

THE NEW American Plate Shopping Guide

Use this guide to help you shop for healthy foods to put on your plate every day. The New American Plate is an easy model for meals to help lower your cancer risk: 2/3 (or more) plant-based foods and 1/3 (or less) animal protein.



Fresh or Frozen Produce (outer aisles or freezer section)

Fruits

- ☐ Apples
- ☐ Apricots
- ☐ Bananas
- ☐ Berries (blueberries, raspberries, strawberries)
- ☐ Cherries
- ☐ Citrus (grapefruits, lemons, limes, oranges, tangerines)
- ☐ Grapes
- ☐ Kiwi fruit
- ☐ Melon (cantaloupe, honeydew, etc.)
- ☐ Nectarines
- ☐ Peaches
- ☐ Pears
- ☐ Plums
- ☐ Tropical fruit (mango, papaya, pineapple, starfruit, etc.)



Vegetables

- ☐ Asparagus
- ☐ Beets
- ☐ Broccoli
- ☐ Brussels sprouts
- ☐ Cabbage (bok choy, green, Napa, etc.)
- ☐ Carrots
- ☐ Cauliflower
- ☐ Celery
- ☐ Corn
- ☐ Cucumber
- ☐ Eggplant
- ☐ Fresh herbs (cilantro, dill, parsley, etc.)
- ☐ Garlic
- ☐ Green Beans
- ☐ Greens, leafy (chard, collards, kale, lettuce, spinach, watercress, etc.)
- ☐ Mushrooms
- ☐ Okra
- ☐ Onions
- ☐ Peas (green, snap, snow)
- ☐ Peppers (bell, hot)



- ☐ Potatoes (sweet or white)
- ☐ Summer squash (zucchini, yellow)
- ☐ Tofu
- ☐ Tomatoes
- ☐ Turnips
- ☐ Winter squash (acorn, butternut, pumpkin, etc.)



Pantry Items (center aisles)

- ☐ Beans, canned (reduced-sodium or no-salt-added)
- ☐ Beans, dried
- ☐ Peanut butter or other nut butters
- ☐ Soup and broth (fat-free and reduced-sodium)
- ☐ Tempeh soy crumbles (freezer section)
- ☐ Canned tomato products (reduced-sodium or no-salt-added)



Whole Grains (center aisles, freezer or bakery section)

Look for 100% whole-grain most often

- ☐ Bagels, mini
- ☐ Barley
- ☐ Bread/rolls/pita
- ☐ Bulgur
- ☐ Cereal, cooked (oatmeal, etc.)
- ☐ Cereal, ready-to-eat
- ☐ Couscous
- ☐ Crackers
- ☐ English muffins
- ☐ Millet
- ☐ Pasta
- ☐ Quinoa
- ☐ Rice (brown)
- ☐ Tortillas, low-fat
- ☐ Whole-wheat flour



Dairy Products (outer aisles)

- ☐ Cheese, reduced-fat
- ☐ Cottage cheese
- ☐ Margarine, tub, soft
- ☐ Milk, reduced-fat
- ☐ Yogurt, reduced-fat



Animal Proteins (outer aisles)

- Limit red meat (beef, lamb, pork) to 12-18 oz. cooked per week.
- Avoid processed meats like ham, bacon and hot dogs.

- ☐ Beef, lean
- ☐ Eggs
- ☐ Fish (fresh)
- ☐ Lamb, lean
- ☐ Pork, lean
- ☐ Poultry
- ☐ Salmon (canned in water)
- ☐ Tuna (canned in water)
- ☐ Turkey breast, ground



Beverages (center aisles)

- ☐ Coffee
- ☐ Juice, 100%
- ☐ Milk and non-dairy milk (soy, rice or almond)
- ☐ Soft drinks, diet
- ☐ Sparkling water
- ☐ Tea, unsweetened



Small Bites (center aisles and freezer section)

- ☐ All-fruit frozen popsicles
- ☐ Dried fruit with no added sugar (apples, apricots, cranberries, dates, raisins, etc.)
- ☐ Frozen sorbet
- ☐ Frozen yogurt, low-fat
- ☐ Nuts
- ☐ Popcorn, low-fat
- ☐ Pudding, low-fat



Condiments (center aisles)

- ☐ Jam/jelly, all-fruit or sugar-free
- ☐ Ketchup
- ☐ Mayonnaise, low-fat
- ☐ Mustard
- ☐ Oil
- ☐ Salad dressing, reduced-fat or nonfat
- ☐ Salsa
- ☐ Vinegar



Baking Ingredients (center aisles)

(baking powder, baking soda, cocoa, cornstarch, extracts, salt, sugar, etc.)

Spices and Herbs (center aisles)

(basil, cinnamon, cloves, curry, dill, garlic powder, ginger, oregano, paprika, parsley, pepper, poultry seasoning, rosemary, sage, thyme, etc.)

Household Products (center aisles)

(aluminum foil, paper products, plastic wrap, etc.)

Shopping Notes

For more information about the New American Plate and to order free brochures, contact:

American Institute for Cancer Research
P.O. Box 97167
Washington, DC 20090-7167
1-800-843-8114 • www.aicr.org