

*SOURCE: © Tracie McMillan, Food and Environment Reporting Network, 2014.
 Data collected via purchase at Walmart (5851 Mercury Dr, Dearborn, MI) on Sept. 18, 2014; Whole Foods Orchard Lake (7350 Orchard Lake Road, West Bloomfield, MI) on Sept. 19, 2014; Whole Foods Detroit (115 Mack Avenue, Detroit, MI) on Sept. 22, 2014; and King Cole (40 West Clairmount Avenue, Detroit, MI) on Sept. 21, 2014.*

How The Stores Compare: Cheapest Items

	SUBURBS: WalMart	SUBURBS: Whole Foods	DETROIT: Whole Foods	DETROIT: King Cole
TOTALS	\$ 94.50	\$ 165.14	\$ 147.58	\$ 116.61
If you switch from WALMART to the store listed at top, your grocery bill will change by:	0%	75%	56%	23%
If you switch from a suburban WHOLE FOODS to the store listed at top, your grocery bill will change by:	-43%	0%	-11%	-29%
If you switch from the Detroit WHOLE FOODS to the store listed at top, your grocery bill will change by:	-36%	12%	0%	-21%
If you switch from Detroit's KING COLE to the store listed at top, your grocery bill will change by:	-19%	42%	27%	0%

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Price-to-Price: LOWEST-PRICED ITEMS OFFERED

		SUBURBS: WalMart	SUBURBS: Whole Foods	DETROIT: Whole Foods	DETROIT: King Cole
TOTALS		\$ 94.50	\$ 165.14	\$ 147.58	\$ 116.61
MEAT COUNTER	Skinless, boneless chicken breast, per lb.	\$ 1.99	\$ 4.99	\$ 4.99	\$ 1.97
	<i>Notes</i>	<i>conventional, no branding, USA; bulk package of \$8.56/4.3 lbs</i>	<i>conventional, animal welfare rated, 365 Everyday Value \$5.89/1.18 lb.</i>	<i>conventional, animal welfare rated, conventional, 365 Everyday Value</i>	<i>conventional, value pack, 2.09 lb; tray-packed without brand; \$4.12 / 2.09 lb</i>
	Ground Beef, cheapest available, per lb.	\$ 3.98	\$ 5.99	\$ 5.99	\$ 2.29
	<i>Notes</i>	<i>"All natural ground beef carne molida de res;" conventional, 73% lean / 27% fat Cargill Meat Solutions</i> <i>93/7 available, @ \$5.98/lb</i>	<i>conventional, animal welfare rated, 85% lean / 15% fat ; bulk counter</i>	<i>conventional, animal welfare rated, 85% lean; from meat counter</i>	<i>conventional, 73 / 27 lean/fat, meat counter, \$6.18/2.7 lb</i> <i>95/5 = \$4.49/lb,</i> <i>all ground beef pre-portioned and packed</i>
	Tilapia filet, fresh or frozen, cheapest avail, per lb.	\$ 3.99	\$ 7.97	\$ 6.79	\$ 3.98
<i>Notes</i>	<i>conventional, boneless skinless individually vacuum sealed; China \$7.98/2 lb.</i>	<i>conventional, vacuum packed, frozen, \$2.99 / 6 oz.</i>	<i>conventional, farm raised, from fish counter, \$3.56/.52 lb</i>	<i>fish counter, Ecuador \$2.55 / .64 lb</i>	

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Price-to-Price: LOWEST-PRICED ITEMS OFFERED

		SUBURBS: WalMart	SUBURBS: Whole Foods	DETROIT: Whole Foods	DETROIT: King Cole
DAIRY AND EGGGS	Skim milk, gallon	\$ 2.82	\$ 3.99	\$ 3.49	\$ 3.99
	Notes	conventional, Great Value	conventional, 365 Everyday Value	conventional, 365 Everyday Value	conventional, Country Fresh
	Plain yogurt, lowest fat available, 32 oz.	\$ 2.48	\$ 2.99	\$ 2.99	\$ 3.00
	Notes	conventional, Great value, nonfat plain	organic, 365 Everyday Value, fat free	conventional, Brown Cow, cream top	conventional, Dannon, full fat
	Fruit yogurt, 6 oz.	\$ 0.60	\$ 0.99	\$ 0.69	\$ 0.59
	Notes	REG: .60 SALE: .50 conventional, Yoplait, strawberry	organic, 365 Everyday Value, fat free, stawberry	organic, 365 Everyday Value, fat free, raspberry, 6 oz	conventional, Spartan 99% fat free, strawberry
	Block cheddar, 8 oz.	\$ 2.48	\$ 4.99	\$ 4.29	\$ 2.50
	Notes	conventional, Great Value, mild	conventional, 365 Everyday Value	conventional, 365 Everyday Value mild cheddar	conventional, Dairy Fresh
	Butter, 1 lb.	\$ 3.98	\$ 3.19	\$ 2.99	\$ 2.68
	Notes	conventional, Great Value	conventional, 365 Everyday Value	conventional, 365 Everyday Value Unsalted butter	conventional, Valu Time Sweet Cream Butter
Eggs, large brown Grade A, 1 dozen	\$ 1.98	\$ 3.19	\$ 3.19	\$ 2.49	
Notes	REG: \$1.98 SALE: \$1.00 conventional, Farmer's Market / CCF Brands	conventional, 365 Everyday Value	conventional, 365 Everyday Value, large brown	conventional, Spartan	
BAKING	Flour, white all-purpose, unbleached unless otherwise noted, 5 lb.	\$ 1.68	\$ 2.99	\$ 2.99	\$ 2.48
	Notes	conventional, Great Value	conventional, 365 Everyday Value	conventional, 365 Everyday Value	conventional, Spartan, enriched
	Light brown sugar, 1 lb.	\$ 0.77	\$ 2.33	\$ 2.33	\$ 0.88
	Notes	conventional, Great Value, Light brown sugar, \$1.54 / 2 lb	organic, 365 Everyday Value, \$3.49/1.5 lb	organic, 365 Everyday Value, \$3.49 / 1.5 lb	conventional, ValuTime, \$.88 / 1 lb
	Flour, whole wheat all-purpose, 5 lb.	\$ 3.13	\$ 2.99	\$ 2.99	\$ 3.98
	Notes	conventional, Hodgson Mill	conventional, 365 Everyday Value	organic, 365 Everyday Value,	conventional, Gold Medal
White sugar, 4 lb.	\$ 1.74	\$ 4.79	\$ 4.79	\$ 3.28	
Notes	conventional, Great Value	conventional, C&H	conventional, C&H, \$5.99/5 lb	conventional, Domino Reg: \$3.28 Sale: \$1.99	

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Price-to-Price: LOWEST-PRICED ITEMS OFFERED

		SUBURBS: WalMart	SUBURBS: Whole Foods	DETROIT: Whole Foods	DETROIT: King Cole
PASTA, SOUP, CANNED	Spaghetti, 1 lb.	\$ 0.84	\$ 1.19	\$ 0.99	\$ 1.50
	Notes	conventional, Best Bet	conventional, 365 Everyday Value	conventional, 365 Everyday Value, durum semolina	conventional, Spartan
	Classic/Traditional marinara or pasta sauce, 24 oz. jarred	\$ 1.50	\$ 1.91	\$ 1.91	\$ 1.98
	Notes	conventional, Great Value Traditional Pasta Sauce	conventional, 365 Everyday Value, Classic Marinara, \$1.99/25 oz	conventional, 365 Everyday Value, Classic Marinara Sauce, \$1.99/25 oz.	conventional, Spartan Traditional Pasta Sauce
	Chicken broth, 1 qt.	\$ 1.86	\$ 1.99	\$ 1.99	\$ 1.98
	Notes	Great Value	organic, free range, 365 Everyday Value	organic, 365 Everyday Value	conventional, Spartan
	Black beans, 15 oz. can	\$ 0.67	\$ 1.69	\$ 0.89	\$ 0.87
	Notes	conventional, Great Value, \$0.68/15.25 oz., reduced sodium (no reg. offered)	organic, 365 Everyday Value	conventional, 365 Everyday Value No Salt added (salted unavailable)	conventional, Spartan, 15.25 oz / \$0.88
	Brown rice, bagged, per lb. Based on cheapest unit price offered for either one or two pound bags	\$ 0.84	\$ 1.50	\$ 1.35	\$ 0.99
	Notes	Great Value, 15.25 oz.	conventional, Lundberg Brown long grain, \$2.99 / 2 lb.	conventional, Lundberg long grain, \$2.69/ 2 lb	conventional, Spartan, 2 lb bag/ 1.98
	Garbanzo beans, 15 oz. can	\$ 0.66	\$ 0.99	\$ 0.89	\$ 0.85
	Notes	conventional, Great Value, \$0.68 / 15.5 oz.	conventional, 365 Everyday Value No Salt Added (no other options)	conventional, 365 Everyday Value	conventional, Spartan, 15.5 oz /\$0.88
	Tuna fish, chunk light, in water, 5 oz.	\$ 0.74	\$ 2.59	\$ 2.59	\$ 1.18
	Notes	conventional, Great Value	conventional, 365 Everyday Value, Wild/Pole Line Caught; skipjack, Thailand	conventional, 365 Everyday Value, wild pole/line caught skipjack, Thailand	conventional, Spartan
	Mac and cheese box, 7.25 oz.	\$ 0.50	\$ 0.99	\$ 0.99	\$ 1.68
	Notes	conventional, Our Specialty	conventiohnal, 365 Everyday Value	conventional, 365 Everyday Value	conventional, Kraft Mac and Cheese REG: \$1.68 SALE: 5 / \$5 Note: Only powdered-cheese option was Kraft; otherwise, pouch option was Loretta, Velveeta
Whole peeled or crushed tomatoes, cheapest available, 28 oz.	\$ 1.24	\$ 1.49	\$ 1.39	\$ 1.00	
Notes	conventional, Great Value	conventional, 365 Everyday Value, whole peeled	conventional, 365 Everyday Value, whole peeled	conventional, Classico (NOT sale price)	

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Price-to-Price: LOWEST-PRICED ITEMS OFFERED

		SUBURBS: WalMart	SUBURBS: Whole Foods	DETROIT: Whole Foods	DETROIT: King Cole
BULK Beans may be bagged if available, otherwise, bulk bins	Black beans, dried, per lb.	\$ 1.48	\$ 2.35	\$ 1.99	\$ 1.59
	Notes	conventional, Great Value	conventional, Carlson-Arbogast Farm, \$4.69/2 lb	black turtle beans, organic, BULK BIN	conventional, Peak
	Oats, per lb.	not offered	\$ 1.69	\$ 0.99	not offered
	Notes	-	organic, bulk bun	conventional, 365 Everyday Value	-
CEREAL	Cheerio type, 14 oz.	\$ 2.24	\$ 3.27	\$ 2.99	\$ 2.50
	Notes	conventional, Great Value	conventional, 365 Everyday Value Multigrain morning Os (no plain vesion avail), \$2.99/12.8 oz	organic, 365 Everyday Value, Morning Os	conventional, Spartan toasted oats REG: \$2.50 SALE: 3 / \$5
	Shredded wheat, unsweetened, bite size, 18 oz.	\$ 2.50	\$ 3.84	\$ 2.82	\$ 4.39
	Notes	conventional, Great Value, \$2.28/16.4 oz	conventional, 365 Everyday Value Bite-Sized Wheat Squares, \$2.99/14 oz	conventional, 365 Everyday Value, Bite-Sized Wheat Squares, \$2.19/14 oz	conventional, Kellogg's Mini Wheats, Unfrosted
	Rolled oats, 42 oz., cheapest unit price up to 42 oz.	\$ 2.48	\$ 6.55	\$ 6.98	\$ 5.32
Notes	conventional, Great Value	organic, Bobs Red Mill,, \$4.99/32 oz.	organic, 365 Everyday Value, \$2.99/ 18 oz (largest avail)	conventional, Spartan, 18 oz (largest size offered): \$2.28/18 oz.	
PBJ, Crackers	Graham crackers, 14 oz.	\$ 1.44	\$ 3.49	\$ 3.49	\$ 2.61
	Notes	conventional, Homekist, \$1.48/14.4 oz.	conventional, MiDel 100% Whole Wheat Honey Grahams, \$3.99/16 oz.	conventional, MiDel Honey Grahams, 100% Whole Wheat, \$3.99/16 oz.	conventional, Spartan Graham Crackers - honey - \$2.68/14.4 oz
	Peanut butter, 16 oz.	\$ 1.82	\$ 2.69	\$ 2.69	\$ 2.89
	Notes	conventional, Algood	conventional, 365 Everyday Value, creamy	conventional, 365 Everyday Value, creamy	conventional, Spartan Peanut Butter, Crunchy
	Strawberry jam, preserves or conserves, 18 oz.	\$ 2.16	\$ 4.22	\$ 4.22	\$ 2.68
	Notes	conventional, Great Value Strawberry preserves	organic, 365 Everyday Value, Strawberry Conserve, \$3.99/17 oz.	organic, 365 Everyday Value, Strawberry Conserve, \$3.99 / 17 oz	conventional, Spartan, strawberry preserves
	Sliced 100% whole wheat bread, 20 oz. loaf	\$ 1.68	\$ 2.33	\$ 2.33	\$ 1.99
Notes	Great Value	conventional, Koeplingers Whole Wheat \$2.79/24 oz.	conventional, Koeplinger's, \$2.79/24 oz.	conventional, Sara Lee	

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		SUBURBS: WalMart	SUBURBS: Whole Foods	DETROIT: Whole Foods	DETROIT: King Cole
OIL, CONDIMEN TS, VINEGAR	Mayonnaise, 32 oz.	\$ 2.71	\$ 3.99	\$ 2.99	\$ 5.63
	Notes	conventional, Great Value, \$2.54/30 oz.	conventional, 365 Everyday Value, expeller pressed	conventional, 365 Everyday Value Mayonnaise, Expeller pressed canola oil	conventional, Kraft, 30 oz REG: \$5.28 SALE: 3.99
	Ketchup: 24 oz. Only priced if available in container 30 oz. or less	\$ 1.49	\$ 1.99	\$ 1.99	\$ 1.68
	Notes	conventional, Great Value, \$1.24/20 oz.	organic, 365 Everyday Value, \$1.99	organic, 365 Everday value	conventional, Spartan
	Apple cider vinegar, 32 oz.	\$ 1.50	\$ 3.69	\$ 3.69	\$ 1.48
	Notes	conventional, Great Value, \$1.50 / 32 oz.	organic, 365 Everyday Value, Unfiltered, Pasteurized	organic, 365 Everday value	conventional, Spartan
	Canola oil, 48 oz.	\$ 2.72	\$ 5.95	\$ 5.95	\$ 3.48
	Notes	conventional, Great Value, 48 oz.	conventional, 365 Everyday Value, \$4.19/33.8 oz.	conventional, 365 Everyday Value, \$4.19/33.8 oz	conventional, Valu Time
Olive Oil, Extra Virgin, 33.8 oz.	\$ 6.87	\$ 7.49	\$ 5.99	\$ 11.89	
Notes	conventional, Great Value, \$5.18/ 25.5 oz	conventional, 365 Everyday Value, Mediterranean Blend, \$7.49/33.8 oz.	conventional, 365 Everyday Value, Mediterranean Blend	conventional, Spartan, \$5.98/17 oz. (largest available)	
PRODUCE	Bananas, per lb.	\$ 0.52	\$ 0.79	\$ 0.59	\$ 0.58
	Notes	-	conventional, Whole Trade/Rainforest Alliance Certified, Costa Rica	conventional, Whole Trade/Rainforest Alliance Certified, Costa Rica	conventional, Del Monte, Guatemala
	Apples, Fuji or Gala, cheapest; loose unless otherwise noted, per lb.	\$ 1.47	\$ 2.49	\$ 1.99	\$ 1.79
	Notes	conventional, Gala	conventional, Gala apples, from Michigan	conventional, Fuji, New Zealand	conventional, USA grown
	Green grapes, per lb.	\$ 1.48	\$ 3.99	\$ 3.99	\$ 2.99
	Notes	conventional, California	conventional, Cotton Candy varietal	California	conventional, prepacked, no loose available, \$3.05/1.02 lb.
	Oranges, per lb.	\$ 1.30	\$ 1.69	\$ 1.69	\$ 1.82
	Notes	conventional, priced .62 each, orange weighed 7.625 oz; Chile	conventional, navel oranges, from Chile	conventional, from Africa	conventional, priced .78 each/orange weighed 6.875 oz.
	Yellow onions, bagged up to 3 lb. if available, per lb	\$ 0.66	\$ 1.49	\$ 1.29	\$ 0.50
	Notes	conventional, Miedema Produce, Michigan \$1.98/3 lb.	organic, no bagged onions offered; USA	organic, only available loose, no bags; USA	conventional, Horizon Produce, Franklin, MI, \$1.49/3 lb.
Spring or most similar salad mix, cheapest available, 5 oz.	\$ 2.98	\$ 3.74	\$ 3.74	\$ 2.98	
Notes	conventional,, Marketside	organic, Earthbound Farms, \$2.99/4 oz.	organic, Earthbound Farms bag, \$2.99/4 oz.	conventional, Fresh Express 5-Lettuce Mix, no spring available Regular: \$2.98 Sale: \$2.50	

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Price-to-Price: LOWEST-PRICED ITEMS OFFERED

		SUBURBS: WalMart	SUBURBS: Whole Foods	DETROIT: Whole Foods	DETROIT: King Cole
PRODUCE cont'd	Spinach, bunched or largest	\$ 2.88	\$ 9.57	\$ 4.99	\$ 3.17
	<i>Notes</i> Due to an error in Sept. data collection, prices at WF Detroit and King Cole were verified Oct. 21, 2014	conventional, New Star	organic, Earthbound Farms, \$2.99/5 oz.	organic, Earthbound Farms, clamshell	conventional, Aunt Mid's, \$1.98 /10 oz
	Carrots, per lb.	\$ 0.78	\$ 1.00	\$ 0.99	\$ 0.89
	<i>Notes</i>	conventional, Capac Chief, Lindy's Pre Pak Carrots of Imlay City, MI	organic, CalOrganic, \$1.99/2 lb.	organic, loose carrots, no tops, USA	conventional, ATV Farms Holland Landing, Ontario, Canada
	Collards, per lb.	\$ 2.01	\$ 5.17	\$ 4.37	\$ 0.99
	<i>Notes</i>	conventional, Ruhlig Farms, Carleton, MI; \$1.24/bunch, bunch was 9.875 oz	organic, bunch \$2.99/9.25 oz., Michigan grown	organic, \$2.49 / 9.125 oz; USA	conventional, same price for mustard greens and collards
	Green pepper, per lb.	\$ 2.05	\$ 2.99	\$ 1.69	\$ 0.89
	<i>Notes</i>	conventional, priced at \$0.88 each; pepper was 6.875 oz	-	conventional, USA	conventional, \$0.50 each; pepper weighed 9 oz.
	Potatoes, russett, lowest unit price, 5 lb.	\$ 2.47	\$ 5.99	\$ 4.99	\$ 1.99
	<i>Notes</i>	conventional, Sun Supreme Idaho Potatoes	organic, 365 Everyday Value	organic, 365 Everyday Value	conventional, Nonpareil Farms, Blackfoot, Idaho
	Potatoes, sweet, bulk, loose, per lb.	\$ 0.98	\$ 2.49	\$ 1.49	\$ 0.69
	<i>Notes</i>	conventional, bulk, loose	organic, Garnet yams	conventional, sweet potatoes, USA REG: \$1.49/lb SALE: \$0.99/lb	conventional, red jumbo yams
	Broccoli, per lb.	\$ 2.09	\$ 1.99	\$ 2.99	\$ 1.25
	<i>Notes</i>	conventional, Tanimura & Antle; bunched, \$1.88/14.375 oz	conventional, loose not banded	organic, banded bunches, \$2.99/lb	conventional, bunched, \$1.99 / 25.5 oz.
Beefsteak tomatoes, per lb.	\$ 1.28	\$ 2.49	\$ 2.19	\$ 1.82	
<i>Notes</i>	REG: \$1.28 SALE: \$0.97, conventional, Michigan	conventional, hothouse tomatoes, Canada	conventional, Hothouse tomatoes, Canada	conventional, prepacked, no loose available \$1.99 for 3 tomatoes / 1 lb 1.5 oz	