



HER Grocery Shopping Guide

A list that encourages whole, plant-based foods and high-quality animal products.

KEY:

Upgrades:

- Offers guidance for purchasing higher quality products, such as organic or pasture-raised
- Making an upgraded choice is at the consumer's discretion as this is meant to educate and not required when using the gift card

Uses: Provides ideas for how to use foods in respective sections

Examples: Lists specific product and brand selections

Fruits

Fresh ▶ whole or pre-cut

- Citrus - limes, lemons, oranges, grapefruit
- Berries - strawberries, blueberries, raspberries, blackberries
- Stone fruits - plums, peaches, apricots, nectarines
- Melons - watermelon, cantaloupe, honeydew
- Tropical - pineapple, banana, mango, papaya, guava
- Choose a variety of colors! - green avocado, red tomato, yellow star fruit, purple grapes

Frozen ▶ look for "no added sugar"

Dried or freeze-dried ▶ look for "no added sugar"

Canned ▶ packed in water; look for "no added sugar"

Upgrades: For a quality upgrade, choose organic or consider organic for fruits eaten most often. Organic fruits have the same nutritional value as conventionally grown fruits.

Uses: Eat on their own as a snack, add to yogurt, cereals, oatmeal, smoothies

Vegetables

Fresh ▶ whole or pre-cut

- Leafy greens - spinach, collard greens, chard, arugula, kale
- Cruciferous - broccoli, cabbage, cauliflower, Brussels sprouts, bok choy
- Starchy - potatoes, corn, carrots, winter squash (butternut, acorn)
- Root vegetables - onions, ginger, beets, garlic, turnips, fennel
- Herbs - basil, rosemary, thyme, parsley, chives, mint, oregano, dill, ginger
- Choose color! - orange peppers, green cucumbers, red radishes, purple eggplant, yellow squash

Frozen ▶ Look for items without added sauces such as butter or cheese.

- Stir-fry mixes
- Mixed vegetables such as a winter mix or vegetables with added whole grains
- Leafy green varieties – spinach, kale, collards

Canned ▶ look for low or no sodium

Pastes ▶ ginger or garlic in tubes or jars (found where fresh herbs are displayed)

Upgrades: For a quality upgrade, choose organic or consider organic for vegetables eaten most often. Organic vegetables have the same nutritional value as conventionally grown vegetables.

Uses: Goal is to fit as many vegetables into your snacks and meals as possible. Add to omelets, wraps, soups, pasta, tomato sauce or into hummus or bean dips.

Spices/Flavorings

Look for low-sodium or salt-free seasoning blends

Italian

- Italian blend
- Basil
- Red pepper flakes
- Oregano
- Parsley
- Rosemary
- Garlic powder
- Onion powder

Asian

- Ginger
- Star anise
- 5-spice powder
- Black pepper
- Cloves

Mexican

- Chili powder
- Allspice
- Thyme
- Paprika

Indian

- Cumin
- Curry
- Cardamom
- Cinnamon
- Ground mustard
- Coriander
- Cayenne
- Turmeric
- Garam masala

- Nutritional Yeast ▶ Sprinkle over popcorn or pasta, stir into soups for an umami flavor, use as a “cheese” flavoring in vegan sauces or as a thickener for soups and sauces.

Uses: Adds unique flavor and colors to foods, can replace salt or sugar in foods; use alone or combine for a special blend

Bonus Tip: Fresh or dried herbs pack a considerable amount of nutrition such as phytochemicals and antioxidants. These powerhouse plant foods are highlighted throughout the Cancer-Fighting Kitchen cookbook you received. Refer to the Cookbook for more information on herbs and spices and how to incorporate them into meals. If using dried herbs and spices, less is needed than when using fresh herbs and spices: 1 TBSP fresh = 1/2 tsp. ground.

Grains

(GF = gluten-free for those with Celiac Disease or gluten sensitivity)

- Amaranth (GF)
- Barley ▶ may be found in cereal aisle
- Brown rice (GF) ▶ also look for cooked, frozen versions in frozen food aisle
- Wild rice
- Brown basmati or jasmine rice
- Bulgur ▶ may be in rice section
- Farro/spelt berries ▶ may be available in rice section
- Freekeh
- Millet (GF)
- Oats (GF) ▶ although may be cross-contaminated with wheat; check label for GF
- Polenta (GF)
- Quinoa (GF) ▶ may be available in rice section or frozen food aisle
- Whole grain couscous
- Sorghum (GF)
- Teff (GF)

Uses: Add fruit, non-dairy milk, raw honey, or Grade A maple syrup. Serve as a side dish, or add to soups, salads or stews.

Examples: Bob's Red Mill, Ancient Harvest, 365 Everyday Value (Whole Foods), Arrow Head

Beans, Peas and Lentils

Dried or canned ▶ rinse well

- Kidney ▶ white or red
- Black
- Lima
- Pinto
- Navy
- Cannellini
- Lima
- Mung
- Adzuki
- Soybean
- Chickpea/garbanzo
- Peas
- Lentils ▶ green, brown, red, yellow, black

Breads

- Whole grain/whole wheat breads
- Sprouted grain bread
- Whole grain/whole wheat tortillas, pitas or flatbread
- Corn tortillas
- Spelt bread

Upgrades:

- Choose bread with at least 3 grams of fiber per slice
- Look for products with minimal ingredients and include mostly wheat or other grains, seeds, nuts, yeast, salt, water, egg or corn
- Check if whole grain/whole wheat is listed as the first ingredient
- Choose products with added ingredients such as flaxseed, sunflower seeds, sesame seeds

Examples: Ezekiel (frozen section), Alvarado St., Trader Joe's Sprouted Grain Bread, Dave's Killer Bread, Siete, The Baker Wheat & Flax/Bran Bread, Middle East Bakery, Mestemacher, Food for Life

Proteins (Plant-Based and Animal)

Choose more plant-based proteins and lean animal proteins such as poultry, fish and seafood.

- Nuts ▶ unsalted, roasted or raw; avoid candied or flavored (walnuts, cashews, almonds, pine nuts, hazelnuts, pecans)
- Seeds ▶ unsalted, roasted or raw (pumpkin, sunflower, sesame, chia, flax, hemp)
- Soy ▶ whole sources such as tofu, tempeh, soybeans, edamame, unsweetened soy milk
- Hummus
- Nut butters ▶ only nuts and salt as ingredients (peanut, almond, cashew, sesame/tahini)
- Veggie burgers ▶ ingredients should be mostly vegetables, beans and grains
- Canned tuna or salmon ▶ packed in water or olive oil
- Eggs
- Poultry ▶ chicken, turkey
- Fish ▶ salmon, cod, flounder, haddock, trout, mackerel, seabass, sardines, grouper, tuna (canned or fresh)
- Shellfish ▶ shrimp, crab, mussels, oysters, lobster, clams, scallops
- Beans ▶ see "Beans, Peas and Lentils"

Upgrades:

- Choose fish/seafood that is wild-caught or sustainably farm-raised
- Choose eggs that are organic and come from hens that were free-range/free-roaming or cage-free

Dairy/Non-Dairy and Cheese

- Milk ▶ skim or 1%
- Yogurt/Greek yogurt ▶ plain, low or no added sugar
- Non-dairy yogurt ▶ plain, low or no added sugar (soy, coconut, oat, cashew, almond)
- Non-dairy milk ▶ no added sugar (hazelnut, almond, hemp, soy, coconut, cashew, rice, oat)
- Butter ▶ avoid margarine/spreads made with inflammatory oils (vegetable, soybean, palm, palm kernel)
- Kefir ▶ plain, no added sugar
- Full-fat hard cheeses ▶ use cheese as a “condiment”
- Part-skim soft cheeses ▶ use cheese as a “condiment”

Upgrades: Choose organic, grass-fed options, if available

Oils

- Olive oil ▶ extra-virgin or regular olive oil
- Avocado
- Nut/seed oils ▶ walnut, sesame, flax, grapeseed, sunflower seed, peanut
- Coconut oil
- Canola

Sweeteners

- Raw honey
- Grade A dark, robust maple syrup

There are 42 names for added sugar. Here are a few common sugars seen on labels:

- Any name followed by -sugar or -syrup
- Agave
- Barley malt
- Dextrose
- Evaporated cane juice
- Fruit juice/concentrate
- Fructose
- Glucose
- High fructose corn syrup
- Maltose
- Molasses
- Sucrose
- Turbinado

Beverages

- Water
- Tea/herbal tea
- Coffee
- Sparkling water ▶ no added sugar
- Seltzer ▶ no added sugar
- Iced Tea ▶ no added sugar

Fermented Foods

- Yogurt ▶ plain, low or no added sugar
- Kefir ▶ plain, no added sugar
- Kombucha ▶ low-sugar varieties
- Kimchi
- Sauerkraut
- Tempeh
- Pickled vegetables
- Miso (fermented soybean paste)

Breakfast Foods

- Oats/oatmeal ▶ steel cut, groats, rolled oats/old-fashioned, quick-cooking oats
- Cereal ▶ barley, rice, corn, oat, bran, millet, kamut, wheat/shredded wheat
- Waffles ▶ whole grain, whole wheat, ancient grain
- Granola
- Muesli

Upgrades: Choose brands with either no added sugar or < 5 grams of sugar per serving

Examples: Bob's Red Mill, Barbara's, Arrowhead Mills, 365 Everyday Value (Whole Foods), Post Grape Nuts, Kashi 7 Whole Grain Puffs, Nature's Path, Kellogg's Complete Oat Bran Flakes

Dressings, Condiments and Marinades

Per 2 TBSP serving: < 250 milligrams of sodium, < 3 grams of added sugar, no artificial colors or preservatives, few to no vegetable or soybean oils

Examples: Oil & Vinegar (red or white wine, balsamic, apple cider vinegar), Annie's Naturals Oil & Vinegar with Balsamic Vinegar Dressing, Dress It Up, Primal Kitchen, Tamari Lite Soy Sauce

Pasta/Noodles

- Whole grain pasta
- Bean pasta ▶ chickpea, black bean
- Lentil pasta ▶ green, red
- Brown rice pasta
- Ancient grains pasta
- Buckwheat/soba noodles
- Edamame pasta
- Mung bean pasta
- Quinoa pasta

Examples: Barilla, Ronzoni Healthy Harvest Ancient Grains Pasta, Trader Joe's Organic Pastas, TruRoots Ancient Grain Pasta, Ancient Harvest, DeBoles, Eden Selected Buckwheat Soba Pasta, Explore Cuisine

Tomato Sauce

Look for “no added sugar” and ingredients you would use to make your own sauce (tomatoes, olive oil, herbs and spices, vegetables).

Examples: 365 (Whole Foods), DeLallo, Lidia’s, Newman’s Own, Ragu Simply Pasta Sauce, Rao’s Homemade

Crackers

Look for minimally processed ingredients.

- Whole grain/woven wheat (like Triscuits) - wheat, oil, salt
- Whole grain/seeded crispbread
- Whole wheat/whole grain varieties

Examples: AK Mak Whole Grain Crackers (Trader Joe’s), Back to Nature, Triscuits, Wasa, Lundberg Wild Rice Cakes, Doctor Kracker Classic 3 Seed Snackers/Crisp Bread, Engine 2

Bars

Look for real food ingredients (nuts, seeds, fruit, honey, grains), no added sugars, minimal ingredients.

Examples: LARABAR, RX Bars, Trader Joe’s “These Peanuts Go on a Date” Bars

Snacks

- Popcorn ▶ no added sugar
- Kale chips
- Roasted chickpeas
- Seaweed snacks
- Tortilla chips - corn, oil, salt
- Hummus or other bean dips
- Guacamole
- Salsa
- Nuts and seeds, see “Proteins”
- See “Crackers”
- See “Bars”
- See “Fruits” and “Vegetables”

Examples: Annie’s Boom Chicka Pop Sea Salt Popcorn, Brad’s Raw Crunchy Kale, Food Should Taste Good Blue Corn Dipping Chips, GimMe Organic Roasted Seaweed Snacks

Desserts

- Dark chocolate ▶ 1 oz. (shave onto berries)
- Dark chocolate-covered almonds or berries