



# Newsletter

*Issue No. 136*

*July/August 2019*

## **MEXICO INSPECTOR**

In late July, the Mexico inspector arrived in California to review the California/Mexico apple export program. In ordinance with the California/Mexico work plan, the Mexico inspector must certify all packing sheds and fumigation chambers that will be used to treat all apples exported to Mexico. Thanks to the Commission's efforts, there is a reduction in oversight from Mexico, and this was the last year the inspector will be required to visit California for the next three years. Rather, APHIS will handle all inspections for Mexico moving forward. If you have any questions regarding the Mexico Export Program, please contact Elizabeth Carranza at the Commission office.

## **U.S. APPLE OUTLOOK CONFERENCE**

On August 22-23, 2019, the Commission attended the U.S. Apple Outlook and Marketing Conference in Chicago, Illinois. The conference was hosted by The U.S. Apple Association, with the purpose of creating and maintaining relationships with key leaders from all sectors of the apple industry. For more information on the U.S. Apple Outlook Conference, please visit [usapple.org](http://usapple.org).

## **CHINA TARIFF UPDATE**

The U.S. apple industry is already feeling the effects of the latest round of retaliatory tariffs from China. In late August, China announced an additional 10% tariff on a wide range of U.S. goods, including apples. This additional 10% tariff will bring the total tariff on U.S. apples to China up to 60% beginning on September 1, 2019. While China is not necessarily a target market for California, these tariffs are resulting in increased pressure within both the domestic market and other target markets that have been traditionally important to California. Please contact Elizabeth Carranza at the Commission office with any questions or concerns regarding this latest tariff announcement.

## **USAEC HIRES BRYANT-CHRISTIE, INC. AS NEW MANAGEMENT**

At the latest U.S. Apple Export Council (USAEC) Board meeting held in Chicago, IL in August, the Board made the decision to hire Bryant-Christie, Inc. (BCI) as their new management company. Formerly, the USAEC worked with Washington, DC-based company Smith Bucklin, Inc. The USAEC is looking forward to a new partnership with BCI, which will begin in December 2019. Founded in 1992, BCI has earned a very positive reputation among many agricultural organizations and agencies within USDA. BCI helps companies and industry organizations through the U.S. to develop, execute, evaluate, and strengthen their market access and market development strategies. They have been instrumental in the process of obtaining market access for various commodities, in addition to growing the existing market presence of U.S. agricultural products overseas. The CAC is a participating member of the USAEC and will have the opportunity to benefit from the services that BCI will provide. Please do not hesitate to contact the Commission office with any questions.

## **COMMISSION ATTENDS ASIA FRUIT LOGISTICA TRADE SHOW IN HONG KONG**

On September 4-6, 2019, the California Apple Commission will travel to Hong Kong for the Asia Fruit Logistica Trade Show. This is the largest fresh fruit trade show in Asia and provides the Commission the opportunity to reach a vast audience and allows visitors to get direct contact with exhibitors. The USAEC will be hosting a booth at this year's tradeshow, thus allowing a space for the CAC to represent the California apple industry at the show. Asia is a promising market for California apples, and the Commission will provide information to buyers about the availability of California apples. For additional information, please contact Elizabeth Carranza at Commission office.

## USAEC ANNUAL NETWORKING BREAKFAST PLANNED FOR 2019 PMA FRESH SUMMIT

As an affiliate member of the USAEC, all apple industry members and shippers are invited to attend the annual networking breakfast at the PMA Fresh Summit on Saturday, October 19, 2019 from 8:00-9:45 AM at the Hilton Anaheim in Sam Simeon Room AB, across the street from the Anaheim Convention Center. This event is a great way to connect with importers, distributors, retailers, and other trade contacts from around the world in a casual setting. Please contact the Commission office with your RSVP no later than October 11, 2019 if you are interested in attending.

### CAC ANNUAL REPORT

In the near future, please be on the lookout for the California Apple Commission Annual Report. The Annual Report includes information on current and future research, education projects, market reports, and other pertinent industry information. If you would like a copy, please contact the Commission office or email us at [calapple@calapple.org](mailto:calapple@calapple.org). Additionally, the Annual Report can be found on the CAC website at [www.calapple.org/AnnualReport](http://www.calapple.org/AnnualReport).

### Find us on social media!



#calapple



@calapple

Did you know you can receive an e-newsletter instead of the snail mail version? If you would like to sign up, please email [intern@calapple.org](mailto:intern@calapple.org)

## APPLE BITES Apple Spinach Salad

### Ingredients:

1. 10 ounces baby spinach
2. 2 large California apples (Gala & Granny Smith), cored & thinly sliced
3. 1/2 small red onion, peeled & thinly sliced
4. 1 cup walnut halves, toasted
5. 2/3 cup dried cranberries
6. 5 ounces goat cheese, crumbled
7. Apple cider vinaigrette

### Directions:

1. Add spinach, California apples, red onion, walnuts, dried cranberries, and half of the goat cheese to a large bowl. Drizzle with the vinaigrette, and toss to combine.
2. Serve immediately, garnished with the remaining goat cheese.

### CALENDAR OF EVENTS

#### Asia Fruit Logistica

- Date: September 2-4, 2019
- Location: Hong Kong

#### United Fresh Produce Association Public Policy Conference

- Date: October 1-3, 2019
- Location: Richland, WA

#### Produce Marketing Association

- Date: October 18-20, 2019
- Location: Anaheim, CA



### California Apple Commission

2565 Alluvial Ave., #152

Clovis, CA 93611

PH: (559) 225-3000

FAX: (559) 456-9099

[www.calapple.org](http://www.calapple.org)