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New iPhone App Helps People Find Hyper-local Fruit

SAN FRANCISCO, January 7, 2010 – *Find Fruit*, a new iPhone application has been released by Neighborhood Fruit, LLC this week. The application enables people to find seasonal edibles growing along streets and in parks in cities nationwide. "*Find Fruit* unlocks this hidden urban bounty and makes it accessible on the go," says co-founder Oriana Sarac. "Imagine standing at an intersection and wanting a snack. You pull out your iPhone, locate a pear tree, walk there and pick it. It doesn't get more local than that!"

The *Find Fruit* app identifies the fruit trees closest to the user's current location using Google Maps. Users can refine their search by address, type of fruit, and what is in season, toggling the results in a list or map view. App users can save individual trees as Favorites or get immediately routed to that destination. *Find Fruit* also provides identification information, unique illustrations and factoids for all available fruit types, ranging from the common Apple to the exotic Yellow Mangosteen.

"We created the app so that people could have more 'fruitful' trips around their neighborhoods," co-founder Kaytea Petro adds, "but we never imagined how much fun it would be to explore and discover that how full of edibles our city is. There are over five thousand fruit trees in San Francisco alone!" The app currently features trees in eleven urban areas - Austin, Honolulu, Los Angeles, New York City, Philadelphia, Portland, San Diego, San Francisco Bay Area, Santa Fe, and Seattle - and Petro points out that more trees are added all the time. "In addition to information provided by our partner network, much of our tree data is generated by our users and is updated daily."

"We are surrounded by millions of pounds of potential harvest. Besides, picking fruit is a lot of fun, and just tastes better!" adds Petro.

The *Find Fruit* app is available through the iTunes App Store for both iPhone and iPod Touch and costs a mere \$0.99; search for "Find Fruit" or point your browser to <http://NeighborhoodFruit.com/iPhoneApp>.

About Neighborhood Fruit

NeighborhoodFruit.com was established in 2009 to enable utilization of the millions of pounds of fresh produce growing in America's cities that currently goes to waste. Using NeighborhoodFruit.com, people can offer to share excess produce from their yards, or search for locally available backyard bounty. The site also features an interactive map of over 10,000 fruit-bearing trees growing in parks and along roadways; this same information is also available as an iPhone App, *Find Fruit*. All of the Neighborhood Fruit services are conveniently searchable by proximity, fruit type and what fruit is in season.

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