

Filling Your Pantry on a Budget



Image provided by Freepik.com

Based on a power point presentation developed by Valerie Livingood
Presented by Ann Conklin
Developed in spring and summer of 2023
Presented on October 3, 2023

Leaders Guide

Filling Your Pantry on a Budget

Introductions

Activity - Quiz

- Handout the quiz and ask them to complete it.
 - You will go over the quiz at the end of the presentation.
-

What are your shopping habits?

How often do you make trips to the store?

Do you shop when you are hungry, distracted or tired?

Do you shop at many stores?

Do you make a list and stick to it?

Do you resort to fast food because your fridge and pantry are empty or not stocked up?

Do you spend more than planned?

From 2021-2022 the average annual food at home prices were 11.4 percent higher in 2022 than in 2021. Normally there is a 2% raise per year. This is from the U.S. Dept. of Agriculture and was updated on 7-19-2023.

Inflation: General increase in prices & fall in the purchasing value of money.

Shrinkflation: (picture #1 - Wheat Thins)

Shrinkflation: The practice of reducing a product's amount (or) volume per unit while continuing to offer at the same price.

- I will show and talk about examples -smaller cans of coffee.
- Refer to the picture of Wheat Thins.

Skimpflation: (picture #2-4 - Smart Balance)

Skimpflation: reducing the quality of products while selling for the same price. They add water or reduce or eliminate ingredients or substitute less costly ingredients.

-Point out the pictures of Smart Balance

Activity - Shrinkflation Sharing

(posterboard, sticky notes, pencils)

- Discuss at your tables examples of Shrinkflation
- Post them on board
- Discuss

Eye Level is Buy Level - (pictures #5-8)

- Point out pic aimed at adults.
- Point out pic aimed at children.
- Even the mini wheats have eyes.***

**60% of sales are for products within 12 inches of eye level.
They create eye contact to build trust.**

In a 2 part study researchers confirmed cereal targeting children are placed about 23 inches off of the ground and those aimed at adults 48 inches high. They studied 65 cereals and 86 characters and those cereals on the top shelves have characters staring straight ahead or slightly up to make eye contact with adults. For the lower boxes with cartoon characters with large inviting eyes. The gaze is focused slightly downward to create eye contact with children.

Marketing Ploys (pictures #9-17)

We will discuss how to recognize the best prices and values and be aware of marketing ploys.

Free Samples: Free samples are fun but sometimes we feel obligated to buy the product. (#9)

Store Layout: Rearranging so we have to wander around to find the basics and then we may pick up more items. (#10)

-Show pic of store layout. (#10)

Ways to get shoppers to buy more:

-Larger Carts

-Appealing to our senses with color, smell, and music

Meaningless Claims: Reading ingredient labels is very important. (#11-12)

-Point out the picture that says REAL on the front of the box

-Point out where the real ingredients are listed.

Creating a Sense of Urgency: They want to get you to buy right away. (#13)

-Point out the picture of Special Offer - This Week Only

Many Regular Priced Items are listed on the Sale Flyer: (#14)

-Show the picture

-Nearly half of the items were regular priced. (22 out of 45)

Cross Selling Items: Putting chips & dips together / Ice Cream and Cones (#15)

-Show the picture

-Buying chips on the list—but tempted to buy dip because it is Right There

Seasonal Packaging: If at all possible resist buying seasonal items until after the holiday. (#16)

-Show picture

-Point out picture of more expense just because of special packaging

-Show examples

Activity - What Marketing Ploys bother you the most?

(posterboard, sticky notes, pencils)

-Ask “What Marketing Ploys bother you the most?”

-Discuss at your table then write on the sticky note.

-Post & discuss

10 minute break

Start Saving Now (#17-23)

Blind Taste Test: Name Brand / Private Label / Economy Brand

-Show picture (#18)

Many store brands are just as good as national brands. Great Value at Walmart has a good reputation according to a Readers Digest article. Try small amounts of store brands or do your own taste test of canned goods to compare.

Check the Pantry, Freezer, and Fridge before making a shopping list. (#19)

-Show the picture (#19)

-My son-in-law makes menus for the whole week and shops once a week. It works well for them.

-The least amount of times you go to the store, the better. You will buy something that you don't need almost every time you go into a store. The least amount of trips to the store the better.

-Assess—take stock of what is in the pantry, freezer, fridge.

-Try to keep the oldest food in the front of the shelf in your pantry.

-Try to keep the freezer organized - I am the world's worst, I need ideas.

-Check before meal planning.

-Also check carefully before making your grocery list.

-Try to write your list according to the layout of your store that you plan shopping at.

-Show Winco Map

Planning Your Shopping List Around Seasonal Produce (#20)

-Try to plan meals based on seasonal produce.

-Fruit & Vegetable stands during summer months.

-I don't need very much from the store in the summer. I have hens for eggs. Also a garden for produce. I can some of the fruits and vegetables that we use the most in the winter.

Clearance Items: (#21)

-Show the picture (#21)

-Stock up when real values are found

-Be cautious - Try one item and maybe go back and get more. Be careful.

-Save money by buying items marked Best if Sold by Date.

Checkout Stand: (#22)

- Show the picture (#22)
- Be very wary of impulse buys at the checkout stand.
- Pay attention at the checkout counter and check that you have all of your bags and wallet.
- Double check your receipt before leaving the store.,
(Even if you have a loyalty card and all items have been added to your phone)

Activity - How can you start saving now?

(poster board, sticky notes, pen)

In Conclusion

Avoid:

- Shopping when hungry, tired or distracted or with people that stress or distract you.

Things to consider to save money:

- Specialty stores like –Meat markets, Fruit stands, Stores like Costco, Big Lots, BiMart, Grocery Outlet (be careful and compare prices}

Other ways to save:

- Look for rollback pricing at Walmart
- Bulk buying
- Make your own mixes
- Grow a garden-even on a patio
- Meatless meals
- Cook in batches–freeze some for later
- Avoid buying non food items at the grocery store
- Try ordering groceries and picking them up–that eliminates impulse buying.
- Look for Senior Discount Days and Times
- Use coupons (phone)

Readers Digest says:

Best senior deals at Costco:

Glasses

Hearing aids

Prescriptions

wine and meat

gift cards

passport photos

Vaccinations

Walking and shower aids

Books

Anti aging supplements and cosmetics

Some stores have senior discount days and times

car rentals

cruises

Activity - Review the Quiz

(quizzes, answer sheet<pencils)

Choose sidebar display

BIBLIOGRAPHY & RECOMMENDED RESOURCES

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- Economides, Steve and Annette Economides. *Cut Your Grocery Bill in Half with America's Cheapest Family*. Thomas Nelson. 2010.
- Salsbury, Barbara with Sandi Simmons. *Beating the High Cost of Eating: The Essential Guide to Supermarket Survival*. Horizon Publishers. 2005.

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⦿ **YOUTUBE VIDEOS:**

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- ⦿ BabbleTop. 2020. "*10 Grocery Store Innovations That Will Blow Your Mind*". YouTube. (13:28 minutes) <https://www.youtube.com/watch?v=QtklieeS2n0>
- ⦿ Wendover Productions. 2021. "*The Incredible Logistics of Grocery Stores*". YouTube. (16:50 minutes) https://www.youtube.com/watch?v=BNpk_OGEGIA
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Filling Your Pantry on a Budget Handout

- What are your shopping habits?
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Marketing Ploys

- **Free Samples:** Free samples are fun but sometimes we feel obligated to buy the product.
- **Store Layout:** Rearranging so we have to wander around to find the basics and then we may pick up more items.
- **Ways to get shoppers to buy more:**
 - Larger Carts
 - Appealing to our senses with color, smell, and music
- **Meaningless Claims:** Reading ingredient labels is very important.
- **Creating a Sense of Urgency:** They want to get you to buy right away.
- **Many Regular Priced Items are listed on the Sale Flyer:**
 - Show the picture
 - Nearly half of the items were regular priced. (22 out of 45)
- **Cross Selling Items:** Putting chips & dips together / Ice Cream and Cones
- **Seasonal Packaging:** If at all possible resist buying seasonal items until after the holiday.

Start Saving Now

Blind Taste Test: Name Brand / Private Label / Economy Brand

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- Look for Senior Discount Days and Times
- Use coupons (phone)

Readers Digest says:

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Hearing aids

Prescriptions

Vaccinations

Walking and shower aids

Books

Anti aging supplements and cosmetics

Some stores have senior discount days and times

wine and meat

gift cards

passport photos

car rentals

cruises

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Filling Your Pantry on a Budget Quiz

1. Inflation is the general increase in prices and the fall in the purchasing value of money. T or F

2. The best time to shop for groceries is when you are hungry. T or F

3. To keep your grocery bill down, make a list and stick to it. T or F

4. Some grocery ads have about 50% of the listed items at their regular price. T or F

5. The normal raise per year in the cost of groceries is 11.4%. T or F

6. Eye Level is Buy Level is a marketing ploy aimed at adults and kids. T or F

7. You can get some real deals at the checkout stand if you look for them. T or F

8. If you have a store loyalty card, it always saves you money on your groceries. T or F

9. Skimpflation is the practice of reducing a product's amount or volume per unit while still offering at the same price. T or F

10. Costco is not a store that saves senior citizens money on larger items. T or F