

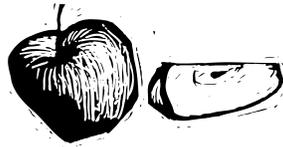
PRICE TAG/COST TAG

What costs aren't included in the price of your food?

Apple

Price Tag

Apples cost \$0.89 - \$3.29 per pound. What costs are associated with the apples you buy?



Cost Tag

Food Miles

Most apples in Wisconsin grocery stores are shipped long distances. Washington, New York, Michigan, Pennsylvania, California and Virginia produced over 80% of the nation's 2009 apple crop.¹ Fresh apples are imported from as far away as Chile and New Zealand, and more than 60% of apple juice consumed in the US is imported from China.² Local apples may be available in your area. Check for locations of Wisconsin orchards at waga.org.

Genetic Diversity

While only a couple of decades ago most apples grown were either Red or Golden Delicious, there has been a resurgence of interest in unique varieties like Cortland, Fuji and Honeycrisp.³ Some nurseries offer as many as 200 varieties, which include recently released and older heirloom types. Plant breeders are developing more flavorful, productive and pest-resistant varieties. You can support genetic diversity by purchasing well-adapted varieties from local growers.

Health and Environmental Costs

Apples are one of only six commodities sampled by the USDA Pesticide Data Program for two or more years that consistently had detectable pesticide residues on 90% or more of the samples.⁴ This is of particular concern to parents, who see apples as a healthy snack for their kids.

Many apple growers are reducing pesticide use through integrated pest management (IPM) and organic farming. Farmers practicing IPM and organic production plant disease-resistant varieties and manage their orchards in ways that decrease or eliminate pesticide use. This helps keep pesticides out of our food, lakes, streams and groundwater. Buy apples directly from farmers or farmer co-ops and ask about their production techniques, or 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.



The price you pay for your food may or may not include all of the costs associated with it, such as costs to the environment and to the health of those who produce and consume it. Learn all you can about the food you buy—your choices matter!

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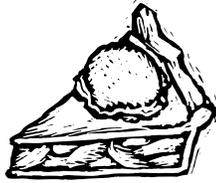


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Apple Cost Tag References

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¹USDA NASS. (2010). *Noncitrus fruits and nuts 2009 preliminary summary* (Fr Nt 1-3 (10) a), p 10. Washington, DC: USDA NASS. Retrieved Sept 23, 2010 (usda.mannlib.cornell.edu/usda/nass/NoncFruNu//2010s/2010/NoncFruNu-01-22-2010_revision.pdf).



²USDA ERS. (2010). U.S. Apple Statistics, tables 18, 27, and 33. Washington, DC: USDA ERS. Retrieved Jan 4, 2011 (usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1825).

Genetic Diversity

³Greene, D.W. and J.M. Clements. (2007). "Consumer evaluation of new, antique, and little known apple varieties." *Fruit Notes*, 72(1):1. Amherst: University of Massachusetts. Retrieved March 8, 2010 (www.umass.edu/fruitadvisor/fruitnotes/v72n1/a1.pdf).

Health and Environmental Costs



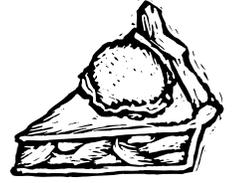
⁴Punzi, J.S., M. Lamont, D. Haynes and R.L. Epstein. (2005). "USDA Pesticide Data Program: Pesticide Residues on Fresh and Processed Fruit and Vegetables, Grains, Meats, Milk, and Drinking Water." *Outlooks on Pesticide Management*, June. Manassas, VA: USDA AMS Monitoring Programs Office.

Retrieved March 12, 2010 (www.ams.usda.gov/AMsv1.0/getfile?dDocName=STELDEV3003674).

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