

PRICE·TAG

COST·TAG



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

TOMATO PRICE TAG

The price you pay at the local supermarket may be around \$0.79 per pound, but what costs are hidden in this price?

TOMATO COST TAG FOOD MILES

Many of our vegetables, including tomatoes, come from Florida, California, Texas, and Mexico. California, "America's salad bowl," produces over 50% of our fresh vegetables.



GENETIC DIVERSITY

The modern tomato has been bred to withstand a long road trip from field to your plate. Durability, not flavor or nutrition, is emphasized—one reason home-grown tomatoes taste better.

SOCIAL COST

Day laborers can earn as little as \$2.50 a day picking tomatoes for corporate farms. Farm workers can suffer from direct exposure to pesticides without protective clothing, safety training, or access to health care.



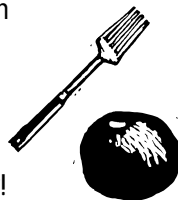
ENVIRONMENTAL IMPACT



California tomatoes are grown using irrigated water that originates hundreds or thousands of miles away, affecting water levels and wildlife in other regions of the U.S. Soil-degrading salts in irrigation water are reducing the productive capacity of California soils.

WHAT CAN YOU DO?

Enjoy local tomatoes in season from your own garden or from a local farm. Seek heirloom varieties that taste fantastic and preserve genetic diversity and cultural heritage. Many growers use greenhouses so that local tomatoes can be enjoyed even in winter! You can preserve tomatoes by canning and drying to enjoy local flavor year-round.



PRICE·TAG

COST·TAG



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

TOMATO PRICE TAG

The price you pay at the local supermarket may be around \$0.79 per pound, but what costs are hidden in this price?

TOMATO COST TAG FOOD MILES

Many of our vegetables, including tomatoes, come from Florida, California, Texas, and Mexico. California, "America's salad bowl," produces over 50% of our fresh vegetables.



GENETIC DIVERSITY

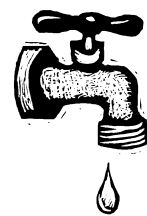
The modern tomato has been bred to withstand a long road trip from field to your plate. Durability, not flavor or nutrition, is emphasized—one reason home-grown tomatoes taste better.

SOCIAL COST

Day laborers can earn as little as \$2.50 a day picking tomatoes for corporate farms. Farm workers can suffer from direct exposure to pesticides without protective clothing, safety training, or access to health care.



ENVIRONMENTAL IMPACT



California tomatoes are grown using irrigated water that originates hundreds or thousands of miles away, affecting water levels and wildlife in other regions of the U.S. Soil-degrading salts in irrigation water are reducing the productive capacity of California soils.

WHAT CAN YOU DO?

Enjoy local tomatoes in season from your own garden or from a local farm. Seek heirloom varieties that taste fantastic and preserve genetic diversity and cultural heritage. Many growers use greenhouses so that local tomatoes can be enjoyed even in winter! You can preserve tomatoes by canning and drying to enjoy local flavor year-round.

