



Tips For Vegan Shopping and Maximizing Savings at the Grocery Store

By Lindsay Morris
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A whole-food, plant-based diet doesn't just make health sense; it saves dollars and cents. Going plant-based can cut grocery bills by around 14%, according to a [2023 report](#). Here are six simple ways you can eat plant-based on a budget, scoring extra savings on good-for-you groceries.



1. Avoid Supermarketing Tricks

If you aren't paying attention, you'll fall for classic spending traps, warns [Toni Okamoto](#), author of *Plant Based on a Budget*. For example, stores will advertise "sale" items by placing goods at the endcaps of aisles. "When you go to the section where those products belong, you'll often find that there are cheaper options," Okamoto says. Also check above and below eye level to find good deals.



2. Venture Out To Farmers Markets

Don't be afraid to look beyond the supermarket, says nutritionist Sharon Palmer, RDN, author of *Plant-Powered for Life*. "I like to go to farmers markets to see what is seasonal—often you can find good deals on produce there." Find a farmers market near you through [LocalHarvest](#). There's even plenty to be scored—spices, [whole grains](#), canned goods—at the dollar store, Palmer says. And if you do stick to the neighborhood grocer, "Don't be afraid to use store brands, which are often discounted," she adds.

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3. Consider Frozen Produce

While buying in-season remains the best way to save on fresh produce, you can find year-round savings in the freezer aisle on favorites such as berries, says Samantha De Galicia, a Los Angeles-based holistic health coach.

“There’s a misconception that frozen isn’t as healthy, but you can still get full nutritional value from frozen fruits and veggies, because they’re frozen when they’re stem-picked and ripe—when they have the most nutrients,” De Galicia says. “Plus, frozen can sometimes be a lot cheaper for much larger quantities than you’d find in the fresh aisle.”



4. Buy Dry Foods Instead of Canned

Canned foods offer yet another always-in-season option. But beware: Canned beans tend to be more expensive than dry—up to 20 cents more per serving! The extra time spent soaking can add up to dollars saved and far less sodium. A family of four stands to save nearly \$80 a year buying dry beans versus canned, according to the Northharvest Bean Growers Association.



5. Hit The Bulk Bins

Many grocery stores have a section dedicated to bulk bins, where you can have your pick of whole grains, cereals, nuts, and spices. This is a great place to save money, says Robin D. Everson, executive director of the North Texas Community Health Collaborative and an instructor with the [Physicians Committee for Responsible Medicine Food for Life](#) program. “You’re able to purchase as much or as little as you like without paying for fancy and unnecessary packaging that advertises a particular brand.”

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6. Don't Buy Pre-Chopped Fruits and Veggies

Skip the prechopped fruits and veggies. Buying and chopping them yourself can translate to serious savings—up to 392 percent when it comes to onions, according to estimates from Consumer Reports. Prechopped also means increased air exposure and reduced shelf life. The cost of convenience equals dollars down the drain when these go bad. Instead, set aside time each weekend to flex your [knife skills](#) while prepping meals for the week ahead.