

PRICE·TAG

COST·TAG



Change the world and your foodshed with a fork, wallet and brain

POTATO PRICE TAG

Fresh potatoes cost \$.35 - \$.99/lb – fries and chips cost much more. Potatoes are cheap, but at what real cost?



POTATO COST TAG FOOD MILES

While Idaho, Maine, Minnesota, North Dakota, Oregon, Washington, and Wisconsin are the major potato producing states, over 20% of potato chipping plants are located in eastern states.

GENETIC DIVERSITY

More than 5,000 potato varieties exist worldwide, but there are only four major commercial varieties. While other varieties naturally resist blights and pests, these varieties don't have the uniform processing qualities desired for mass production of fries and chips. Pest-resistant varieties are therefore ignored by most growers, resulting in increased pesticide use.



SOCIAL AND HEALTH COSTS

Of the \$1.50 average retail price for potato chips, farmers receive about two cents. One quarter of the potatoes we consume are chips—full of hydrogenated oil that contributes to our alarming increase in obesity.



ENVIRONMENTAL IMPACT

Because of persistent blight and insect pests, potato farmers repeatedly receive exemptions to spray chemicals that are potentially hazardous. Since potatoes are often grown in heavily irrigated, sandy soils, these chemicals can end up in the groundwater.

WHAT CAN YOU DO?

Seek out certified organic or eco-labeled potatoes grown with few or no chemicals. Buy potatoes directly from farmers and ask about their production practices. Seek out unique varieties such as yellow finns. Urge your state and federal representatives to support sustainable agriculture legislation.

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