% of the food budget be spent on ‘Eat Moderately’ foods.

Spend most on foods you should eat most of to provide energy, vitamins, minerals and fibre, such as bread, plain cereal foods, fruit, vegetables and legumes. These are called ‘Eat Most’ foods. FOODcents recommends that 60% of the food budget be spent on ‘Eat Most’ foods.

What should I eat?

Food group

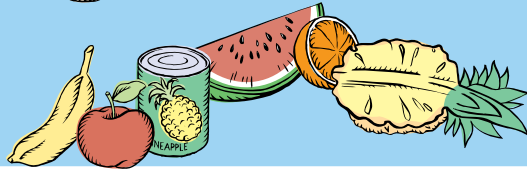
Bread, cereals,
rice, pasta, noodles



Vegetables, legumes



Fruit



Milk, yoghurt,
cheese



Meat, fish, poultry,
eggs, nuts, legumes



* Minimum serves are based on the Australian Guide to Healthy Eating, Commonwealth Department of Health and Family Services, 1998.

** Active people should eat more than this for extra energy. They should mainly increase the amount of bread, cereals, fruit and vegetables. Women who are pregnant or breastfeeding should also eat more of these foods, together with an additional serve of both meat and milk foods.

Children 4–11 yrs	Teenagers & adults**	Serve sizes (1 serve)
3 serves per day	4 to 6 serves per day	= 2 slices of bread = 1 medium bread roll = 1 cup cooked rice, pasta, noodles = 1 cup porridge = 1 ¹ / ₃ cup dry breakfast cereal = ½ cup of muesli
2 to 4 serves per day	4 to 6 serves per day	= ½ cup of cooked vegetables = ½ cup of cooked or canned beans, lentils, chick peas or split peas = 1 cup salad vegetables = 1 medium potato
1 to 2 serves per day	2 to 3 serves per day	= 1 medium piece (e.g. apple, banana, orange, pear) = 2 small pieces (e.g. apricots, kiwi fruit, plums) = ½ cup 100% juice = dried fruit (e.g. 4 apricot halves)
2 to 3 serves per day	2 to 3 serves per day	= 250ml of milk (1 cup) = ½ cup of evaporated milk = 40g hard cheese (2 slices) = 200g yoghurt (1 small carton) = 250ml custard (1 cup)
½ to 1 serves per day	1 to 1½ serves per day	= 65-100g cooked lean meat or chicken (e.g. 2 small chops, ½ cup of mince) = ½ cup of cooked or canned beans, lentils, chick peas or split peas = 80-120g cooked fish = 2 small eggs = 1 ¹ / ₃ cup of nuts (e.g. peanuts, almonds) = ¼ cup of sunflower or sesame seeds

There is a recommended minimum amount of each type of food that should be eaten every day to provide adequate nutrition.

Limit 'extra' foods. Some foods do not fit into the 5 food groups. They contain too much fat, sugar and/or salt and very few essential nutrients. Choose carefully, and only eat these foods sometimes or in small amounts.



Spend your food money in the same way as you balance the foods in your diet.

First Step

Write down the amount of money you usually spend on food per week or fortnight or month.

Food money = \$ _____

Second Step

Divide this amount by 10 to give you a 'part' (e.g. \$120 divided by 10 means \$12 per 'part').

Food money = \$ _____ $\div 10$ = \$ _____ per 'part'

Third Step

On the 10-Plan below, write the amount you should spend on each section.

Eat Least Foods

These foods usually cost around \$10-20 kg.

1 Part

\$ _____ x 1
= \$ _____ to spend on margarine, oils and other 'extra' foods.

Eat Moderately Foods

These foods usually cost around \$5-12 kg.

3 Parts

\$ _____ x 3
= \$ _____ to spend on lean meat and similar, milk and milk foods.

Eat Most Foods

These foods usually cost around \$2-5 kg.

6 Parts

\$ _____ x 6
= \$ _____ to spend on vegetables, legumes, fruit, bread and plain cereal foods.

Remember - for every \$10 that you spend on food, spend:

\$6 on 'Eat Most Foods'

\$3 on 'Eat Moderately Foods'

\$1 on 'Eat Least Foods'

Comparing prices per kilogram

The KILOcents Counter is a simple ready reckoner to help you calculate the cost per kilogram of foods. By doing this, you can compare products within and between product groups to identify good nutritional value for money.

Check the price per kilogram of the food you buy and decide if it is good value for money compared to alternatives.

To find the price per kilogram:

- Step 1** Round off the price to the nearest 50 cents.
- Step 2** Round off the weight to the nearest 50 grams. This will give rounded amounts. If the price or weight is mid-way (eg. \$2.75 or 275g) always round off only one way, either up or down.
- Step 3** Use the KILOcents Counter on the back pages. Move across the prices row at the top to the rounded price of the food item, and then move down this column to the rounded weight of the food item, shown in the margins.

The square you land on will be the approximate price per kilogram.

For example:

- a food item costs \$1.20 and weighs 200 grams:
 - Round off \$1.20 price to \$1.00.
 - Weight is 200g.
 - The price per kilogram will be approximately \$5.00 (see table below).

		PRICE		
		50c	\$1.00	\$1.50
GRAMS	50	10.00	20.00	30.00
	100	5.00	10.00	15.00
	150	3.33	6.67	10.00
	200	2.50	5.00	7.50

Practise estimating the price per kilogram of food items advertised in your local paper and supermarket catalogues.

NOTE: When comparing prices for items which weigh less than 200 grams you will see there is a wide range in prices depending on whether you round the price down or up to the nearest 50 cents. If this range does not help you to compare prices, you may prefer to use a calculator.

$$\text{Price per kg} = \text{price (\$)} \div \text{weight (grams)} \times 1000$$

Compare prices of:

- Fresh foods with canned and frozen varieties.
- Similar foods, e.g. breakfast cereals (note the sugar content).
- Snack foods, e.g. fruit, bread, biscuits, muesli bars, crisps, chocolate.
- Home made and convenience foods, e.g. compare the price of flour and sugar with cake mix; and the price of rice or pasta with rice or pasta 'meals'.

When you compare prices per kilogram you will find that highly processed, packaged and advertised foods are more expensive than comparable foods.

For example:

- Fruit leathers may cost \$20–30 per kg compared to fresh fruit at only \$1–5 per kg.
- Potato crisps may cost \$12–30 per kg compared to fresh potatoes at only \$3 per kg.
- High sugar breakfast cereals may cost \$10–15 per kg compared to plain breakfast cereals at only \$2–5 per kg.
- Home-delivered pizza may cost about \$30 per kg compared to home made pizza at \$5–8 per kg.



Home delivered, \$30 per kg



Home made, \$6 per kg

Convenience can cost money

Use the KILOcents Counter to compare the costs of basic foods and ingredients with the cost of 'convenience' foods.

Breakfast cereals	Type	Sugar per 100g
\$...../kg	_____	_____
\$...../kg	_____	_____

Sliced bread	Type	Number of slices per loaf
\$...../kg	_____	_____

Cornflour	Powdered sauce mix	Ready-to-use sauce
\$...../kg	\$...../kg	\$...../kg

Flour	Sugar	Cake mix
\$...../kg	\$...../kg	\$...../kg

Biscuits	Type	Packaged cakes
\$...../kg	_____	\$...../kg
\$...../kg	_____	\$...../kg

Rice	Pasta	Pasta 'meal'
\$...../kg	\$...../kg	\$...../kg

'2 Min' noodles	Muesli bars	Chocolate
\$...../kg	\$...../kg	\$...../kg

Fresh potatoes	Oven-fried potatoes	Potato crisps
\$...../kg	\$...../kg	\$...../kg
Fresh carrots	Frozen carrots	Canned carrots
\$...../kg	\$...../kg	\$...../kg
Fresh tomatoes	Canned tomatoes	Tomato-based pasta-style sauce
\$...../kg	\$...../kg	\$...../kg
Fresh apples	Number of apples/kg	Canned apples
\$...../kg	_____	\$...../kg
Sultanas	Dried Apricots	Fruit 'roll ups'
\$...../kg	\$...../kg	\$...../kg

BEST BUY!

The cheapest fruit today is: _____ \$...../kg

The cheapest vegetable today is: _____ \$...../kg

People often say it's expensive to eat a healthy diet but it is, in fact, cheaper. Eating a healthy diet means spending at least **half** your food budget on fruits, vegetables, breads, cereals and grains. You can buy more of these foods when you spend less on foods such as biscuits, lollies, cordials, sugary breakfast cereals, take-aways and convenience foods.

Other ways of saving money on food shopping:

- Buy food in bulk, but remember that it's only good value if you use it all before the expiry date. Freeze any foods that you can't use straight away (e.g. meat in portion sizes). Store bulk goods such as cereal and flour in containers to keep fresh longer.
- Shop for bargains nearer to the shop's closing time - prices on fresh produce are often discounted.
- Limit fast food meals to less than one per fortnight.
- Plan meals and snacks.
- Make a shopping list and buy only what you need.
- Choose fruit and vegetables instead of less healthy meals and snacks. Fruit and vegetables are nutritious and good value for money, especially when in season. Canned and frozen fruit and vegetables are also good options and can be cheaper than fresh produce. Remember to eat at least two serves of fruit and five serves of vegetables each day.



'Fruit' snacks, \$13 per kg



100% Fruit, \$4 per kg



The KILOcents Counter

		PRICE									
		50c	\$1.00	\$1.50	\$2.00	\$2.50	\$3.00	\$3.50	\$4.00	\$4.50	\$5.00
GRAMS	50	10.00	20.00	30.00	40.00	50.00	60.00	70.00	80.00	90.00	100.00
	100	5.00	10.00	15.00	20.00	25.00	30.00	35.00	40.00	45.00	50.00
	150	3.33	6.67	10.00	13.33	16.67	20.00	23.33	26.67	30.00	33.33
	200	2.50	5.00	7.50	10.00	12.50	15.00	17.50	20.00	22.50	25.00
	250	2.00	4.00	6.00	8.00	10.00	12.00	14.00	16.00	18.00	20.00
	300	1.67	3.33	5.00	6.67	8.33	10.00	11.67	13.33	15.00	16.67
	350	1.43	2.86	4.28	5.71	7.14	8.57	10.00	11.43	12.86	14.28
	400	1.25	2.50	3.75	5.00	6.25	7.50	8.75	10.00	11.25	12.50
	450	1.11	2.22	3.33	4.44	5.56	6.67	7.78	8.89	10.00	11.11
	500	1.00	2.00	3.00	4.00	5.00	6.00	7.00	8.00	9.00	10.00
	550	0.91	1.82	2.73	3.64	4.54	5.45	6.36	7.27	8.18	9.09
	600	0.83	1.67	2.50	3.33	4.17	5.00	5.83	6.67	7.50	8.33
	650	0.77	1.54	2.31	3.08	3.85	4.61	5.38	6.15	6.92	7.69
	700	0.71	1.43	2.14	2.86	3.57	4.28	5.00	5.71	6.43	7.14
	750	0.67	1.33	2.00	2.67	3.33	4.00	4.67	5.33	6.00	6.67
	800	0.62	1.25	1.87	2.50	3.12	3.75	4.37	5.00	5.62	6.25
	850	0.59	1.18	1.76	2.35	2.94	3.53	4.12	4.70	5.29	5.88
900	0.55	1.10	1.67	2.22	2.78	3.33	3.89	4.44	5.00	5.56	
950	0.53	1.05	1.58	2.10	2.63	3.16	3.68	4.21	4.74	5.26	
1000	0.50	1.00	1.50	2.00	2.50	3.00	3.50	4.00	4.50	5.00	

1000g = 1kg

PRICE										ML	
\$5.50	\$6.00	\$6.50	\$7.00	\$7.50	\$8.00	\$8.50	\$9.00	\$9.50	\$10.00		
110.00	120.00	130.00	140.00	150.00	160.00	170.00	180.00	190.00	200.00		50
55.00	60.00	65.00	70.00	75.00	80.00	85.00	90.00	95.00	100.00		100
36.67	40.00	43.33	46.66	50.00	53.33	56.67	60.00	63.33	66.66		150
27.50	30.00	32.50	35.00	37.50	40.00	42.50	45.00	47.50	50.00		200
22.00	24.00	26.00	28.00	30.00	32.00	34.00	36.00	38.00	40.00		250
18.33	20.00	21.67	23.34	25.00	26.66	28.33	30.00	31.67	33.34		300
15.71	17.14	18.57	20.00	21.43	22.86	24.29	25.72	27.14	28.56		350
13.75	15.00	16.25	17.50	18.75	20.00	21.25	22.50	23.75	25.00		400
12.23	13.34	14.45	15.56	16.67	17.78	18.89	20.00	21.11	22.22		450
11.00	12.00	13.00	14.00	15.00	16.00	17.00	18.00	19.00	20.00		500
10.00	10.90	11.81	12.72	13.63	14.54	15.35	16.36	17.27	18.18		550
9.17	10.00	10.83	11.66	12.50	13.34	14.17	15.00	15.83	16.66		600
8.46	9.22	10.00	10.76	11.53	12.30	13.07	13.84	14.61	15.38		650
7.85	8.56	9.28	10.00	10.71	11.42	12.14	12.86	13.57	14.28		700
7.33	8.00	8.67	9.34	10.00	10.66	11.33	12.00	12.67	13.34		750
6.87	7.50	8.12	8.74	9.37	10.00	10.62	11.24	11.87	12.50		800
6.47	7.06	7.65	8.24	8.82	9.40	10.00	10.58	11.17	11.76		850
6.11	6.66	7.22	7.78	8.33	8.88	9.44	10.00	10.56	11.12		900
5.79	6.32	6.84	7.36	7.89	8.42	8.95	9.47	10.00	10.52	950	
5.50	6.00	6.50	7.00	7.50	8.00	8.50	9.00	9.50	10.00	1000	

1000mL = 1 Litre

For more information on fruit and vegetables that are currently in season and for tasty recipes check out:

www.gofor2and5.com.au



**Queensland
Government**
Queensland **Health**



**Government
of South Australia**

SA Health

This booklet has been revised by The South Australian Department of Health in partnership with Queensland Health.

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