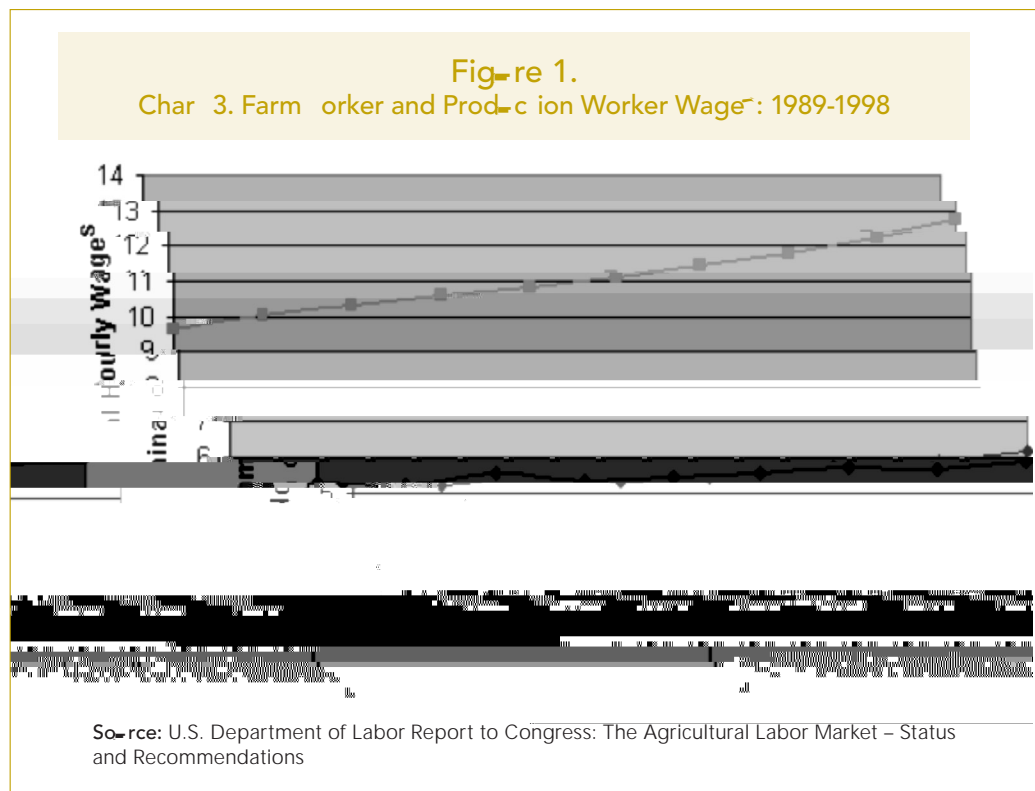
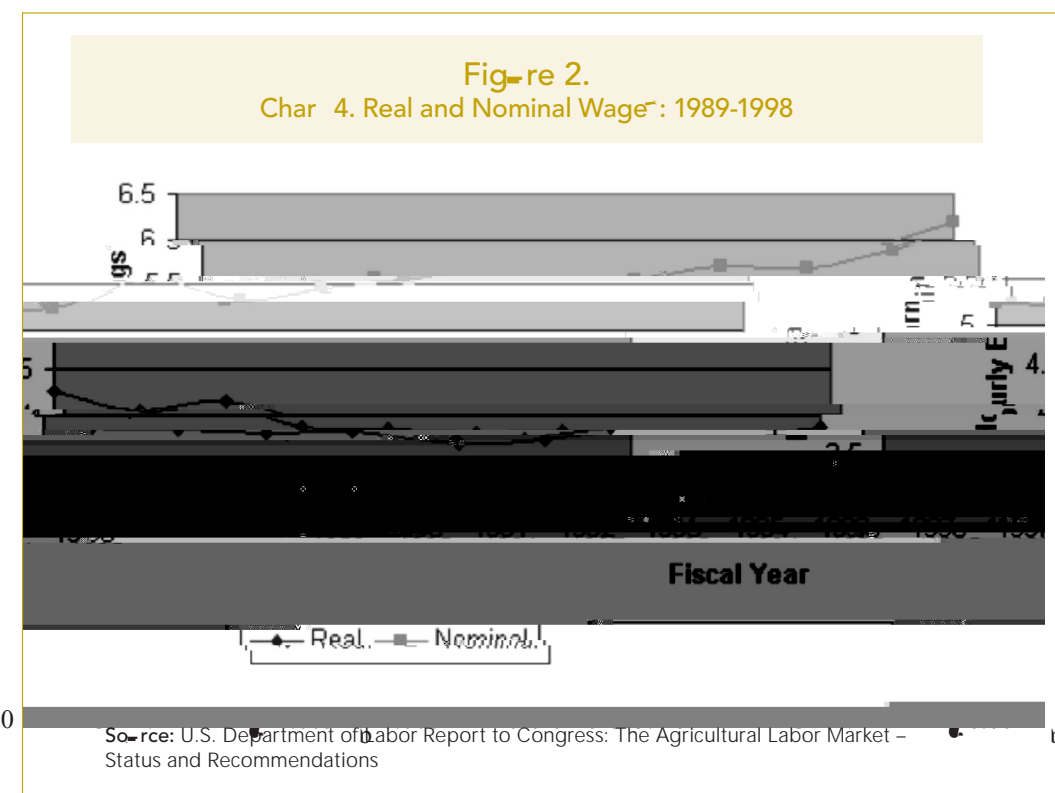


*Tomatoland: How Modern Industrial Agriculture Destroyed Our Most Alluring Fruit*, by Barbara Klare, 2012.

**D**uring the 1970s, the price of tomatoes in California fell by 75 percent. The reason was not a change in the weather or a new disease, but a change in the way tomatoes were grown. In the 1970s, most tomatoes were grown in open fields. By the 1980s, most tomatoes were grown in greenhouses. The greenhouses were built in the desert, where the weather was hot and dry. The tomatoes were grown in a controlled environment, where the temperature and humidity were kept just right. This allowed the tomatoes to grow faster and larger than they would in an open field. The result was a huge increase in the supply of tomatoes, which drove the price down.



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