



do healthy choices cost more?

WHAT are you getting
for your money?

POPULAR CHOICE

Pop

Empty calories with no nutritional value. Hard on teeth.

Cost: \$1.25/355 mL

HEALTHIER CHOICE

Milk (white or chocolate)

High in calcium, vitamin D, B vitamins and protein. Helps build strong bones and teeth.

Cost: 90¢/500 mL

Fruit Drinks

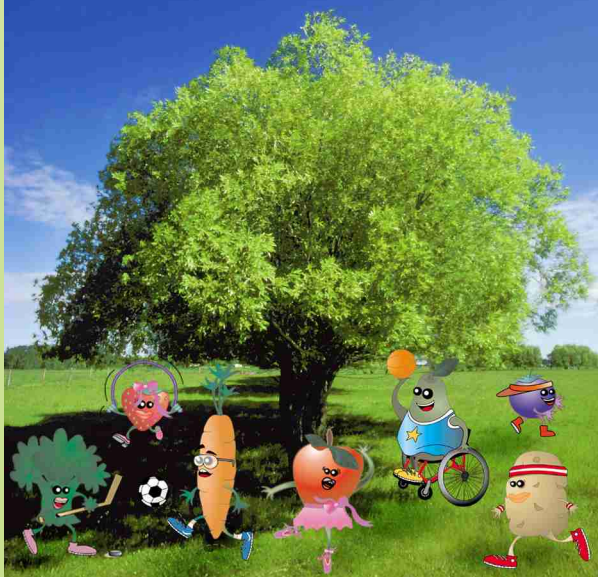
Lots of sugar. May contain only a small amount of real juice.

Cost: 1 serving box 33¢

100% Fruit Juice

Rich in vitamins.

Cost: 1 serving box 33¢



Store-Bought Convenience Lunch Kits

A lot of fat and salt.
Minimal fibre.

Cost: about \$4

Made-at-Home Lunch Kits

Whole-wheat crackers, lean meat, cheese, raw veggies and fresh fruit. Lower in fat and salt. Higher in fibre, vitamins and protein.

Cost: about \$2

Cookies Dunked in Icing

Unhealthy hydrogenated (trans) fat. Lots of sugar.
Hard on teeth.

Cost: about 43¢

Lower Fat Cookies /Yogurt Dip

Try arrowroots or animal cookies dipped in vanilla or fruit yogurt. Yogurt provides calcium for strong bones and teeth.

Cost: about 70¢

Fruit Rolls

Lots of sugar and little real fruit. Hard on teeth.

Cost: about 33¢

Fruit Salad

Packed in its own juice with no added sugar. Easier on teeth. Vitamins and fibre.

Cost: about 50¢

Sports Drinks

Added sugars, sodium and potassium to replace minerals lost through perspiration. Not necessary during regular daily activities. Only suggested for prolonged and intense physical activity, greater than an hour.

Cost: \$1.69/591mL

Water

Excellent fluid replacer. Tap water is free!

Cost: 99¢/591mL

All prices are approximate and will vary depending on the store.

Remember: Pre-packaged foods are often high in fat, sugar and salt and low in nutrition. A good way to know what is in pre-packaged foods is to read the ingredient list. The food ingredient in the greatest quantity is listed first.

Often, fancy packaging attracts children. Try packing healthier lunches and provide coloured lunch bags, special stickers or theme napkins. Kids can help too!

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Healthy Eating Alliance



Adapted from Concience Food Frenzy! Leeds, Grenville and Lanark District Health Unit.

