



The Real Cost of Healthy Food

Healthy food is often perceived as expensive and time consuming. *The Real Cost of Healthy Food* report card dispels the myth about the cost of healthy food and shows how easy it is to incorporate fruit and vegetables into your day.

LESS HEALTHY FOODS	PRICE/KG	HEALTHIER FOODS	PRICE/KG
Savoury crackers	\$9.97	Carrot, red capsicum and celery sticks	\$3.33
Potato crisps	\$19.90	Popping corn	\$3.00
Banana muffin	\$12.00	Banana	\$4.72
Chocolate	\$17.90	Dried sultanas	\$6.45
Chocolate chip cookies	\$10.49	Fruit snack pack (in juice)	\$8.68
Meat pie	\$7.48	Corn on the cob	\$3.38
Rolled up fruit bar	\$25.80	Apple	\$4.29
Sausage roll	\$8.38	Two slices of wholegrain bread with tomato, lettuce, cucumber and carrot	\$4.06
Pastie	\$10.78	Small can of baked beans on two slices of wholegrain toast	\$5.76
Dim sim	\$7.51	Canned tomato soup (reduced salt)	\$4.99

* Costings calculated using average prices from a metropolitan and a regional supermarket in NSW (February 2009).

Fruit and vegetable prices can fluctuate according to the seasons and other environmental factors, so try the following tips to get the best value for your money:

- Buy seasonal produce, as it is generally fresher and more affordable
- Buy in bulk and split the cost between households or batch cook and freeze
- Swap expensive produce for lower cost alternatives including dried, frozen or canned fruits and vegetables















Preparing your own meals and snacks is also a great cost saver. For more information about smart shopping visit www.gofor2and5.com.au





The Real Cost of Healthy Food continued

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MEAL	LESS HEALTHY MENU	HEALTHIER MENU
Breakfast	Ham and cheese croissant	Wholegrain cereal with reduced-fat milk Wholegrain toast with a light spread of avocado
Mid morning	Chocolate snack bar	Medium-sized nectarine 
Lunch	Meat pie	Salad sandwich 
Mid afternoon	Chocolate cream biscuits	Carrot and celery sticks with low-fat tzatziki 
Dinner	Deep fried chicken nuggets and fries	Chicken and vegetable stir-fry with rice   
Dessert	Chocolate-coated ice cream	Canned peaches with reduced-fat custard 
FRUIT	0 SERVES FRUIT*	2 SERVES FRUIT*  
VEGETABLES	0 SERVE VEGETABLES*	5 SERVES VEGETABLES*     
	\$10.07	\$7.73

* One serve of fruit is equal to a medium-sized piece of fruit, two small pieces of fruit, a cup of canned fruit or 1½ tablespoons of dried fruit.

One serve of vegetables is equal to one cup of salad vegetables or half a cup of green leafy vegetables.

Costings calculated using average prices from a metropolitan and a regional supermarket in NSW (February 2009).

The nutritional value of what we eat

LESS HEALTHY FOODS ARE HIGH IN	FRUIT AND VEGETABLES ARE HIGH IN
Kilojoules	Fibre
Fat, including saturated fat	Vitamins
Sugar	Minerals
Salt	Antioxidants

Fruit and vegetables are packed with nutrients compared to the less healthy foods listed in *The Real Cost of Healthy Food* report card. This means that eating fruit and vegetables will not only save you money, but also be good for the health of your whole family.

The Real Cost of Healthy Food report card has been endorsed by the Dietitians Association of Australia. For further information about healthy eating, speak to a qualified health professional such as an Accredited Practising Dietitian or a doctor, or contact the NSW Get Healthy Information and Coaching Service on 1300 806 258.

Further information

For more information on healthy eating and physical activity for you and your family, go to:

• www.gofor2and5.com.au • www.livelifewell.nsw.gov.au • www.healthykids.nsw.gov.au • www.daa.asn.au •

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FRUIT VEG

An Australian Government, State and Territory health initiative

