

# PRICE·TAG

# COST·TAG



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

## STRAWBERRY PRICE TAG

\$.89-\$4.99 per pint of fresh berries, depending on the season. Frozen strawberries cost about \$3 for 20 ounces. What costs are hidden in these prices?

## STRAWBERRY COST TAG FOOD MILES

Out of season, a strawberry can come from California or Mexico. From 1998-2000, California accounted for 83% of US strawberry production.



## GENETIC DIVERSITY

While out of season strawberries may look big and beautiful, they are often watery and tasteless compared to local berries in season. Strawberries grown for processing or wholesale distribution are bred for size and durability, not intense flavor.



## SOCIAL AND HEALTH COSTS

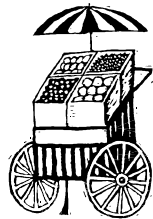
Strawberry pickers report more pesticide poisonings than laborers working in any other crop. The industry depends on migrant laborers who may endure marginal living and working conditions. Local berries picked and eaten when ripe have more vitamin C than berries shipped from a distance.

## ENVIRONMENTAL IMPACT

Strawberries use more pesticides per acre than any other crop grown in California. Methyl bromide, an extremely toxic chemical used to sterilize soil, is used extensively in most strawberry production in Florida and California. Methyl bromide causes many health problems and depletes ozone.

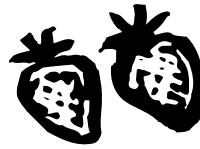
## WHAT CAN YOU DO?

Enjoy locally grown berries in season. Support farm stands, U-pick operations, and farmers who minimize or eliminate pesticides. Ask your produce manager to label the origin of the berries at your grocery store. Urge your state and federal representatives to support sustainable agriculture legislation.



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