

PRICE·TAG



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

APPLE PRICE TAG

Apples cost \$.99 - \$2.99 per pound. What costs are hidden in this price?



APPLE COST TAG FOOD MILES

Washington, New York, Michigan, California, Pennsylvania, and Virginia produced over 80% of the nation's 2001 apple crop. Local apples may be available in your area, but you may have to go out of your way to find them.

GENETIC DIVERSITY

While only a decade ago most apples grown were either Red or Golden Delicious, there has been a resurgence of interest in unique varieties like Liberty, Fuji, and Honeycrisp. Some nurseries offer as many as 200 varieties!

SOCIAL AND HEALTH COSTS

Between 1987 and 1997, the number of US apple farmers declined 23%. USDA researchers tested 530 bags of apples in 1996 and found 35 different pesticide residues on 99.6 percent of those samples.



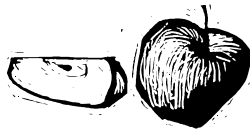
ENVIRONMENTAL IMPACT

Increasingly, apple growers are reducing pesticide use through integrated pest management (IPM) and organic farming.

Farmers practicing IPM plant disease resistant varieties and manage their orchards in ways that decrease pesticide use. Organic farmers use similar practices to eliminate synthetic pesticides. This helps keep pesticides out of our food, lakes, streams, and groundwater.

WHAT CAN YOU DO?

Ask the produce manager at your grocery store about the origin of the apples you are buying. Look for eco-labels that ensure IPM or certified organic production. Buy apples directly from farmers or farmer co-ops and ask about their production techniques.



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