

BREAKING BUDGET BARRIERS FOR BETTER NUTRITION

A large majority of Americans' diets fall short in terms of positive food group recommendations:¹



~80 % do not meet **fruit** recommendations



~90 % do not meet **vegetable** recommendations



~80 % do not meet **dairy** recommendations



~98 % do not meet **whole grain** 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

FRUITS



1. 100% apple & citrus juices



2. Bananas



3. Apples

VEGETABLES



1. White potatoes



2. Lettuce



3. Carrots

WHOLE GRAINS



1. Oatmeal



2. Popcorn



3. Brown rice

DAIRY



1. Reduced & low-fat unflavored milk



2. Reduced & low-fat flavored milk



3. Cheese

* Food prices observed prior to 2020

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:

good source of

- calcium (15% DV)
- vitamin D (15% DV)
- potassium (13% DV)
- iron (10% DV)
- thiamin (10% DV)
- magnesium (25% DV)
- 26 g whole grains (54% DV)
- 4 g dietary fiber (13% DV)
- 1 g saturated fat
- 55 mg sodium

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

References

1. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2025-2030. RealFood.gov
2. 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.clevelandclinic.org/2023/02/01/americans-cite-cost-of-healthy-food-as-biggest-barrier-to-a-heart-healthy-diet-according-to-cleveland-clinic-survey/>
3. 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.

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