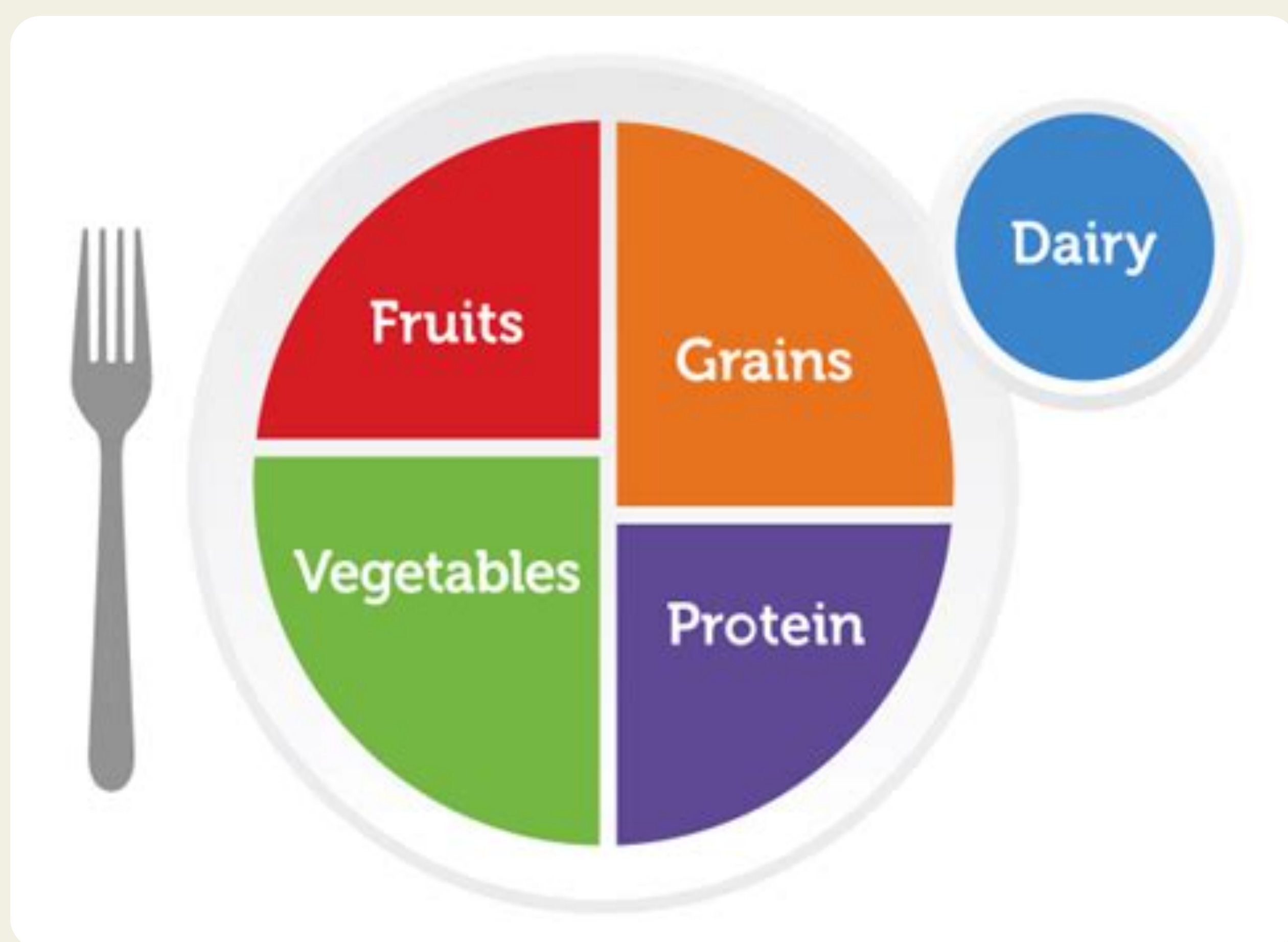


Stretch Every Dollar

A balanced plate, any budget

Based on USDA MyPlate · [myplate.food](https://myplate.food.gov)



- Half the plate: veggies & fruits**
Fresh, frozen, or canned all count: frozen and canned are often cheaper & just as or more nutritious than fresh.
- A quarter: grains**
Rice, oats, pasta, bread: pantry staples, prioritize whole grains when you can. Look for 100% whole wheat; everything else is green-washing.
- A quarter: protein**
Eggs, beans, lentils, peanut butter, canned tuna, canned chicken: the budget all-stars.
- On the side: dairy**
Milk, yogurt, or cheese: cottage cheese is a great source of protein & contains probiotics. Powdered milk stretches the furthest.

Unit pricing: the shelf tag's secret

Peanut butter, small jar

16 oz jar

\$3.20

20¢ per ounce

Peanut butter, big jar

40 oz jar

\$6.40

16¢ per ounce

BETTER DEAL

\$6.40 is more money, but ounce-for-ounce the 40oz jar is 20% cheaper*

* this is an intro to buying in bulk; do it where you can, and you'll notice the savings build up over time.

THE TRICK

1. Find the tiny “unit price” on the shelf tag and compare that (not the sticker price).
2. No unit price on the tag? Divide price ÷ ounces on package. Check if the units match across products.
3. Rule of Thumb: Bigger is usually cheaper, but not always. Weekly store sales can flip the value.