

On a Budget? You CAN still eat like a “10”!



Diet ID’s “IDEAL” goal diets are achievable for any eating style and budget. Here we bust some common myths about affordable, health supporting diets.

Myth #1: You need to buy special foods or shop at fancy stores.

Fact:

All food stores sell the foods you need to create a healthy diet. Don’t be fooled by packages with claims like “gluten free” or “reduced fat.” The healthiest foods need no label claims like that! Look for single-ingredient staples like fruit, vegetables, and beans. Many stores offer their own line of basic foods at a deep discount, like oats, nut butters, canned or dried beans, frozen vegetables, and whole grain pasta.



Myth #2: You need to stick to a meal plan to see results.

Fact:

Your meal plan might suggest a Buddha Bowl, fresh berries, and almonds... This does not mean that you have to eat kale, or that blueberries and almonds are required. A health-supporting diet is composed of the right proportions of foods from each food group – money-saving swaps are encouraged! So go ahead with the smart swaps: buy frozen fruit, the greens that are on special, and the store’s own brand of mixed nuts.



Myth #3: A junk-food diet is less expensive.

Fact:

Careful analyses show that diets with lots of “cheap” packaged and fast food are no less expensive than nutritious diets. Concerned about protein? Swap out beef for beans. Need a quick breakfast? Oatmeal (try overnight oats!) costs a fraction of a bowl of boxed cereal. Thirsty? Ditch soda and juice for tap water. Need a quick snack? You can buy 4 or 5 bananas for the price of a candy bar. Plain bulk brown rice is cheaper than boxed white rice mixes. Packaged sides (like rice or stuffing mixes) are pricier than fresh white or sweet potatoes. Ingredients for a hearty bean and barley vegetable soup for 4 people costs less than a fast food “value” meal for one person.



Money Saving Tips for Eating Like a “10”

Many stores offer slightly “bruised” or “ugly” produce at deep discount. Buy, wash, freeze, and keep on hand for smoothies, casseroles, soups, and stews.

In-season fresh produce is almost always cheaper. If the price of strawberries in November gets you down, go for apples and oranges instead.

Flours, whole grains, nuts, seeds, dried fruits, dry beans, and mixes are almost always cheaper in bulk. And you can buy only what you need.

Most store brands are just as healthful as their brand name counterparts, but far cheaper.

An unhealthy diet, regardless of its price, comes at the highest cost of all. A recent study found that unhealthy eating habits costs the American health care system about \$50 billion per year! If that is difficult to relate to, consider the immeasurable cost of a heart attack, bariatric surgery, or decades of medications for diabetes, high cholesterol, and hypertension. The true cost of our food must take into account the cost over years of eating a poor diet. Optimal health not only adds years to life, but life to years. And that... is priceless.