



AT THE MARKET (PART I)



NOW, WE WILL DISCUSS AND LEARN ABOUT HOW TO CHOOSE MARKETS AND OTHER RESOURCES THAT STOCK FRESH AND HEALTHY FOODS, HOW TO BUY HEALTHY FOODS ON A BUDGET, HOW TO MANEUVER THROUGH A TYPICAL GROCERY STORE, HOW TO FOLLOW THE FOOD PYRAMID, AND HOW TO READ A FOOD LABEL.



LOCAL FOOD DIRECTORY FOR LA PUENTE, CA

CALIFORNIA LATINOS REPORT EATING AN AVERAGE OF ONLY 4.1 DAILY SERVINGS OF FRUITS AND VEGETABLES WHICH IS WELL BELOW THE 7 TO 13 DAILY SERVINGS ($3 \frac{1}{2}$ TO $6 \frac{1}{2}$ CUPS) THAT ARE RECOMMENDED FOR GOOD HEALTH. IN FACT, MORE THAN ONE THIRD EAT JUST TWO OR FEWER SERVINGS DAILY. SOME BARRIERS TO GOOD NUTRITION INCLUDE AVAILABILITY OF NUTRITIOUS FOODS AND THE COST OF FRESH FOODS.

LET'S FIRST TALK ABOUT THE STORES IN WHICH WE BUY OUR FOODS. WE KNOW THAT PURCHASING FOOD DEPENDS ON THE COMMUNITY THAT WE LIVE IN. WE KNOW THAT IN MANY COMMUNITIES, IT'S DIFFICULT TO FIND STORES SELLING HEALTHY FOODS. INSTEAD, OTHER FOOD OPTIONS MAY EXIST SUCH AS FAST FOOD RESTAURANTS, CONVENIENCE MARKETS, AND SO FORTH.

Q & A: WOULD YOU PLEASE SHARE WITH THE GROUP IN WHAT TYPE OF MARKET YOU SHOP IN? IS IT FOR GOOD PRICES? THE GOOD SELECTION?

 *PAUSE FOR RESPONSE*

THE CONVENIENCE OF LOCATION CAN ALSO BE A REASON WHY PEOPLE IN THE COMMUNITY SHOP AT SPECIFIC STORES AND MARKETS. WE'VE CREATED THE FOLLOWING LOCAL FOOD DIRECTORY WHICH CAN BE FOUND IN YOUR PACKET. THIS DIRECTORY LISTS PLACES LOCATED WITHIN A 25 MILE RADIUS OF LA PUENTE WHERE FRESH FOOD IS AVAILABLE.

 *HOLD UP THE LOCAL FOOD DIRECTORY*

FEEL FREE TO LOOK THROUGH THIS DIRECTORY AS WE SPEAK. THESE PLACES STOCK LOTS OF FOODS, INCLUDING FRESH FRUITS AND VEGETABLES. SEVERAL OF THESE PLACES ALSO PROVIDE FOOD AT



LOCAL FOOD DIRECTORY FOR LA PUENTE, CA

LOW-COST OR NO-COST FOR THOSE THAT QUALIFY. WE'VE ALSO INCLUDED INFORMATION ON WHETHER THESE PLACES ARE ACCESSIBLE BY PUBLIC TRANSPORTATION. WE RECOMMEND THAT YOU CALL TO MAKE SURE THAT THEY ARE OPEN BEFORE YOU GO.



BUYING HEALTHY FOODS ON A BUDGET

NOW THAT WE'VE DISCUSSED MARKETS IN THE AREA, THE SECOND ISSUE IS THE **COST OF FOOD**. MOST PEOPLE BELIEVE THAT BUYING HEALTHY FOODS SUCH AS FRESH PRODUCE IS TOO EXPENSIVE. FOR EXAMPLE, IN A 2003 SURVEY, 41% OF CALIFORNIA LATINOS BELIEVED THAT FRUITS AND VEGETABLES ARE TOO EXPENSIVE.

Q & A: DO ANY OF YOU FIND FRUITS AND VEGETABLES TO BE EXPENSIVE?

 *PAUSE FOR RESPONSE*

ALTHOUGH FAST FOODS ARE OFTEN HEAVILY ADVERTISED AS CHEAP AND CONVENIENT, BUYING FOOD AT THE GROCERY STORE CAN BE MUCH LESS EXPENSIVE THAN IT ACTUALLY SEEMS. IN ADDITION, PREPARING YOUR OWN FOOD AT HOME CAN ALSO BE MUCH MORE HEALTHY FOR YOU AND YOUR FAMILY THAN FAST FOODS AND OTHER CONVENIENCE FOODS AND THEY ARE MUCH CHEAPER.

Q & A: CAN YOU THINK OF THE BENEFITS OF PREPARING YOUR OWN MEALS INSTEAD OF EATING AT RESTAURANTS?

 *PUT BULLET POINTS OF THE EASEL PAD AS THEY RESPOND*

LET'S DO SOME MATH TOGETHER TO FIGURE OUT WHAT'S FACT, AND WHAT'S FICTION. PLEASE TAKE THIS HANDOUT FROM THE PACKET AND FOLLOW ALONG.

 *SHOW GROCERY LIST VS. FAST FOOD LIST HANDOUT*

ON THE LEFT COLUMN IS A GROCERY LIST THAT WILL PROVIDE FOOD FOR A FAMILY OF 4-6 FOR AT LEAST ONE WEEK. FOOD PRICES WERE OBTAINED FROM VON'S.



 BUYING HEALTHY FOODS ON A BUDGET

For a family of 4-6 people...

List A: Grocery Store	List B: Eating Out
Wheat Bread.....\$3.69	<u>Monday</u>
8 Bananas.....\$2.64	Breakfast at McDonalds.....\$30
4 Apples.....\$3.20	Lunch at Taco Bell.....\$25
3 Avocados.....\$4.50	Dinner at Acapulco.....\$55
Salt (26 oz).....\$0.89	<u>Tuesday</u>
2 Milk Gallons (1%).....\$7.98	Breakfast at IHOP.....\$45
A Dozen Eggs.....\$3.99	Lunch at King Taco.....\$30
Seasonings.....\$2.79	Dinner at Pizza Hut.....\$19.99
Sour Cream (48oz).....\$6.29	<u>Wednesday</u>
Rice (48oz).....\$3.65	Breakfast at Burger King.....\$30
Pinto Beans (4lb).....\$5.29	Lunch at Taco Bell.....\$25
Cereal.....\$3.00	Dinner at El Pollo Loco.....\$20
6 Cup of Noodles.....\$2.50	<u>Thursday</u>
Mustard (20 oz).....\$2.99	Breakfast at McDonalds.....\$30
Ketchup (20 oz).....\$2.19	Lunch at KFC.....\$19.99
Mayonnaise (30 fl. oz).....\$2.99	Dinner at Denny's.....\$50
Ham (16 oz).....\$4.69	<u>Friday</u>
Chicken Leg Quarters (4.5 lb).....\$4.37	Breakfast at Burger King.....\$30
2 lbs Ground Beef.....\$9.38	Lunch at Yoshinoya.....\$26
2 White Onions.....\$1.48	Dinner at Subway.....\$25
5 Tomatoes.....\$2.50	<u>Saturday</u>
Lettuce.....\$1.79	Breakfast at Burger King.....\$30
A Can of Corn.....\$1.29	Lunch at El Pollo Loco.....\$20
24 Pack of Water.....\$4.50	Dinner at Little Caesars.....\$10
Orange Juice.....\$3.00	<u>Sunday</u>
Corn oil (48 fl. Oz).....\$5.09	Breakfast at McDonalds.....\$30
	Lunch at Taco Bell.....\$25
	Dinner at KFC.....\$19.99
TOTAL = \$96.67	TOTAL = \$595.97



BUYING HEALTHY FOODS ON A BUDGET

ON THE RIGHT COLUMN IS A PRICE LIST OF HOW MUCH FOOD WOULD COST IF YOU WERE TO BUY BREAKFAST, LUNCHES, AND DINNERS AT FAST FOOD AND OTHER RESTAURANTS FOR ONE WEEK. FOOD PRICES WERE OBTAINED FROM THE RESPECTIVE STORES AND MARKETS.

Q & A: WHAT ARE YOUR THOUGHTS AFTER LOOKING AT THESE TWO LISTS?

 *PAUSE FOR RESPONSE*

Q & A: CAN ANYONE SHARE WITH THE GROUP HOW YOU SAVE MONEY AT THE MARKET?

 *PAUSE FOR RESPONSE*

YOU CAN ALSO LOOK AT THIS HANDOUT PROVIDED IN YOUR PACKET THAT LISTS OTHER WAYS OF SAVING MONEY AT THE GROCERY STORE.

 *HOLD UP THE HAND OUT*



BUYING HEALTHY FOODS ON A BUDGET

ADDITIONAL WAYS OF SAVING MONEY AT THE GROCERY STORE

- SET A BUDGET BEFORE YOU GO TO THE STORE.
- MAKE A LIST BASED ON INGREDIENTS NEEDED FOR A WHOLE WEEK'S MENU, AND STICK TO THE LIST.
- BUY FROZEN AND/OR CANNED FRUITS AND VEGGIES WHEN FRESH PRODUCE IS EXPENSIVE. MAKE SURE CANNED FRUIT IS IN WATER (NOT SYRUP). MAKE SURE CANNED VEGGIES ARE LOW IN SODIUM.
- BUY ITEMS IN BULK, AND STORE OR FREEZE THE REST OF IT FOR LATER USE - YOU CAN SAVE TIME AND MONEY AT ONCE.
- BUY HEALTHY SNACKS IN LARGE QUANTITIES, AND DIVIDE THEM UP RIGHT WHEN YOU GET HOME INTO LITTLE ZIPLOC BAGS. THESE CAN BE USED BY THE ENTIRE FAMILY.
- GO TO THE GROCERY STORE AFTER YOU EAT (AT LEAST HAVE A LIGHT SNACK). IF YOU GO WHEN YOU'RE HUNGRY, YOU'RE MORE LIKELY TO BUY STUFF YOU DON'T WANT LATER.
- TRY THE STORE OR GENERIC BRANDS. THEY'RE CONSIDERABLY CHEAPER THAN BRAND NAMES, AND THEY TASTE THE SAME.
- TAKE A CALCULATOR AND ADD UP THE COST AS YOU PLACE ITEMS INTO YOUR CART. THIS WILL PREVENT OVERSPENDING.
- LOOK AT THE STORE ADS FOR WEEKLY SALES ITEMS. PURCHASE PRODUCE THAT IS IN SEASON.
- COMPARE PRICES.
- FARMER'S MARKETS, BODEGAS, AND OTHER SIMILAR PLACES WILL OFTEN GIVE YOU EXTRA PRODUCE OR GIVE YOU A CHEAPER PRICE ON ITEMS THAT MAY NOT BE FRESH ENOUGH TO BE SOLD THE NEXT DAY.



SUPERMARKET MAP

ANOTHER WAY TO SAVE MONEY IS TO **STICK TO THE EDGE OF THE GROCERY STORE**. FRESH FRUITS AND VEGETABLES, MEAT, SEAFOOD, BREADS, AND DAIRY ARE OFTEN FOUND ON THE OUTSIDE AISLES. BY ONLY OCCASIONALLY SHOPPING IN THE INNER AISLES, YOU'LL BE LESS LIKELY TO BUY EXPENSIVE (AND ALSO LESS HEALTHY) FOODS. THIS MAP WAS PRODUCED BY THE LATINO NUTRITION COALITION, AND HIGHLIGHTS FOODS COMMON IN LATINO CUISINES.

 **HOLD UP SUPERMARKET MAP**

LET'S TURN OUR ATTENTION TO THIS MAP OF A SUPERMARKET.

Q & A: WHILE SHOPPING, WHAT ARE SOME OF THE REASONS THAT YOU MIGHT PURCHASE LESS HEALTHY FOODS? FOR INSTANCE, DO YOU PURCHASE SOME FOODS THAT AREN'T SO HEALTHY BECAUSE YOU KNOW YOUR LOVED ONES WILL WANT THEM?

 **PAUSE FOR RESPONSES.**

Q & A: DO ANY OF YOU HAVE SOLUTIONS TO THESE DILEMMAS?

 **PAUSE FOR RESPONSES.**

THESE ARE GREAT SUGGESTIONS. LET'S CONTINUE.

AT THE MARKET























SUPERMARKET MAP

Mapa del Mercado

SUPERMARKET MAP

for more information and recipes: www.latinnutrition.org © 2007 Oldways Preservation & Exchange Trust
 Advertencia: Los productos de aseo del hogar y personal no se han incluido en este mapa porque no tienen relevancia con la misión del LNC.
 Disclaimer: Cleaning and beauty products were not included in this map because they are not pertinent to Latino Nutrition Coalition.

<p>Comidas Preparadas <i>Prepared Foods</i></p>  <p>Tortilla <i>Tortilla</i></p>  <p>Wisconsin Cheese</p> <p>Quesos Jugos Huevos <i>Cheese Juice Eggs</i></p>  <p>Leche Yogurt <i>Milk Yogurt</i></p>	<p>Verduras Congeladas <i>Frozen Vegetables</i></p>  <p>Comidas Congeladas <i>Frozen Foods</i></p> 	<p>Bebidas <i>Beverages</i></p> <p>Agua <i>Water</i></p>  <p>Chips <i>Chips</i></p>  <p>Galletas <i>Cookies</i></p>  <p>Dulces <i>Candy</i></p>	<p>Condimentos <i>Condiments</i></p> <p>Aderezos para Ensalada <i>Salad dressing</i></p>  <p>Aceites <i>Oils</i></p>  <p>Espices <i>Spices</i></p> 	<p>Salsas <i>Sauces</i></p> <p>Pasta <i>Pasta</i></p>  <p>Rice</p> <p>Arroz <i>Rice</i></p> <p>Fríjoles <i>Beans</i></p> 	<p>Comidas Enlatadas <i>Canned foods</i></p>  <p>Sopas <i>Soups</i></p>  <p>Bouillons <i>Caldos</i></p> 	<p>Harina <i>Flour</i></p> <p>Azúcar <i>Sugar</i></p> <p>Ingredientes para hornear <i>Baking needs</i></p>	<p>Café <i>Coffee</i></p> <p>Mermeladas <i>Jellies</i></p> <p>Nueces <i>Nuts</i></p>  <p>Peanuts</p>	<p>Cereales para el desayuno <i>Breakfast cereal</i></p> <p>Barras nutritivas <i>Snack bars</i></p> <p>Frutas <i>Fruits</i></p>  <p>Verduras <i>Vegetables</i></p>  <p>Potato</p> 
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Savita's secrets

Planeo mi lista de compras de acuerdo a la organización de mi supermercado; generalmente los alimentos que están en el borde son frescos y perecederos; los alimentos que están en las islas del medio duran por mucho tiempo.

I always make my shopping list following my store's order. Generally, the foods that are fresh are on the border of the store and the foods that last for a long time are in the middle.

Latino Nutrition Coalition. (2007). *Camino Mágico*. Boston, MA: Oldways Preservation Trust.



BUY FOR TASTE, NOT FOR FAT

THE EDGES OF THE MARKET CAN BE OVERWHELMING BECAUSE THERE ARE SO MANY OPTIONS. IF WE HAD TO SELECT JUST FOUR PROVEN TECHNIQUES TO CHOOSING HEALTHIER YET STILL TASTY OPTIONS JUST AROUND THE EDGE OF THE STORE, THEY WOULD BE THE ONES LISTED ON THIS SHEET.



HOLD UP THE SHEET.

ALL FOUR OF THESE POINTS FOLLOW THE SAME PRINCIPLE: **BUY LOWER FAT FOODS.**

HERE ARE FOUR WAYS TO DO THIS.

ONE: BUY LOWER FAT MILK, SUCH AS SKIM OR 1% MILK.

TWO: BUY LOWER FAT OR FAT FREE CHEESE, SOUR CREAM, SALAD DRESSING, AND MAYONNAISE.

THREE: BUY FISH AND CHICKEN WITHOUT THE SKIN (THE EXCEPTION IS SALMON). BUY LEAN CUTS OF MEAT INSTEAD OF FATTY MEATS. FOR EXAMPLE, BUY GROUND SIRLOIN WHICH IS A MUCH MORE LEAN MEAT TO MAKE HAMBURGERS INSTEAD OF PURCHASING FROZEN HAMBURGERS WHICH CONTAIN MUCH MORE FAT. OTHER EXAMPLES WOULD BE TO BUY LOIN PORK CHOPS WHICH ARE LEANER THAN PORK SPARE RIBS, OR TO BUY HAM RATHER THAN BUYING HOT DOGS OR WEENIES, WHICH ARE OFTEN VERY HIGH IN FAT.

FOUR: BUY LOTS OF FRUITS, VEGETABLES, AND GRAINS LIKE BEANS, RICE, CORN TORTILLAS (UNFRIED, NOT TOSTADAS), AND PASTA.



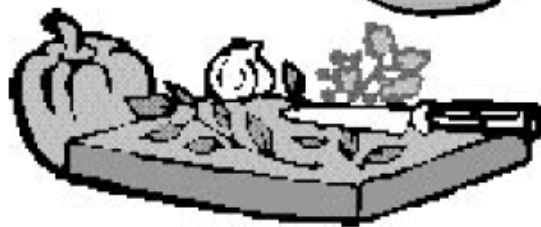
BUY FOR TASTE, NOT FOR FAT

**Protect your family's heart health
by serving foods low in fat and
saturated fat.**

Latino foods such as beans, vegetables, fruits, rice, and corn tortillas are all part of a healthy diet. Prepare them in a heart-healthy way for you and your family. Help your family to eat less fat and saturated fat.

Buy lower fat foods.

- ▶ Skim or 1% milk.
- ▶ Low fat or fat free cheeses, sour cream, salad dressing, and mayonnaise.
- ▶ Fish and chicken or turkey without the skin. Lean cuts of meat instead of fatty meats.
- ▶ Fruits, vegetables, and grains like beans, rice, corn tortillas, and pasta.



National Heart Blood and Lung Institute (1996). *Cut down on fat - not on taste!* (NIH Publication No. 96-4045). Bethesda, MD: U.S. Department of Health and Human Services.




BUYING SNACKS

OKAY, NOW THAT WE'VE COVERED THE EDGES OF THE GROCERY STORE, YOU MAY BE WONDERING HOW TO MAKE HEALTHIER SELECTIONS IN THE MIDDLE OF THE STORE. FOR EXAMPLE, CERTAIN ITEMS WILL ONLY BE AVAILABLE IN THE CENTER OF THE STORE, LIKE OILS, SNACKS, ETC. WE COVERED OILS IN THE FIRST CLASS. LET'S TURN OUR ATTENTION TO JUNK FOOD, WHICH IS COMMON IN THE CENTER AISLES.

WE WANT TO EMPHASIZE THAT ALL FOODS CAN BE CONSUMED IN MODERATION. WE DON'T WANT YOU TO AVOID MUCH. INSTEAD, THINGS LIKE SNACKS ARE OKAY, AS LONG AS THEY ARE EATEN IN MODERATION. IF YOU ARE EATING A LOT OF SNACKS, THAT PROBABLY MEANS YOU'RE HUNGRY! EVEN IF SNACKS ARE FORTIFIED WITH VITAMINS, MINERALS, AND WHOLE GRAINS, THEY SHOULD NOT BE SUBSTITUTED FOR A MEAL.

BUT EVERY NOW AND THEN WE ALL LIKE TO HAVE A SNACK. SO, WE'D LIKE TO NOW PLAY A QUICK GAME WHERE WE WILL LEARN ABOUT HEALTHIER OPTIONS FOR THE FOODS YOU USUALLY FIND IN THE MIDDLE OF THE STORE.

 *PROP UP THE SNACK ATTACK POSTER.*

 *VELCRO THE UNHEALTHY CHOICES TO THE CIRCLE IN THE MIDDLE OF THE POSTER. THEN, LAY OUT THE HEALTHY CHOICES ON THE TABLE IN FRONT OF THE PARTICIPANTS.*

FOR EACH JUNK FOOD MENTIONED, NAME THE FOOD OR DRINK APPEARING ON THIS BOARD THAT CAN SERVE AS A HEALTHIER OPTION. THERE MAY BE MORE THAN ONE RIGHT ANSWER. TRY TO FIND THE ANSWER THAT IMITATES THE TEXTURE OR TASTE OF THE FOOD ITEM.

LET'S START!



BUYING SNACKS

Q & A: WHAT'S A BETTER OPTION FOR HOT CHEETOS?

ANSWER: CARROT STICKS, BAKED LAY'S, JICAMA

☞ IF PROMPTING IS NEEDED, CAN SAY "GOOD" AND/OR "THERE'S ONE MORE ANSWER", "GREAT"

Q & A: WHAT'S A BETTER OPTION FOR MICROWAVEABLE BUTTERED POPCORN?

ANSWER: PEANUTS, UNBUTTERED POPCORN, PRETZELS

☞ IF PROMPTING IS NEEDED, CAN SAY "GOOD" AND/OR "THERE'S ONE MORE ANSWER", "GREAT"

Q & A: WHAT'S A BETTER OPTION FOR CUP OF NOODLES?

ANSWER: CHICKEN NOODLE SOUP OR LOW SODIUM SOUPS

☞ IF PROMPTING IS NEEDED, CAN SAY "GOOD" AND/OR "THERE'S ONE MORE ANSWER", "GREAT"

Q & A: WHAT'S A BETTER OPTION FOR TOSTADAS?

ANSWER: CORN TORTILLAS, FLOUR TORTILLAS

☞ IF PROMPTING IS NEEDED, CAN SAY "GOOD" AND/OR "THERE'S ONE MORE ANSWER", "GREAT"

Q & A: WHAT'S A BETTER OPTION FOR FROZEN FRENCH FRIES?

ANSWER: BAKED POTATO, BAKED POTATO WEDGES

☞ IF PROMPTING IS NEEDED, CAN SAY "GOOD" AND/OR "THERE'S ONE MORE ANSWER", "GREAT"

CONGRATULATIONS! YOU DID A GREAT JOB WITH THAT GAME. LET'S MOVE ON.



IN THE NEXT WORKSHOP, WE WILL CONTINUE TO LEARN MORE WAYS OF SHOPPING FOR HEALTHY FOODS AT THE MARKET. WE WILL ALSO LEARN HOW TO READ NUTRITION FOOD LABELS. ADDITIONALLY, WE WILL LEARN HOW TO COOK HEALTHY FOODS AT HOME. IN FACT, WE WILL HAVE A COOKING DEMONSTRATION! FINALLY WE WILL TALK ABOUT PORTION SIZES AND HOW TO CONTINUE EATING HEALTHILY, WHEN ATTENDING HOLIDAY EVENTS, CELEBRATIONS AND FAMILY GATHERINGS.

NOW, BEFORE WE WRAP UP FOR TODAY, WE'D LIKE TO MAKE SURE THAT EVERYONE HAS SIGNED UP FOR THEIR 2ND WORKSHOP. WE ARE PASSING AROUND A SIGN UP SHEET, SO PLEASE BE SURE TO SIGN UP BEFORE YOU LEAVE THE WORKSHOP TODAY. AT THE END OF THE SECOND WORKSHOP IN ONE TO TWO WEEKS, YOU WILL RECEIVE A SET OF MOVIE TICKETS. THEN, ONE MONTH AFTER THE END OF THE 2ND WORKSHOP, YOU WILL BE ASKED TO COMPLETE ANOTHER INTERVIEW. AT THE COMPLETION OF THAT INTERVIEW, YOU WILL BE GIVEN A \$25 TARGET GIFT CARD AS OUR WAY OF SAYING THANK YOU FOR YOUR TIME.

 *FACILITATORS: BE SURE THAT EVERY PARTICIPANT HAS SIGNED UP FOR THE SECOND WORKSHOP.*

THANK YOU VERY MUCH FOR PARTICIPATING TODAY. IF YOU NEED TO CONTACT US BEFORE THE NEXT WORKSHOP, PLEASE CALL US. THE PHONE NUMBER IS IN YOUR INFORMATION PACKET. JUST IN CASE, HERE'S OUR PHONE NUMBER AGAIN: (213) 740 - 0864. IN THE NEXT CLASS, WE'LL LEARN ABOUT HEALTHY WAYS TO PREPARE, COOK, AND EAT TASTY MEALS FOR YOURSELF AND YOUR FAMILIES. THANK YOU ONCE AGAIN FOR YOUR PARTICIPATION. WE LOOK FORWARD TO SEEING ALL OF YOU IN ONE TO TWO WEEKS!