



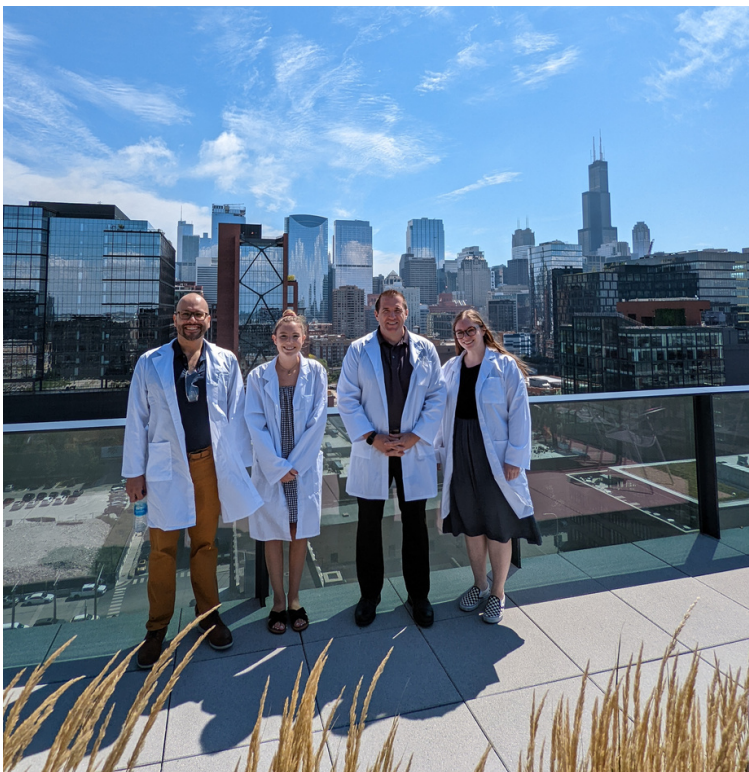
Newsletter

Issue No. 151

July/August 2022

U.S. APPLE OUTLOOK CONFERENCE

In August, the CAC staff traveled to Chicago, IL to attend the annual U.S. Apple Outlook Conference meeting. The conference was attended by leaders from every facet of the apple industry, including production, packaging, processing, sales, marketing, and new product development. In addition, the conference was attended by a diverse range of speakers who covered topics ranging from inflation, retail market trends, transportation and logistics challenges, etc. During the US Apple Outlook Conference, CAC Staff was able to meet with Hazel Technologies (pictured below), based out of Chicago, Illinois. Please do not hesitate to reach out to the CAC office with any questions regarding this event.



2023 SPECIALTY CROP BLOCK PROGRAM

On August 18th, the California Department of Food and Agriculture (CDFA) announced the opening of the 2023 Specialty Crop Block Grant Program! CDFA anticipates that up to \$22 million will be awarded to projects enhancing the competitiveness of California specialty crops. Grant amounts range from \$100,000 to \$500,000. CAC submitted two concept proposals to CDFA by the September 16th deadline. The first project is titled, *Back to Fresh: Improving Consumer Education on the Importance of Buying Fresh, Local Apples*, with a total funding request of \$427,912. The second project is titled, *Analysis of the Effects of 1-MCP use on the Quality of Gala, Fuji, and Granny Smith Apples in Long Term Storage*, with a total funding request of \$140,000. Please do not hesitate to reach out to the CAC office with any questions.

USAEC CANADA PROGRAM UPDATE

To drive sales of California Gala and Granny Smith apples in Canada this season, the U.S. Apple Export Council (USAEC), in conjunction with the California Apple Commission (CAC), has a robust slate of ongoing and upcoming activities. This includes Google banner ad placements, Pinterest advertising, influencer partnerships, sponsored content on Daily Hive, Grocery Business Eblasts, and updating the USAEC Canada website. To ensure that the content is fresh and engaging, USAEC, in conjunction with CAC, developed eight new apple recipes this season, which will be featured in all of the digital advertising. The first phase of the campaign, which targets California Gala apples, launched on August 3. The second phase will launch in mid-September and emphasize California Granny Smith apple availability. If you would like to view the newly developed recipes, please feel free to visit the USAEC Canadian website: <https://usaapples.ca/applesplus/>

JULY LEGISLATIVE VISITS

In July, CAC staff traveled to Washington D.C., to advocate on behalf of the California apple industry in preparation for the reauthorization of the 2023 Farm Bill. CAC staff met with over twenty different Congressional offices in both the House and Senate. If you have any questions or any topics of interest for the 2023 Farm Bill, please do not hesitate to contact the CAC office.



California Apple Commission meeting with Congressman LaMalfa

CALENDAR OF EVENTS

- **United Fresh Washington Conference D.C.**
 - Date: September 26-30
- **Produce Marketing Association Fresh Summit**
 - Date: October 27-29



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APPLE BUTTER



InstantPot California Apple Butter

Ingredients

- 12 cups (about 14 medium) California apples
- 1/3 cup coconut sugar
- 2 teaspoons ground cinnamon
- 2 teaspoons pure vanilla extract
- 1 teaspoon fresh lemon juice
- 1/2 teaspoon ground nutmeg
- 1/2 teaspoon ground allspice
- 1/4 teaspoon salt

Directions

- Wash and slice your apples and place them into your Instant Pot.
- Add all of the other ingredients to the Instant Pot and pressure cook/use manual mode for 20 minutes.
- When it's done cooking, pressure release and carefully remove the lid.
- Stir the apple butter to combine all the ingredients.
- Transfer the apple butter to a blender and blend until smooth.



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