



# Savvy Online Grocery Shopping

## Facilitator's Guide

You can buy food from a variety of locations – grocery stores, convenience stores, discount stores, and restaurants. A quickly growing option for food shopping is the online marketplace. Although online grocery shopping has been around since the early 2000s, it is gaining momentum with more online options and more technology in our everyday lives. Consumers are interested in or choosing online grocery shopping, but may not understand benefits, drawbacks, or important considerations of buying food this way.

### Lesson Goal

To help consumers feel informed when using online grocery shopping platforms or deciding if online grocery shopping meets their personal needs

### Lesson Objectives

As a result of this program, participants will be able to:

- Identify benefits of online grocery shopping,
- Identify drawbacks of online grocery shopping, and
- Determine if online grocery shopping is a useful tool that meets their personal needs.

### Lesson Materials

- Be a Savvy Online Grocery Shopper publication
- PowerPoint presentation
- Pre- and post-lesson evaluation
- Flyer
- Logo
- Social media graphic
- Word search activity
- Leader lesson letter

### Facility and Equipment Requirements

#### *In-Person*

- Meeting room space
- Tables and chairs for participants
- Projector for PowerPoint presentation
- Materials for selected activities and handouts

### *Virtual*

- Computer and virtual lesson platform (e.g., Zoom)
- Webcam, microphone, and speakers
- Internet connection
- Materials for selected activities (optional)

## **Potential Audience/Uses and Group Size**

- High schoolers and young adults
- Families
- Senior citizen center
- SNAP/WIC offices
- Parent and grandparent organizations
- Support groups

You could offer this program to a wide array of group sizes. We provided activity suggestions that would work with various group sizes. You could offer this lesson as a stand-alone workshop or along with other existing lessons in a series focused on feeding busy families in the 21st century. Other related lessons include:

- Saving Savvy with Apps for Coupons and Grocery Lists
- Meal Kits: Are They Worth it?

You could also offer this lesson as a Homemaker Leader Lesson. The PowerPoint presentation is largely based off the publication material. You can use the handouts to support a club lesson without a computer and other technology. You could implement discussion-based activities and participants could practice accessing online grocery shopping platforms. Mailbox members could receive the handout and word search activity and return an evaluation form.

## **Estimated Lesson Delivery Time**

The length of the program is dependent on activities and the amount of discussion. You can offer the PowerPoint in 30 to 45 minutes.

## **Lesson Preparation**

### *In-Person*

- Make copies of the Be a Savvy Online Grocery Shopper publication, evaluation tool, and any other necessary handouts.
- Determine what activities you will incorporate into the lesson (see below).
- Review the PowerPoint presentation and speaker notes.
- Gather pens and pencils for completion of activities and evaluation tool.
- Market the program through channels appropriate for the selected audience.
- Reserve a room and equipment needed for the program.

### *Virtual*

- Develop plans for online implementation (e.g., Zoom, Facebook Live, Google Classroom).
- Market the program and share login information with interested and registered individuals.
- Email or mail the Be a Savvy Online Grocery Shopper publication and any other necessary handouts.
- Establish whether an online survey is required for the evaluation or if you will mail paper copies to be returned.

## Lesson Overview

### ***Introduction***

You can buy food from a variety of locations – grocery stores, convenience stores, discount stores, and restaurants. A new and quickly growing option for food shopping is the online marketplace. Although online grocery shopping has been around since the early 2000s, it is gaining momentum with more online options, more technology in our everyday lives, and the COVID-19 global pandemic. Consumers are interested in or choosing online grocery shopping, but may not understand benefits, drawbacks, or important considerations of buying food this way.

The goal of today’s lesson is to help you feel informed as a consumer when using online grocery shopping or deciding if online grocery shopping meets your personal needs.

*If time permits, begin the program with a discussion question to stimulate conversation. Ask these questions before moving to Slide 2. Consider the following questions:*

- *Why are you interested in online grocery shopping?*
- *Have you ever used online grocery shopping? What store and did you have it delivered or did you have to pick up your order?*

[Note: The lesson objectives have been integrated into the presentation. Notes in the PowerPoint presentation provide talking points and ensure you address each objective appropriately.]

### ***Objective #1: Identify benefits of online grocery shopping***

There are many benefits of online grocery shopping. Some of these benefits may depend on what age, stage of life, or resources you have when considering online grocery shopping options.

**Slides 6-11** discuss the benefits of online grocery shopping in detail. Discussion questions for this objective include:

- Is there a time in the past when online grocery shopping would have been helpful? Think about different ages, stages, or seasons in your life.
- Can you think of any other potential benefits of grocery shopping this way?

### ***Objective #2: Identify drawbacks of online grocery shopping***

While online grocery shopping may have several benefits, there are drawbacks to consider as well.

**Slides 12-17** discuss the drawbacks of online grocery shopping. Discussion questions for this objective include:

- What are some items you would consider or feel comfortable purchasing online? For delivery? Or pickup? Are those items different depending on how you plan to get your groceries?
- Can you think of any other drawbacks or challenges to online grocery shopping?

### ***Objective #3: Determine if online grocery shopping is a useful tool that meets their personal needs***

Now, we will take some time to discuss other considerations that may help determine whether online grocery shopping is a useful tool that can meet your or your family’s unique needs. We will talk through each one of them and then end identifying some useful tips if you are interested in using online grocery shopping in the future.

**Slides 18-19** discuss considerations and useful tips. Consider the following discussion questions:

- Are there any other considerations you can think of that should be identified when considering online grocery shopping?
- For those who have used online grocery shopping in the past, can you think of any other useful tips for someone who has never tried it before?

After completing the slide deck, consider the Online Shopping Demonstration or the Online Scavenger Hunt (details below).

### ***Closing***

Allow time for questions and answers. Consider having participants share one thing they found interesting or that they plan to do because of the lesson. Distribute the evaluation tool. Thank participants for attending the lesson.

## **Activity Ideas**

Below are some activities to choose from. Consider space, time, resources, and the audience when choosing activities.

### ***1. Discussion questions***

Suggested discussion questions are included in the above Lesson Overview. Determine if time allows for discussion. Feel free to incorporate other relevant discussion questions that meet the audience's needs. Consider other topics such as online payments, safe money management, grocery shopping and coupon apps, etc.

### ***2. Word search activity***

An optional activity to include as class begins, as class ends, or as a take-home activity is the word search activity. This activity includes key words from the publication and the presentation.

### ***3. Online shopping demonstration***

Demonstrate a specific online grocery retailer (e.g., Kroger, Food City) or other vendor where you can buy food (e.g., Amazon). This may be determined by what county you live in and the food retail options available to participants. Consider demonstrating how to set up an account, how to apply coupons, searching and adding items to the virtual cart, how to find nutrition information, and determining pickup or delivery.

Expand the activity by encouraging participants to meal plan for five meals and fill their virtual shopping cart with the items needed to make those meals. Consider using the Meal Planner Tool (FN-HNB.900) for this activity.

### ***4. Online Grocery Shopping Scavenger Hunt***

Provide individuals or groups, depending on class size, with a checklist of items. If tablets or iPads are available for teams to use, that would help if participants do not have smartphones. There are two ways to play. The simple way would have the first individual or team to find all items deemed the winner. The other way would be to set a time limit (e.g., 5 minutes) and for every item found, the team would get 1 point. This would allow for bonus points and to increase the complexity of the game. The individual or team with the most points at the end of 5 minutes is deemed the winner.

You can use the following list of items for this activity. Consider shortening or lengthening the list as you see fit based on your participants' needs.

Suggested Items			
5 bananas	3 pears	1 loaf of whole-wheat bread <i>*bonus point if 3g or more of fiber per serving</i>	1 canister of oats
1 lb. of ground beef <i>*bonus point if 90/10 or leaner</i>	1 can of black beans <i>*bonus point if low sodium</i>	1 15 oz. jar of peanut butter	1 can of fruit cocktail <i>*bonus point if in 100% juice</i>
1 bottle of olive oil	Dried basil	1 box of pasta <i>*bonus point for whole wheat</i>	Yogurt <i>*bonus point if 15g or less of sugar per serving</i>

## Marketing

This program includes a marketing flyer, logo, and social media graphic you can distribute to community partners and/or post to social media accounts for recruitment. Language is provided below that can support the provided marketing pieces.

### ***Newspaper/Newsletter/Radio Spot***

You can buy food from a variety of locations – grocery stores, convenience stores, discount stores, and restaurants. A quickly growing option for food shopping is the online marketplace. Although online grocery shopping has been around since the early 2000s, it is gaining momentum with more technology in our everyday lives and more online options. You may have questions about how the process works and whether there are actual benefits of online grocery shopping.

If you are interested in learning more, the (county) County Extension Office will be hosting a workshop titled *Be a Savvy Online Grocery Shopper* on (insert date, time, and location or information about a virtual session). The workshop will provide an overview of online grocery shopping and break down benefits, drawbacks, and other considerations so you feel informed as an online grocery shopper. (provide any additional information about registration)

### ***Social Media***

Are you considering online grocery shopping and would like to learn more? Have you tried it in the past and are curious if it has changed? This workshop will break down benefits, drawbacks, and other considerations so you feel informed as an online grocery shopper. Join us at the (county) County Extension Office on (insert date, time, location) to learn more!

## Evaluation and Reporting

Distribute the one-page evaluation tool at the end of the program. The results will inform the success story below. If you need a Qualtrics link for the evaluation, please contact Heather Norman-Burgdolf at heather.norman@uky.edu. A QR code could also be generated that allows individuals to complete the online Qualtrics survey.

Report the individuals who checked YES for the Intention evaluation question that states “I will determine if online grocery shopping is beneficial for me,” under *Program Indicator 2062.1 Food Preparation and Preservation – Number of individuals who reported improved knowledge, opinions, skills, or aspirations regarding storage, handling, preparation, or preservation of food.*

### ***Success Story Template***

You can buy food from a variety of locations – grocery stores, convenience stores, discount stores, and restaurants. A quickly growing option for food shopping is the online marketplace. Although online grocery shopping has been around since the early 2000s, it is gaining momentum with more online options and more technology in our everyday lives. Consumers are interested in or choosing online grocery shopping, but may not understand benefits, drawbacks, or important considerations of buying food this way.

In response to this need, the (county name) County Extension Office hosted the workshop *Be a Savvy Online Grocery Shopper* for the (county/audience). Emphasis was placed on understanding the benefits and drawbacks of online grocery shopping and how it can meet the personal and dietary needs of participants. (Insert # of participants) participated in the workshop. (*add additional information about location/partnerships/participant demographics here*)

Of those surveyed, XX percent indicated they better understood the benefits of online grocery shopping and XX percent indicated they understood drawbacks of using online grocery shopping. Further, XX percent expressed increased understanding of how online grocery shopping fits into their lifestyle and meets their personal needs. XX percent plan to compare online grocery retailers, while XX percent plan to determine if online grocery shopping is beneficial for them.

*Insert any personal testimony or open-ended responses from participants as a conclusion.*

## **Relevant Extension Resources**

### ***Podcasts***

Meal Kit Delivery Services: Are they right for you? (2018)

<https://ukfcsext.podbean.com/e/meal-kit-delivery-services-are-they-right-for-you/>

Healthy Eating for Busy Families (2018)

<https://ukfcsext.podbean.com/e/healthy-eating-for-busy-families/>

Online Grocery Shopping (2020)

<https://ukfcsext.podbean.com/e/online-grocery-shopping-1589835734/>

### ***Information Releases***

Food Safety and Deliveries (2022)

Planning Meals Can Save Money, Time, and Headaches (2021)

The Good and Bad about Coupons (2021)

Online Grocery Shopping (2020)

### ***Publications***

FRM-KM-001 Saving Savvy with Apps for Coupons and Grocery Lists  
FRM-AP-087 Couponing 101  
FCS3-554 Nutrition for Busy Families  
FCS3-610 Meal Kits: Are they worth it?  
FCS3-635 How to Get Out of a Mealtime Rut  
FCS3-608 Fitting Nutrition into Your Busy Lifestyle

### ***Other Resources***

FN-HNB.900 Meal Planner Tool

### **References and Resources**

- Utah State University. (2022). Pros & Cons of Online Grocery Shopping. [https://extension.usu.edu/news\\_sections/home\\_family\\_and\\_food/pros-cons-online-grocery-shopping](https://extension.usu.edu/news_sections/home_family_and_food/pros-cons-online-grocery-shopping)
- American Heart Association. (2022). Online Grocery Shopping Offers Convenience, Health Benefits. <https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/nutrition-basics/online-grocery-shopping-offers-convenience-health-benefits>
- Jilcott Pitts, S. B., Ng, S. W., Blitstein, J. L., Gustafson, A., & Niculescu, M. (2018). Online grocery shopping: promise and pitfalls for healthier food and beverage purchases. *Public health nutrition*, 21(18), 3360–3376. <https://doi.org/10.1017/S1368980018002409>

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