

PRICE·TAG

COST·TAG



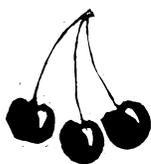
Change the world and your foodshed with a fork, wallet and brain

BEER PRICE TAG

Beer costs \$8 for a 30-pack or a six-pack, depending on the brand. What hidden costs lurk within this price?

BEER COST TAG FOOD MILES

Imported beer can come from as far away as Europe or Australia. Fortunately, there are many great local brews from which to choose.



CROP DIVERSITY

While the standard lagers are mass-brewed with rice and barley, many local breweries use a wide range of hops. These brewers often enhance their ales with unique ingredients, from wheat to chocolate malt to fruit.

SOCIAL AND HEALTH COSTS

Local breweries create jobs and keep profits in their communities. And local brews can be healthier for you, too. Many regional brews, especially unpasteurized beers, are higher in B vitamins than the mass-produced national brands.

ENVIRONMENTAL IMPACT

When farmers raise a single crop, such as corn or soybeans, pests and diseases build up in the soil. Most farmers use pesticides to control these problems. Annually rotating corn and soybean plantings with grains used in beer, such as barley or wheat, can reduce pest pressure with few or no pesticides.



WHAT CAN YOU DO?



Support your local brewery. Get to know the seasonal variations in local ales. Try home brewing. Drink responsibly; alcohol abuse comes with severe costs. Urge your state and federal representatives to support sustainable agriculture legislation.

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