

# Our City, Our Food: A Storybook for Geneva, New York



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Unless otherwise noted all pictures are courtesy of Flat Icon (<https://www.flaticon.com/>).

# Background and Purpose

Food has such meaning and importance in our everyday lives. Food nourishes and energizes us. It connects us with our family, friends, and community. It also reminds us of the importance of a healthy earth. Still, everyone does not experience food the same ways, especially in Geneva, NY.

Many U.S. homes wrestle with issues related to hunger, food insecurity, and poverty. Over 11% of U.S. households had faced food insecurity within the past year, which particularly impact children, older adults, single moms, and persons of color.<sup>1</sup> Also, many individuals live in food deserts, which according to the USDA are areas without access to nutritious and affordable foods, including fresh vegetables and fruits.<sup>2</sup> Many individuals also live in food swamps, which are areas with more unhealthy and expensive choices, such as convenience stores, dollar stores, and fast food chains.<sup>3</sup> These issues are present in parts of Geneva, NY.

This storybook was created based on sixty interviews about food (i.e., awareness, experiences, insecurity, needs, resources, waste, etc.) with individuals who play, work, and/or live in Geneva, NY. For some in our community, healthy and culturally relevant foods are not affordable or accessible. Community members should have accessible, affordable, and culturally relevant food choices in Geneva, NY that allow us to live healthy and nourished lives. This storybook aims to spur conversations about food in Geneva, so that together our community can provide all individuals with access to affordable, culturally relevant, and healthy foods.

QR CODE  
TO COME

The storybook has eight sections. Each section has opportunities for you to reflect on your own experiences. You can also go through this storybook with others in your community. You are also welcome to voluntarily share those experiences with our team of students, community members, and researchers who assembled this storybook using the QR code or visiting: (link to come)

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<sup>1</sup> United States Food and Drug Administration [USDA]. (2018a). Key statistics and graphics. Retrieved 3 January 2019 from <https://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-us/key-statistics-graphics.aspx#foodsecure>.

<sup>2</sup> United States Food and Drug Administration [USDA]. (2018b). Documentation: Definitions. Retrieved 3 January 2019 from <https://www.ers.usda.gov/data-products/food-access-research-atlas/documentation/>.

<sup>3</sup> Khazan, O. (2017, Dec 28). Food swamps are the new food deserts. *The Atlantic*. Retrieved 3 July 2020 from <https://www.theatlantic.com/health/archive/2017/12/food-swamps/549275/>.

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## 1. Economic and Physical Access

Food security can be defined as having the ability to buy food as well as being able to access the grocery store to buy your food.

*Access, in terms of the financial stability, to purchase food. It also means the means to transport yourself to access the food you need. Whether that is by whatever form. If it's driving, if it's biking, walking, bus, train, etc.*

# What is Food Security?

1. How can we make transportation to grocery stores easier for our residents?

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## 2. Feeling of Stability and Fullness

People define food security in terms of being able to access food consistently and having that food fill you up so that you are not hungry.

*Food security for me means that you never go hungry but then also food is accessible to you.*

2. Which foods do you think will make you feel full after a meal?

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## 3. Energy and Nutritional Value

It can be defined as having foods that give you energy and all the nutrients your need

*Food security to me is that everyone is nourished deeply by foods that will help bring them sustained energy, focus, and contentment.*

3. Which foods give you a lot of energy?

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# There are many definitions!

People define food security in terms of having food that is healthy for your body. This could be foods that are vegetables, fruits and other foods within the food pyramid.

*I think food security has to do with being able to produce a healthy and adequate amount of food for yourself, your family, and whoever's in your household*

4. Which foods make up a balanced meal?

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5. Food Variety

Defining food security in terms of a person being able to access a different types of foods. People eat many different types of foods, and people want to be able to gain access to those foods.

*When I think of food security, I think of having access to food, different kinds of food. Being able to buy healthy food, to not be starving.*

5. What are some new foods you have tried or want to try?

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6. Resilience Resources

People define food security in terms of being able to use the resources around them to obtain food.

*Food security is the ease of acquiring food, whether or not it's at the grocery store, at a farmers market, on the side of the road, from a friend or from your own garden.*

6. As a community, how can we better provide food security to everyone?

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# The Impact of Food Insecurity

## YOUR VOICE

**How can addressing food insecurity in Geneva impact your life?**

### Insights from Community Conversations

- *Eating healthy (local, organic if possible) is important to me because food is our essence, the building blocks for both our body and our consciousness. On a subtle level, food ultimately affects our well-being, happiness, our mental state, and our emotions. Eating healthy (which is different for everyone) helps me maintain balance, clarity, consciousness, and helps me put forth into the world better energy, thoughts and actions*
- *A more accessible community is a healthier community to live, work, and go to school in. Directly, I'd benefit because of the convenience factor of having more options or a variety of foods to choose from.*
- *We know everybody would like to eat healthy, we know the world just makes it impossible, you're busy. So, here are all these ways... because we care about you. Let you see how it's okay. It's not hard. So, the classes, the distribution of fruits and vegetables, it would be like the composting. It would change people's lives.*

## Eliminating Food Insecurity

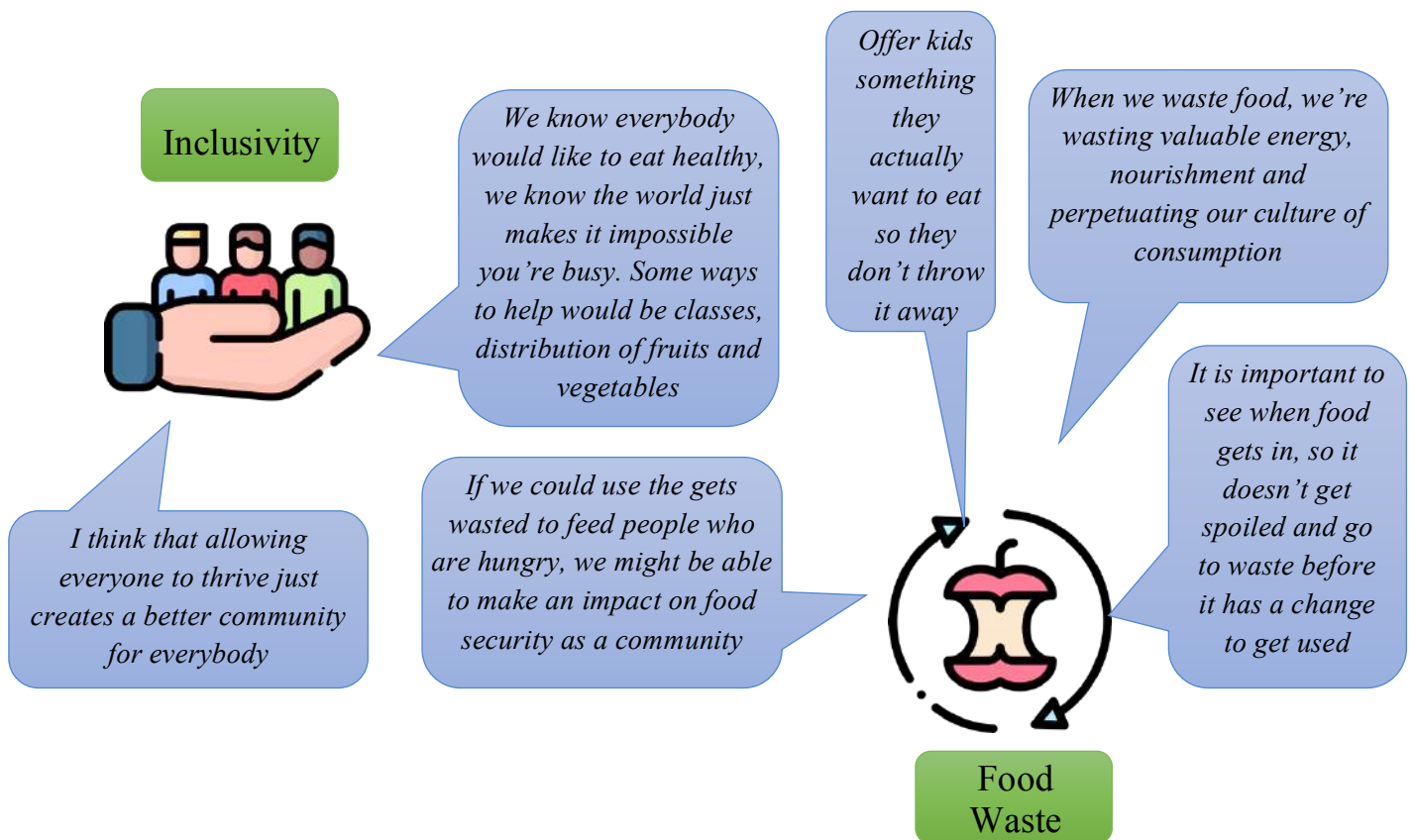
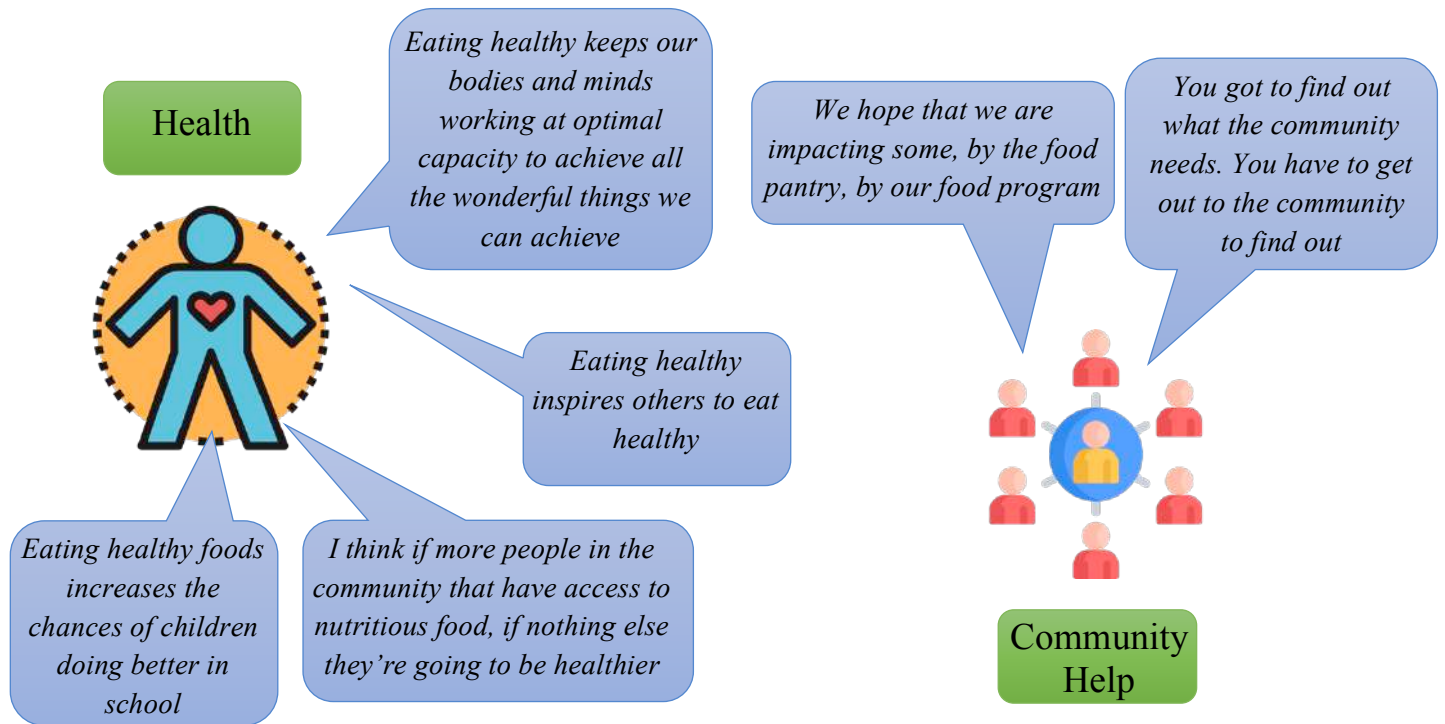


Food insecurity is an addressable problem for the Geneva community. More community members must become aware of the seriousness of this issue and the benefits of addressing it. Awareness is one of the first steps to getting more people involved in eliminating food insecurity in Geneva. Together, we can work towards providing better access to culturally-relevant, affordable, and healthy foods.

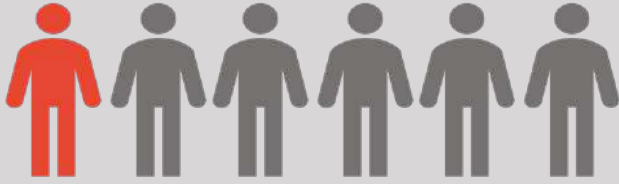


# Thoughts from the Community

Residents were asked: *How does food insecurity impact your way of life?*



# Notable Facts About Our City Residents



1/6

People identify as Hispanic/Latinx

Population (est.)

12,762

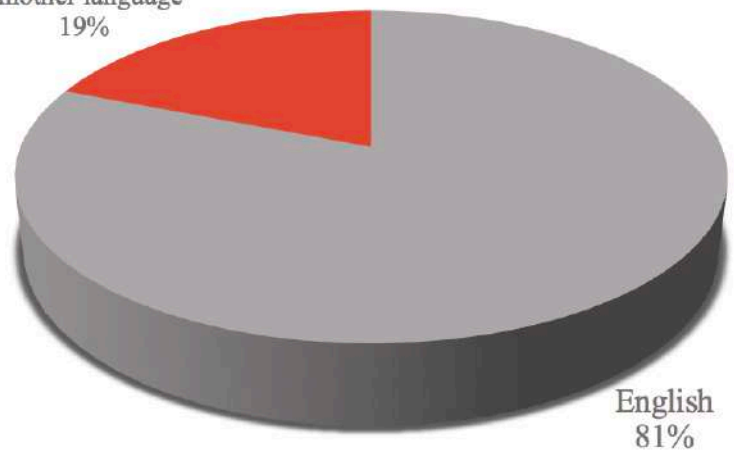
1 in 5 People live in poverty

Median Gross Rent in Geneva is \$781

1 in 10 Households do not own a car

English and Another language 19%

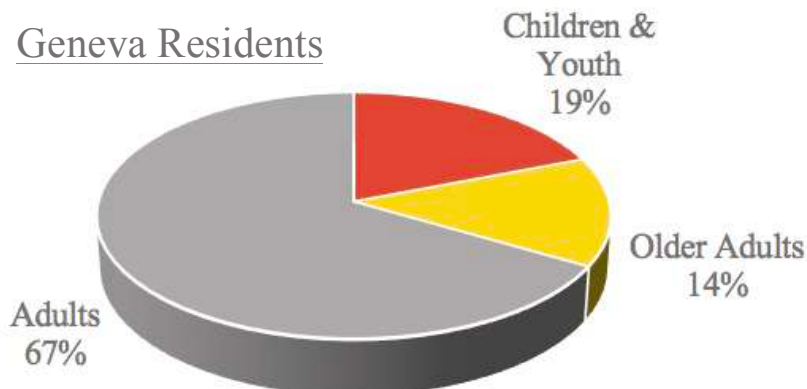
Language Spoken



75% People are living in the same house that they did a year ago.

1 in 10 People have a disability

Geneva Residents



1/3 People identify as non-White

Data Obtained from

U.S. Census. (2014-2018). 2014-2018 American Community Survey 5-Year Estimates. Retrieved 20 July 2020 from <https://www.census.gov/programs-surveys/acs/>.  
DataUSA (2020). Geneva, NY. Retrieved 20 July 2020 from <https://datausa.io/profile/geo/geneva-ny>.



# Eating Healthy Can Be Hard

## YOUR VOICE

What gets in the way of you getting the healthy food you need each week?

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**We asked Geneva residents about the barriers they face finding healthy foods. ★★★ Put a star next to the things below that represent your barriers. ★★★**

### Money

- *I like that there are so many places to go eat, but it's way too expensive.*
- *Cost I think is a barrier... healthy food shouldn't be a premium .*
- *Eating healthy costs you a lot of money, pure and simple.*

### Convenience

- *Some low income housing on the outskirts town are without access to stores.*
- *Walmart is in the most remote area and less accessible than Wegmans especially to someone without transportation. I've seen people walk miles to Walmart going across the whole town.*

### Unwelcome Spaces

- *A lot of folks might not feel like downtown is their space because there's still a little bit of a divide sometimes between the Colleges and the folks who are left behind in the Geneva community.*
- *People going through the community lunch program may not go regularly if there is the stigma around it.*

### Knowledge

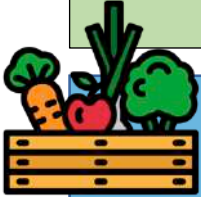
- *I guess my wish would be that there is more understanding of what people actually want to eat and how to get that to people.*
- *I think there's a lot of great programs in Geneva but there are a lot of families that aren't aware of them or don't qualify for them*

### Transportation

- *Transportation is such a barrier. I don't have a car, and it's such a barrier. I have to walk a mile and a half to Wegmans, and not everyone can do that.*
- *We should have something more around here. On the bus, we can only take as many bags as they can fit on their own seats.*

# Shopping Choices

There are some different places within Geneva where families can get diverse groceries, but there needs to be more stores that are more available and affordable to the people of Geneva. Listed below is some of the locations one can go and get food but there needs to be more.



Walmart  
Red Jacket  
Big Lots  
Rite Aid  
Walgreens  
Wegmans  
Kwik Fill  
Fastrac  
Dollar Tree

Located along  
Hamilton Street

Locavore  
La Reyna De Mexico  
The Waste Not Shop  
B & D Market  
Barody's Cigar Shop  
Farmer's Market  
(Summer)  
Family Dollar  
Byrne Dairy

Located in  
Downtown Geneva

Castle Mini Mart  
Hernandez Mexican  
Store

Located on Castle  
Street and West  
North Street

Pit Stop Convenient  
Store  
Pick Quick

Located on corners  
of North Street and  
Exchange Street



# Shopping on a Budget

## YOUR VOICE

How does your family budget for meals? How do you decide your grocery list?

Here's how much it costs each week to feed households according the United States Department of Agriculture<sup>4</sup> (USDA) and the Supplemental Nutrition Assistant Program<sup>5</sup> (SNAP) benefits available to qualified individuals.

*As you can see even using SNAP for help does not fully cover household needs.*

Household Size	USDA's Lowest Budget Estimate	USDA's Highest Budget Estimate	Maximum SNAP Allotment*
<b>Single Adult Man</b>	\$45	\$90	\$45
<b>Single Adult Woman</b>	\$40	\$80	\$45
<b>Man &amp; Woman Couple</b>	\$93	\$186	\$82
<b>Family of Four</b>	\$157	\$312	\$149

\*SNAP benefits are not based on gender like the USDA estimates and can only be used to buy breads, cereals, fruits, vegetables, meats, fish, poultry, dairy, and edible seeds/plants.

## YOUR VOICE

How does your household usually get to the store?



**If you are going to taxi, know the distance difference.**

From State Street and North Street to Wegmans 2 miles

From State Street and North Street to Walmart 3.3 miles

<sup>4</sup> More information about USDA's estimates is available at: <https://www.fns.usda.gov/cnpp/usda-food-plans-cost-food-reports-monthly-reports>.

<sup>5</sup> More information about SNAP specific to NY is available at: <https://otda.ny.gov/programs/snap/#benefits>.

# Budget Shopping Tips



Set a Budget and make a list

Low-fat Yogurt	
Unit Price	You Pay
\$0.05	\$1.62
Per oz.	

Look at Unit Prices



Buy in Bulk

Learn the store trends on when they start sales and conduct markdowns



Farmers market: Ask if they sell in bulk

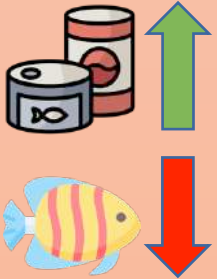


Buy baker's dozen



Bakery:

Look to see if they sell day old bread or other baked goods



Substitute ingredients



Look for "manager special" or "marked down for quick sale"



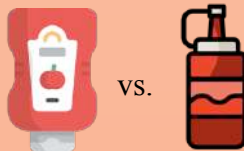
Stretch a recipe by adding more of your base (rice, pasta, etc.)



Shop seasonally



Buy Family Packs



Buy generic brands



Make your food last longer

For more information on budget shopping tips, see the Appendix at the end of the storybook.

# Does it Matter Where I Shop?

Our storybook authors looked at food prices to compare between Wegmans and Walmart. Prices can differ between the two stores, but one store is not always cheaper than the other.

## Breakfast Options

Food	Size	Wegmans \$	Walmart \$
Rice crisps cereal	12 oz.	1.99	1.48
Fat free milk	1 gallon	2.49	2.48
Eggs	1 dozen	1.39	1.09
Sliced bread (toast)	22 oz. / 20 oz.	0.79	0.88
Strawberries	16 oz.	3.49	1.84
<b>Total</b>	-	<b>10.15</b>	<b>7.77</b>

## Lunch Options

Food	Size	Wegmans \$	Walmart \$
Peanut butter	18 oz.	1.19	1.18
Jelly	32 oz.	2.69	1.37
Sliced bread	22 oz. / 20 oz.	0.79	0.88
Chicken noodle soup	10.75 / 10.5 oz.	0.99	0.76
Banana	16 oz.	0.49	0.47
<b>Total</b>	-	<b>6.15</b>	<b>4.66</b>

## Dinner Options

Food	Size	Wegmans \$	Walmart \$
Spaghetti	16 oz.	0.79	0.82
Tomato sauce	24 oz.	1.19	1.28
Ground beef 90% lean	10.75 / 10.5 oz.	5.29	5.24
Broccoli crowns	16 oz.	1.49	1.77
<b>Total</b>	-	<b>8.76</b>	<b>9.11</b>

*Only generic foods are compared (Wegmans vs. Walmart's Great Value brands)*

# Where Can I Go If I Need Help?

## YOUR VOICE

When you are in need of help where do you to turn in our Geneva community?

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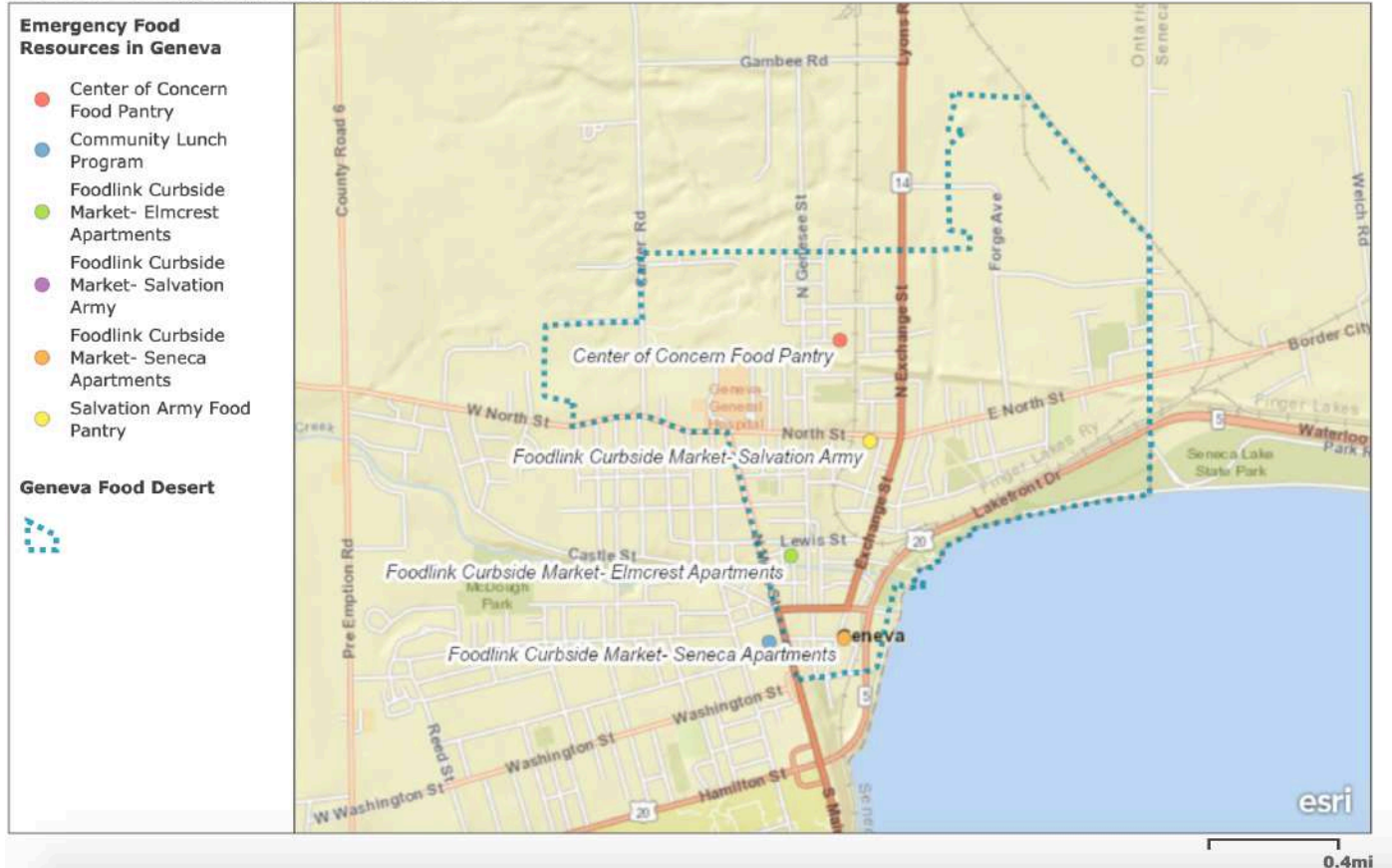
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Below are places you can go for emergency food resources.

The map shows the areas of Geneva, NY that are considered a food desert, where residents face more hardships accessing affordable and healthy food.

### Geneva Emergency Food Resources





## Geneva Food Pantries and Free Lunch Program

Food pantries are nonprofits that provide food to individuals who are having trouble purchasing food due to financial or physical hardships.

Organization	Location and Contact Information	Days and Hours
<b>Center for Concern Food Pantry</b>	58 Ave. D 315-789-1117 <a href="https://www.nyconnects.ny.gov/providers/geneva-center-of-concern-367">https://www.nyconnects.ny.gov/providers/geneva-center-of-concern-367</a>	Monday thru Friday 10am-1pm
<b>Salvation Army Food Pantry</b>	41 North St. 315-789-1055 <a href="https://empire.salvationarmy.org/EmpireNY/Geneva">https://empire.salvationarmy.org/EmpireNY/Geneva</a>	Monday thru Friday 9:30am-12:00pm
<b>Community Lunch Program at First United Methodist Church</b>	340 S. Main St. 315-521-6684 <a href="https://www.catholiccharitiesfl.org/services/lunch-program/">https://www.catholiccharitiesfl.org/services/lunch-program/</a>	Monday thru Friday 11:45am-12:15pm

## Foodlink Curbside Market

The Foodlink Curbside Market is a mobile farmers market, specifically for residents who are low-income. It visits three locations in Geneva each Friday.<sup>6</sup>

Salvation Army	Seneca Apartments	Elmcrest Apartments
41 North St. 11:15am-12:30pm	529 Exchange St. 1:45-2:45pm	99 Lewis St. 3:15-4:15pm



**For even more local resources visit:**

<http://www.connectgeneva.com/>

<sup>6</sup> Picture from and more information at: [https://foodlinkny.org/fight\\_hunger/curbside-market/](https://foodlinkny.org/fight_hunger/curbside-market/).

# Pathways to Well-Being

## YOUR VOICE

**What does individual and community well-being look like to you?**

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### What We Are Seeing Now from Community Conversations

- *I like the Free Little Farmstand because you take, you give, you have extra and I like the way that at the Free Little Farmstand, when it was mostly empty then people were starting to leave things.*
- *The farmers market over the summer (and during the year) is amazing. It's so cheap and it's such good food that it is accessible to people who live closer to downtown and (somewhat) on the outskirts (of town).*
- *Teaching people how they can stay nutritious, balanced without spending a ton of money because it is possible, but it's not something that anybody really knows without either researching or being told. More education on how to shop and how to cook for a family. Especially with several different academic institutions in town, there are a lot of great resources for that.*
- *I work with some local farms so I can just go out there and pick all I want. I probably get 70% of my food from farms which is pretty sweet. In the summer it's more and in the winter it's less.*



Picture from:  
<https://www.facebook.com/littlefreefarmstandgeneva/>.

Two Locations:  
State Street  
Gulvin Park

Visit and...  
Give, Take, Swap!

## YOUR VOICE

**What are ways that the community can help eliminate food insecurity in Geneva?**

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# Thoughts from the Community

Some areas in which community members think the community could be improved upon.

*We could definitely use better public transportation here. People have to go across town to get a meal and it is really hard.*



Transportation

*Is there a potential solution? Having a Geneva bus or Geneva system.*

*The city government perhaps could encourage more development of grocery stores, or farm stands, or fruit stands in the underserved areas.*

*We need to make them a part of the picture as well. They're here, they're part of our local government. I think that they should have their voice put in.*



Government Help

*I think that it's our folks who are having food insecurity that should be the ones working with us to solve it... Working with everybody as a community.*



Diversity and Inclusion

*Residents should be at the table making the decisions on what changes would be helpful to them.*

*The Salvation Army and the Center of Concern are two free services here that a lot of people benefit from.*

*The Community Gardens, that's great in the growing season. It is free to those who put in the work and there are the little vegetable produce stands.*

*RealEats, every Thursday, they bring over their overrun. That comes here to be given out through the pantry.*



Local Businesses

Where are some areas in which we can improve food security?

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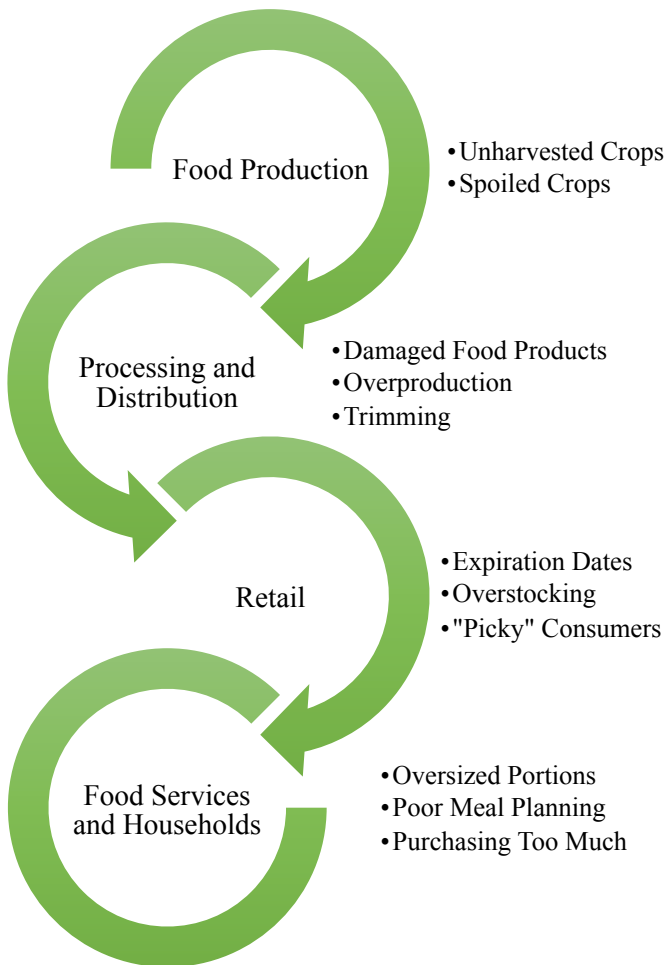
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# Food Waste

When we throw away food that could have been eaten, those food losses and waste reduce food access for those in need and increase pollution.<sup>7</sup> From the community: *When you decrease food waste you're only using what you need to give others a chance to get food! If we could use the food that gets wasted to feed people who are hungry, we might be able to make an impact on food security as a community.*

## Causes of Food Waste<sup>8</sup>

*Waste happens several times along the chain.*



## Communities Come Together!

We all must work together to decrease waste throughout all processes of food such as growing, harvesting, handling, packaging, distributing, cooking, and eating

*When we waste food, we're wasting valuable energy, nourishment and perpetuating our culture of consumption and disposability.*

## Food Waste is Organic!

It Can Lead to Stinky Landfills!



<sup>7</sup> Munesue, Y., Masui, T., & Fushima, T. (2015). The effects of reducing food losses and food waste on global food insecurity, natural resources, and greenhouse gas emissions. *Environmental Economics and Policy Studies*, 17(1), 43-77. <https://link.springer.com/article/10.1007/s10018-014-0083-0>.

<sup>8</sup> Left image adapted from: [https://en.m.wikipedia.org/wiki/File:Food\\_Waste\\_Process.png](https://en.m.wikipedia.org/wiki/File:Food_Waste_Process.png).

Right image adapted from: <https://pixabay.com/photos/garbage-stinky-dump-site-woods-2832778/>.

## YOUR VOICE

How might you help decrease food waste? How can we get others get involved?

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Here are some ideas taken from conversations with community members:

- **Connect Food Providers.** *Have schools, restaurants, and grocery stores donate leftover food to other organizations and those in need.*
- **Deal with Expired Foods.** *Figure out how to deal with expired foods before and after they actually expire.*
- **Eat and Sell Ugly Foods.** *Take the ugly fruit or food and put it at a discount price to get people to buy it.*
- **Educate Others.** *Educate people about food waste in appropriate ways.*
- **Ensure Proper Storage.** *Educate and encourage proper ways to store food*
- **Lower Prices.** *Incentivize more food to get eaten at more accessible prices.*
- **Monitor Food Waste.** *We must see when food gets in on time, so it doesn't get spoiled and go to waste before it has a chance to get used.*
- **Repurpose Leftovers.** *Get a second (or third) use out of food.*
- **Supply Healthier Options.** *Have more healthy food offerings.*
- **Support Composting.** *Make it easy to compost, so we can take care of our own waste locally and the end product is this really great soil amendment.<sup>9</sup>*
- **Understand Kids.** *Offer kids something they actually want to eat so they don't throw it away.*
- **Use Up All Your Ingredients.** *Use what you have and don't think you have to have the all ingredients to complete the meal.*

### **Why Eliminate Food Waste from a Community Member's Perspective**

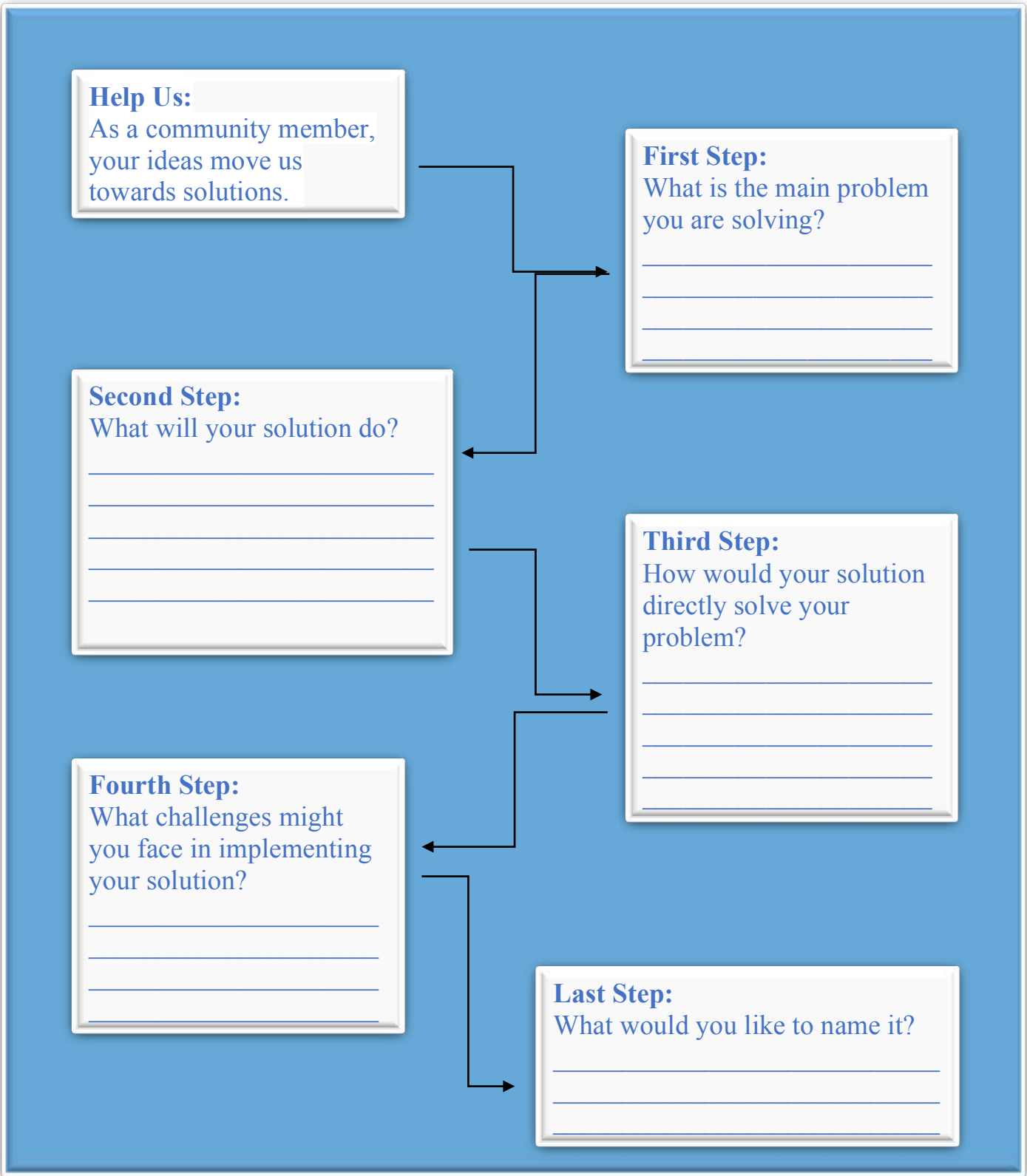
***Decreasing food waste is important because every little thing counts.***

*Food is something every single being on the planet needs to survive, so cutting down in this specific area would bring tremendous benefits. Morally speaking, there are lots of people who are malnourished, and we would have enough food for everyone if we lowered food waste (we already have enough food for everyone, but that's another story). Lastly, decreasing food waste is important because climate change may cause a shortage of resources we deem everlasting, and we need it to last.*

<sup>9</sup> For more on local composting, check out Growing Cycle LLC's composting program: <http://growingcycle.org>.



# Brainstorm Your Own Solutions





# Innovative Ideas

The storybook authors asked college students at Hobart & William Smith Colleges about their ideas to address food insecurity. Below are ideas they generated.

## What is Your Big Idea?

### **Nourishing Neighbors**

Nourishing Neighbors offers a set of food stands with food donated by stores like Wegmans and Walmart. Recipients would have to prove their need. Running the stands, would be students of Geneva High School as a graduation requirement.

### **FLNEE**

Finger Lakes Nutrition Education & Enjoyment proposes a summer program for grades six to ten and night programs for adult residents of Geneva. The focus of these programs would be on nutrition education, taking advantage of the on-staff nutritionist at HWS Colleges.

### **Geneva Shuttle Service**

This solution provides a low-cost shuttle between the hours of 9am and 7pm. Pricing could be \$2.50 for a round-trip. This aims to add convenience to grocery shopping as opposed to existing shuttles. This model also would be hiring community members to drive shuttles.

### **Supporters**

Supporters presents the opportunity for stores like Wegmans or Walmart to sell their near-expiration foods at a lower rate as opposed to throwing it out. The company would buy food at a reduced rate and with the help of the town, will deliver this produce on refrigerated scooters. Primarily, they will look to hire residents as delivery persons.

### **Geneva Traveling Goods**

Geneva Traveling Goods is a renovated bus that carries grocery products and is stationed in different parts of Geneva at different times throughout the day. The main goal is to determine the best times to be in specific areas to offer the most access to residents.

### **Healthyponics**

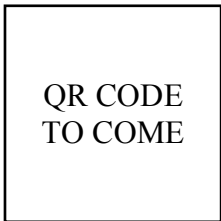
Healthyponics brings innovative hydroponic growing to Geneva. This solution aims to bring produce at a reduced cost to residents through a consistent location, delivery, and a low-cost model. Delivery costs could be either per delivery or as a monthly cost. Some ways this option can be even cheaper is through the compost and community participation programs. If a customer brings food-scraps they would be eligible for a discount or if they participate in growing, they can receive a discount and priority selection.

### **Food for Thought**

Food for Thought is a program that brings nutrition education to Geneva. Starting in the middle and high schools, Food for Thought would educate students at first and scale to a broader range of residents to teach topics like healthy eating, healthy meal planning, meal preparation, and reading nutrition labels. Some classes could take place in locations like the culinary incubator, for about 30 minutes weekly.

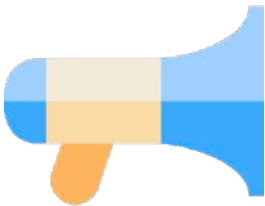
# Where Do We Go From Here?

That was our storybook! Thank you to those who contributed. Check out ways you can stay involved in addressing food issues in Geneva below.



## Continue to record the story

- Fill out the Google form online
- Turn in your storybook to City Hall



## Spread the word

- Advocate for care for individuals in-need
- Distribute the storybook at community meetings and spaces
- Share what you learned from this storybook
- Talk to a council member and attend council meetings



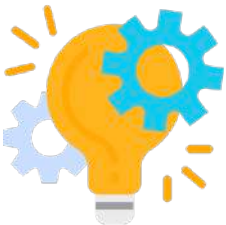
## Lend a hand

- Compost food scraps or spoiled food
- Donate food you would otherwise waste
- Volunteer with a local food pantry or feeding program



## Reach out

- Share your challenges using the storybook or Google form
- Utilize the resources mentioned in this storybook
- Visit [ConnectGeneva.com](http://ConnectGeneva.com) for more resources



## Innovate local solutions

- Come up with your own idea to address food issues
- Partner with local organizations to enhance their projects
- Think small, but impactful like the Little Free Farmstand

# Appendix

## Expanded Budget Shopping Tips

1. Set a budget! Go into the store with a maximum amount you are willing to spend and stick to buying only essential items on your list (Make a list!). Make the hard decisions and choices to stay within your budget. Use tactics, like those mentioned in this list to stay on budget. Whether it be using coupons or buying generic brands and in bulk, you will be grateful to have a balanced monthly budget with hopeful savings set aside. Shopping on a budget may require some planning. Review the advertisements and coupons and plan meals based on what is on sale or discounted.
2. When comparing similar items, don't just look at their marked price. Look at their unit price, often listed beside the marked price on the shelf. If the unit price is not listed, divide the marked price by the unit (pounds [lbs.]), ounces (oz.), or fluid ounces (fl. oz.). Do this for each item you're comparing. The lowest unit price is the best bargain for your budget even if the item's marked price is less than the other.
3. Many items are more budget friendly when buying in bulk (price per pound or ounces), such as coffee, dry beans, flours, nuts, seeds, candy, etc. Consider buying in bulk especially if the product can be stored at home or frozen to extend its quality.
4. Inquire with store management about which day of the week they tend to start sales or conduct markdowns and shop on that day. Discontinued items are great when shopping on a budget and it also allows you to try something you've never tried before at a marked down price.
5. At farmer's markets, ask the farmer if they sell in bulk. This is great for batch cooking or preserving food. Farmers may also sell seconds or 'ugly' produce. Seconds can be great for making jam, stew, sauces, etc.
6. Bakeries will often have a specific area of the store for day old bread and other baked goods. If you don't think you can eat them soon enough, freeze them for later. Stale bread is perfect for French toast or for making croutons.

7. Buying a baker's dozen will often lead to getting 13 of an item for the price of 12!
8. If an ingredient brings you over budget but is required for a recipe, consider substituting that ingredient with something comparable but lower cost. Or, add enough of that ingredient that is in your budget and substitute the remaining required ingredient with a lower cost option. This is especially helpful when cooking with meat. It's a way to stretch higher priced items.
9. Early bird gets the worm! Meat is usually marked with a "Manager Special" or "Marked Down For Quick Sale" sticker in the morning, as well as other items sold at a discount.
10. Play with proportions! If you need a recipe to feed more people affordably and healthfully, stretch or 'dilute' the recipe by adding more rice, pasta, or 'base' so that you can invest your budget into nutritionally rich ingredients like vegetables, protein, and flavorful sauces and toppings.
11. Shop seasonally! Certain produce is lower cost based on the season they are harvested. Often berries are lower cost in the summer while squash are less expensive in the fall. Shop seasonally and save!
12. Shop together! Consider buying the 'family pack' or the larger quantity package and split it with a friend or family member. Doing this will allow you to purchase the lower unit price, but not require you to store leftover food or let fresh food go to waste. This is great for purchasing large quantities of meat, flour, rice, paper products, and frozen food.
13. Buy generic brands. They are often made by the same company or in the same factory/warehouse as the name brand items. This will save money without too much sacrifice for quality, nutrition, or taste.
14. Save money by what you do after you shop! Make your food last longer and you won't need to buy so much. Shred your own cheese. Cut your own bread. Break down items into serving sizes after purchased. Keep your food food-safe so it lasts longer; wrap tightly or in airtight containers. Seal bags to avoid food going stale. Purchase an entire chicken, use it in its entirety, and make multiple meals -- casseroles, bone broth, soup, etc.