



Beginner Guide to Using Coupon\$ for Healthy Living

By Renee Lea-Currie, Ph.D.

#1 Use coupons for only real food or natural household items you intend to buy- not because you can get it for cheap and you want to be like the extreme couponers you see on TV.

#2 When making your budget for shopping and using coupons, you must first decide on your criteria for purchase?

- 🌱 Know my health goals. KNOW MY SHOPPING GOALS.
- 🌱 Know your health numbers so you know how to plan to reach those goals
- 🌱 Am I willing to make certain items from scratch?
- 🌱 Is making it myself worth the time?
- 🌱 Is this coupons something that meets my health goals? If not, don't bother to cut it out
- 🌱 Is there a minimally processed alternative I can afford?
- 🌱 Is the store with the best deals worth the gas to make the purchase?
- 🌱 Will this product expire before I can use it?
- 🌱 Do I have space to stock up on sale/coupon deals before it expires?

Coupon Language Basics

- BOGO FREE = Buy one get one FREE
- B2G1 FREE= Buy two get one FREE
- B2G3F= Buy 2 get 3 FREE (frequently found at Harris Teeter)
- Blinkie Coupons = Grocery or drug store coupon dispensers with blinking light
- Peelie = Sticker type coupon attached to a product
- Loyalty card = Card you sign up and use whenever you shop for discounts on the items you buy most. Some stores such as Food Lion, Walgreens, Kroger, and Dollar General allow you to add the coupons to your loyalty card directly instead of having to print them out.
- BOGO, B1G1-Buy One Get One Free
- B2G1– Buy Two Get One Free

- MFR= Manufacturer. The company that produces the item. It can be used at any store that accepts coupons
- Store Coupon= a coupon you can only use at the listed store. It is usually listed as “STORE COUPON” next to the expiration date
- IP-Internet Printable Coupon-These are printed off of your computer to be redeemed in the store. You are usually allowed 2 prints per computer. NEVER photocopy internet printable coupons. They are printed with unique codes for one-time only use.
- ECB or ECBs – EXTRA CARE BUCKS (CVS)
- STACK – USE A STORE COUPON AND A MFG. COUPON ON A SINGLE ITEM

Sunday Paper Inserts

- RP= Red Plum (comes out weekly)
- SS = Smart Source (comes out weekly)
- P&G = Procter & Gamble (comes out monthly)

Coupon Frequently Asked Question Answers

- Coupons expire at 11:59pm on the date marked as the expiration date
- YES Coupons must have a visible bar code
- NO you may not photocopy coupons as it is illegal and considered fraud.
- YES you can print coupons in black/white (always check the store policy when in doubt)
- YES sometimes using a store brand can save money. Target (Simply Balanced), Kroger (Simple Truth), Lowes Foods, Harris Teeter, Whole Foods (365), Aldi (Simply Organic) have their own organic line of products that can save you money on healthy living
- Don't be a coupon snob about low value coupons under \$1 off per item. Lowes Foods and Harris Teeter double all manufacturer coupons that are \$0.99 and under EVERYDAY! \$\$\$\$\$
- YES amazon.com coupons are REAL and can only be used on amazon.com. Enjoy an awesome selection of natural and organic products delivered to your door. If you have Amazon Prime or use the Amazon Prime Pantry, you can get free 2-day delivery on many items you may not be able to find in your area. I LOVE IT!

How to obtain coupons for REAL foods and healthy living items

1. Sign up for the newsletter for your favorite products to receive printable coupons in your email
2. Clip from your Sunday papers.
 - a. Red Plum, P&G, and Smartsources are also available as printable coupons for extras of your favorite minimally processed foods found in the Sunday paper insert.
3. Ask neighbors and friends to share Sunday coupon inserts
4. Join a coupon exchange group online for national coupon access
5. Use an online coupon clipping service
6. Sign up for the takebacktour.com email alerts for local deals, freebies, & recipes

7. Sign up for Southern Savers email alerts for printable coupons matched to weekly sales
8. Start a coupon exchange group at your office or church
9. Give feedback. Call or email a company with a comment -be it good or bad; it might be worth a free sample or a coupon.
10. Use your consumer power to request items you want to buy in the stores where you shop. Managers want you to shop at their store. Just ask as you may find a better deal at a store close to you.
11. Subscribe to websites that help you track coupons in your area and match the sales to available coupons such as www.thetakebacktour.com or www.southernsavers.com

PRINTABLE COUPONS from your favorite company _____

Visit your favorite company’s website and sign up for their newsletter. You should receive regular correspondence including coupons, recipes, sales, & tips for healthy living. Here are some of my favorites



1. Each month you can go to <http://www.bobsredmill.com/get-a-coupon.html> to print a coupon for Bob’s Red Mill products. They have a great selection of gluten free options as well. You will then be taken to a page that look similar to this:



Monthly Coupon Offer

1. Click Add to Printer below to add a coupon to the coupon print cue.
2. Click Printer then Print Coupons below to print your selected coupons.
3. Come back next month to print another coupon.

Note: We've partnered with Hopster.com for our coupon solution—you may be prompted to install the Hopster browser plugin, a one-time installation. This coupon is only valid at retail stores that carry Bob's Red Mill products in the United States and cannot be applied to orders made directly from Bob's Red Mill or any other online retailer. One coupon print is available per month.

2. LIKE your favorite company on Facebook to be eligible for coupons or contests when available



Olive oil coupons

Stick to purchasing and using extra virgin olive oil (EVOO) as this is the one with the highest level of polyphenol compounds (one of the parts with the most health benefits)

- **Star Fine Foods** (find at Food Lion and Harris Teeter)

Sign up with Star Fine Foods to receive printable coupons just for joining the mailing list

<http://www.starfinefoods.com/my-star/special-offers/>

- **Filippo Berio**

<http://filippoberio.com/>

CVS frequently has this on sale for \$3.99 per 16.9oz bottle to make it only \$2.99 after \$1 off printable coupon

Meat substitute coupons (non-GMO)

- Gardein meatless products are gluten-free, non-GMO, vegan and taste great. Find at Target, Harris Teeter, Company Shops, Whole Foods, Earth Fare, Fresh Market, Kroger <http://gardein.com/>
- Beyond Meat vegan 100% plant protein non-GMO pea protein based products taste awesome. Sign up for the newsletter and/or check each month for the current coupon. These range from \$1 off to Buy 1 Get 1 Free. Find at Target, Wal-Mart, Whole Foods, Earth Fare, Fresh Market <http://www.beyondmeat.com/coupons/download>

My favorite websites for reputable printable manufacturer coupons for natural and organic food and products. These renew each month. Sign up for notice when new coupons you like are available to print or send to your loyalty card.

1. www.coupons.com
2. www.smartsource.com
3. www.redplum.com
4. www.mambosprouts.com
5. www.commonkindness.com
6. www.southernsavers.com
7. www.healthsavers.com
8. www.bobsredmill.com/get-a-coupon
9. www.facebook.com
10. www.savingstar.com
11. www.organicdeals.com
12. <http://www.armandhammer.com/Resources/SavingsCenter.aspx>
13. <http://www.organicvalley.coop/community/farm-friends/>
14. <https://www.horizondairy.com/products>

How to Go Paperless

1. Go Paperless– add coupons to your store loyalty card directly-no clipping or printing needed
 - a. Walgreens, Food Lion, Kroger, CVS, Dollar General
2. Earn money effortlessly by downloading the Savingstar app.
 - a. Get a weekly discount for the HEALTHY OFFER OF THE WEEK each Tuesday for a fresh fruit or veggie.
 - b. Just link your store loyalty card or enter a scan copy of your receipt.
 - c. Earn \$ with each purchase– redeem as gift card or cash
3. Download the Target Cartwheel app for coupons for use at Target and Super Target stores.

<http://cartwheel.target.com/>



- you can't forget as it is on your smartphone/iPhone
- CHOOSE Hundreds of offers from across every category including organic foods & clothing.
- New offers are added regularly!
- Show your printed or mobile barcode at your Target store checkout.
- frequently has coupons for fresh fruits & veggies.
- Can be STACKED along with manufacturers coupons

4. Text OFFERS to 827438 to sign up for Target mobile coupons.

-Can be used with Cartwheel app AND stacked with printable or paper coupons

5. Savingstar



Save 20% on select fruits and veggies
with our Healthy Offer of the Week.

**Save More.
At the Grocery Store or
Online
SavingStar is free to use and
free to join.**

At the Grocery Store: Here's how it works



Shopping Online: Here's how it works



Now earn **double** cash back every day!

- For those who do not know, with SavingStar, you can earn cash back on your groceries with exclusive freebies and BIG savings on your favorite brands each week. There's nothing to clip or print.
- Link deals to your store loyalty cards or submit a picture of your receipt to earn money in your SavingStar account.
- Save 20% on a fruit or vegetable every week.
- Get a free product every Friday-Sunday. And, get new deals on your favorite brands every week.
- You can cash out to your bank account, PayPal, or to a gift card. SavingStar now works at over 60,000 stores nationwide. The service is free and easy to use!
- SavingStar now works at Safeway, Vons, H-E-B, and Food 4 Less, Walmart, Target, Walgreens, Meijer, Kmart, Costco, Sam's Club, BJ's, WinCo Foods, Family Dollar, and Dollar General!

General Healthy Shopping Tips-

To cut or not to cut (this coupon)-This is the deciding factor for **YOU**. Don't waste time cutting coupons for junk food, sodas or the latest "Natural" product

- 🌱 Natural sweeteners that can be found in our area include cane/demerara/organic sugar, agave nectar, Stevia
- 🌱 NEVER BELIEVE THE HYPE on the front of the box. **FLIP IT OVER** and read the ingredients
- 🌱 Avoid products that fail the TMI rule (Too Many Ingredients)
- 🌱 Avoid foods with ingredients that sound too much like chemicals you cannot pronounce
- 🌱 Fruit and vegetable smoothies are a great way to help me get my fruits and vegetables every day when I am on the go. Fresh & frozen are great for quick meals. Add ground flax seed and low fat dairy (milk or yogurt), or almond, coconut or soy milk for protein.
- 🌱 Reaching your Sodium goals
 - A helpful tip: spaghetti sauce that is on sale is usually full of sodium. Instead stock up on canned low or no sodium crushed tomatoes when they are BG1F or B2G3F (Harris Teeter). Add your salt free Italian spice blend or Mrs. Dash to make tasty spaghetti sauce that has only 5-180mg sodium per serving versus 450-750mg/serving. You are in control
- 🌱 It is important to know what to look for in ingredients.

- 🍏 AVOID artificial colors (*Red #40, yellow #5, etc.*)
 - 🍏 AVOID artificial preservatives (*BHT, sodium benzoate, etc.*)
 - 🍏 CHOOSE Organic and/ or non-GMO
 - 🍏 CHOOSE Low sodium
 - 🍏 CHOOSE Natural sweeteners (cane sugar, organic sugar, agave nectar, stevia, monk fruit, honey, molasses)
 - 🍏 AVOID artificial sweeteners
 - 🍏 CHOOSE High fiber foods- Limit those with inulin added as ingredient
 - 🍏 AVOID trans fat (*if you see the word hydrogenated, partially hydrogenated or interesterified anywhere in the ingredients, put it back*)
 - 🍏 AVOID Bleached flour (try unbleached flour instead- little taste difference)
- 🌱 Some items to fill my cart first so I limit my junk food but not shock my taste or wallet
- 🍏 Beans: dry or canned in reduced sodium water (rinse before use)
 - 🍏 Fruit: fresh, dried, frozen, canned in 100% juice
 - 🍏 Vegetables: fresh, frozen, canned in reduced sodium water
 - 🍏 Sugar in the raw (demerara or organic), stevia, agave nectar, honey, molasses, Polaner All Fruit or Welch's Low sugar grape or strawberry jelly
 - 🍏 Fruit: dried, fresh, frozen
 - 🍏 Unbleached flour
 - 🍏 Eggs
 - 🍏 Cereals by Cascadian Farm organic, Mom's Best Naturals, Kashi, Nature's Path Envirokidz (gluten free and yummy)
 - 🍏 Whole grain pasta: Ronzoni Smart Taste, Dreamfield's, Heartland, DeBoles Rice pasta
 - 🍏 Other whole grains such as brown rice, long grain rice such as basmati or jasmine, oatmeal, cream of wheat, ground flax seed
 - 🍏 Unsweetened or natural applesauce or Mott's Medleys vegetable-applesauce blends with no fake colors
 - DO NOT BUY "NO SUGAR ADDED applesauce as these have artificial sweeteners like Splenda added
 - 🍏 Good fats: coconut oil, extra virgin olive oil (EVOO), Grapeseed oil, sunflower oil, red palm oil, ethically harvested palm oil (in place of shortening)
- 🌱 Don't get your cosmetics from the same place as your car. Avoid petroleum containing products and synthetic preservatives such as parabens and phthalates.
- 🌱 Beauty Basics: olive oil, coconut oil (great for those with eczema), baking soda, white vinegar, honey, tea tree oil, Dr Bronner's liquid or bar castile soap, Kirk's castile bar soap (3/\$3.25 at Walmart and Family Dollar, \$2.99-4.69 per 1 bar at Harris Teeter or Whole Foods)
- 🌱 Visit www.thetakebacktour.com/brochures for recipes for hair, skin, body and safe clean home using ingredients found mostly in your regular grocery store.
- 🌱 Recommended reading to help me stay on track
- 🍏 Unjunk Your Junk Food: Healthy Alternatives to Conventional Snacks by Andrea Donsky, Randy Boyer, & Lisa Tsakos
 - 🍏 Wildly Affordable Organic: Eat Fabulous Food, Get Healthy, and Save the Planet--All on \$5 a Day or Less by Linda Watson [Raleigh, NC author]

🌱 Recommended websites to help me stay on track

- 🍏 www.thetakebacktour.com [coupons, FREE samples, timely information on eating well]
- 🍏 www.Myfitnesspal.com [FREE online tracking tool with same features as weightwatchers.com; Smartphone app available]
- 🍏 www.cook4good.com [delicious recipes to eat gourmet on a NC food stamp budget]
- 🍏 www.toxicbeautyblog.com
- 🍏 <http://www.everydayshea.com> [fair trade certified shea hair and skin products; find at local co-op, Whole Foods, Earth Fare]
- 🍏 www.wfmed.com [my favorite site for low cost essential oils of all sizes; great to try small sizes for a low price to see if it works for you]
- 🍏 www.GNC.com Great selection of essential oils, organic cosmetics (Dr Bronner's, Nourish Organic, etc.), Himalayan pink salt, coconut oil that are frequently on sale B1G1 50% off
- 🍏 <http://www.fruitsandveggiesmorematters.org>

BONUS: Medication coupon deals. A reminder to check with your medicine manufacturer for any discounts

- Medication coupons and discounts if you have private insurance and a valid prescription Januvia. If you take Januvia to control diabetes and have private insurance you can get your monthly prescription as low as \$5. This is great when your medications are in the highest tier of your prescription coverage
http://www.janumetxr.com/sitagliptin_metformin_HCL/janumetxr/consumer/special-offers.xhtml
- Have severe allergies and a prescription for an Epi-pen. Get \$0 co-pay if you have private commercial insurance offered by Mylan. The EpiPen® \$0 co-pay card is reusable for each prescription through December 31, 2015. It will cover up to three EpiPen 2-Pak® or EpiPen Jr 2-Pak® cartons at a time. This is great so you can leave at different locations.
<https://www.activatethecard.com/epipen/>