The Great Fruit Challenge

Each kind of fruit represents a single digit, 0—9. The fruit represents the same number in every equation. Two pieces of fruit side by side represent a two-digit number, not an operation.

1. What digit does the lemon represent? How do you know?
2. What fruit has a value of 1? How do you know?
3. What digit is not represented by a fruit? Write a fruity equation using a different fruit that would show the missing digit.