



# Spend Smart. Eat Smart.

# Bread, Cereal, and Grains

Grain products are foods made from wheat, rice, oats, cornmeal, barley, or any other grains. According to MyPyramid and the Dietary Guidelines for Americans, school-age youth need about 5 to 7 ounces of grains a day; adults need 6 to 8 ounces.



## Check your \$-saving skills:

- Which words below indicate that the labeled product is a whole grain?
  - wheat flour
  - wheat bread
  - multi-grain
  - whole wheat flour
  - seven grain
  - 100% whole wheat
  - unbleached
  - cracked wheat
  - wheat flour
- What's the smart buy?
  - Cheerios, \$2.69 for 8.9 ounces
  - Honey Nut Cheerios, \$4.19 for 14 ounces
  - Store brand Honey O's, \$2.19 for 12 ounces
- What's the smart buy?
  - Store brand quick oatmeal, \$.99 for 18 ounces (36 1/2-cup servings)
  - Name brand oatmeal packets, \$3.19 for 12 individual servings
  - Breakfast Bar, \$3.46 for 10 bars
- What is the better buy?
  - Store brand "Complete Pancake/Waffle Mix," \$1.75 for 2-pound box
  - Store brand "Old Fashioned Pancakes," \$1.75 for 2-pound box (requires egg, oil, and milk)
  - Name brand "Complete Pancake Mix," \$2.59 for 2-pound box
- What is the smart buy?
  - Cafe bagel (4.5-ounce) for \$.99
  - Bakery bagel (4-ounce) for \$.79
  - One-pound package of 6 frozen bagels for \$1.57

(Answers on next page)

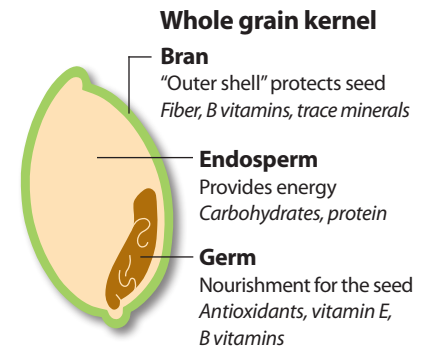
No endorsement of mentioned products or firms is intended nor is criticism implied of those not mentioned.

All prices in this publication were collected in central Iowa, Fall 2008. Although prices vary depending on date and location, the comparative differences generally follow a similar pattern.

In general, a 1-ounce equivalent is:

- |  |  |
|--|--|
| 1 slice of bread                                       | 1/2 of an English muffin                     |
| 1 cup of ready-to-eat cereal                           | 1 4 1/2-inch pancake                         |
| 1 6-inch tortilla                                      | 7 square or round saltines or snack crackers |
| 1/2 cup of cooked rice, cooked pasta, or cooked cereal |  |

The Dietary Guidelines for Americans recommend half of our servings be whole grains—a task few Americans achieve. Whole grains have been shown to reduce the risk of heart disease, cancer, and diabetes. Whole grain foods include all parts of the grain—germ, bran, and endosperm. Refined grains contain just the starchy center (endosperm).



## Spend Smart strategies for BREAD

### Look for whole grain

Whole grain products may cost a few cents more but the added nutritional value makes them a smart buy. Use these clues to make sure you get the whole grain you pay for.

- Choose products with whole grain listed as the first in the ingredient: whole wheat, whole rye, whole grain corn, whole oats, graham flour, oatmeal, brown rice, bulgur, wild rice.
- Don't be fooled by color. Caramel coloring may be added to give some bread products the appearance of being whole grain.
- Read the Nutrition Facts label. Whole grain products generally have at least 3 grams of fiber per serving.



### Be patient and experiment

If your family prefers or currently eats refined bread and crackers, start with products that list both *whole wheat* and *enriched flour* but make sure whole wheat is first in the ingredient list.

### Consider shopping at a day-old bread store

If you find one that is conveniently located, check the prices and stock up if you have freezer space. Prices can be at least one-third to one-half less than the grocery store.

### Protect your investment – store and use bread wisely

- Store bread you will use soon in an airtight container at room temperature. Freeze the rest in airtight, freezer-suitable packaging and use within 6 months. (Do not refrigerate; refrigerator temperatures draw moisture out of bread so it becomes stale more quickly.)
- Use nearly-stale bread for French toast, stuffing, bread crumbs, or croutons.

# Spend Smart strategies for GRAINS

## Less than \$.10 per ounce

Frozen bread dough loaves

Baking mix

Pancake mix

**Brown rice\***

White rice

**Popcorn, bag\***

Wheat bread

Macaroni

**Whole wheat bread\***

**Oatmeal, store brand\***

Muffin mix



## \$.10 to \$.20 per ounce

Brown and serve rolls

Rotini, colored

Frozen biscuits

Saltines

Instant white rice

**Instant brown rice\***

Oatmeal, name brand

Marshmallow treats cereal

**Oatmeal cookie mix\***

**Store brand honey and oat cereal\***

Bakery cookies



## \$.20 to \$.30 per ounce

Flour tortilla

Frozen Texas toast

Fruit and nut cereal

Store brand wheat  
crackers

Ciabatta bread

**Name brand oatmeal,  
individual packets\***

Rice side dish mix

**Name brand popcorn, microwave\***

**Name brand honey and nut oat  
cereal in a box**

**Name brand wheat crackers\***

Store brand croutons



## As you look at the chart, consider

- Whole grain choices are available in each cost category.
- Sugar-coated cereals and those with fancy flavors and shapes usually cost more and are less nutritious than plain forms.
- Instant hot cereals in individual serving packets may cost more than three times as much as the same cereals in larger boxes.
- Store-baked products (such as cakes, muffins, biscuits, and cookies) usually cost more than purchasing and making from a mix.



## Ideas

- Try the store brand. Do a blind taste test to see if your family can really tell the difference. They may be requesting foods because of the advertising or packaging.
- You can cook many hot cereals in a microwave oven for the same amount of time it would take to make an "instant" cereal. This "make your own" will be more nutritious and less costly. If your family likes the flavor and convenience of the instant oatmeal packets, add sugar, dried fruit or cinnamon to the oatmeal and store in an airtight container. Check package label for microwave cooking directions.

• Prepare rice and noodle side dishes with your own seasonings. Mixes don't save much time because the cooking time is the same for homemade and mixes.

• Consider popcorn for a whole grain snack. Compared to other snack foods, it is low in calories, high in fiber, and is a bargain—if you use a hot-air popper or a pan on the stove. A half cup of kernels makes about 8 cups of popcorn.



## Answers: Check your \$-saving skills

1. Whole wheat flour and 100% whole wheat
2. Store brand Honey O's
3. Store brand quick oatmeal
4. Store brand complete pancake mix
5. Frozen bagels are \$.26 each or \$.10 per ounce

## Visit these Web sites for more ideas and information

ISU Extension SpendSmart EatSmart  
[www.extension.iastate.edu/foodsavings](http://www.extension.iastate.edu/foodsavings)

ISU AnswerLine  
[www.extension.iastate.edu/answerline](http://www.extension.iastate.edu/answerline)  
(or, call 1-800-262-3804)

ISU Extension Food, Nutrition and Health  
[www.extension.iastate.edu/healthnutrition](http://www.extension.iastate.edu/healthnutrition)

ISU Extension Distribution Center  
[www.extension.iastate.edu/store](http://www.extension.iastate.edu/store)

MyPyramid  
[www.mypyramid.gov/pyramid/grains.html](http://www.mypyramid.gov/pyramid/grains.html)

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\*Whole grain items (in purple) are available in each price range.