



Newsletter

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COMMISSION ATTENDS PMA

On October 18-20, 2017, the California Apple Commission attended the Produce Marketing Association's (PMA) annual convention and exposition in New Orleans, Louisiana. PMA allows the Commission to meet and maintain relationships with other industry leaders as it connects with the industry on being updated on current industry topics and workshops. The Commission also participated in a breakfast that was hosted by the US Apple Export Council (USAEC). The breakfast brought together major foreign buyers, consumers and government officials interested in importing apples from California and the US. If you would like more information regarding PMA or the USAEC breakfast gathering, please contact the commission office. Next year's PMA will be held in Florida.

CA APPLE MEXICO INSPECTOR

In mid-July, the Mexico inspector arrived in California to start the California/Mexico apple export program. Rafael Enrique Castro Romero was this year's inspector. In accordance with the California/Mexico work plan, the Mexico inspector must certify all packing shed and fumigation

chambers intending on exporting apples to Mexico. The CAC anticipates that the program will end towards the end of October. If you have any questions regarding the Mexico Export Program, please contact Todd Sanders at the Commission office.

U.S. FARM EXPORTS WILL HIT 3rd HIGHEST LEVEL ON RECORD

It is anticipated that Secretary of Agriculture Sonny Perdue will announce that U.S. exports will total \$140.5 billion in fiscal year (FY) 2017, increasing more than \$10 billion from the previous year. This will mark the third-highest export level on record. Secretary Perdue stated in a press release, "U.S. agriculture depends on trade. It will be great to see an increase in exports and we hope to open additional market to build on this success." Last year, the United States was the largest export customer for China, with shipments valued at \$22 billion, followed by Canada at \$20.4 billion, exports to Mexico \$18.6 billion, and Japan \$11.8 billion. California apples number one export market is Canada followed by Mexico and SE Asia. Exports continue to be our important components for the California apple industry. Additionally, the CAC participates in the US Apple Export Council (USAEC) which helps to educate consumers about foreign markets. The California apple industry received over \$200,000 in

assistance through the US Apple Export Council's activities. For more information on the agricultural export data, please visit Global Agricultural Trade System (GATS) at <https://apps.fas.usda.gov/gats/>.

ASIA FRUIT LOGISTICA

Staff from the California Apple Commission spent September 6-8, 2017, at the Asia Fruit Logistica trade show in Hong Kong. The purpose of the trip was for industry members and representatives to create and maintain relationships with other key individuals in the fresh produce industry. This year there was about 665 different companies at the trade show representing their products. To learn more about Asia Fruit Logistica, please contact the Commission office.

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RECIPE OF THE MONTH.....

APPLE-BLUEBERRY COBBLER

- 3 California Granny Smith apples, peeled and sliced
- 1 cup flour
- 3/4 cup sugar
- 1 teaspoon baking powder
- 3/4 teaspoon salt
- 1/2 teaspoon nutmeg
- 1 egg, beaten
- 2 cups fresh or frozen blueberries
- 2 tablespoons brown sugar
- 1/3 cup butter, melted
- 3 tablespoons sugar
- 1/2 teaspoon cinnamon

Butter a 9x13 inch baking dish. In a bowl, combine flour, sugar, baking powder, salt and nutmeg. Stir in beaten egg. In a separate bowl, toss blueberries, apple slices and brown sugar together. Sprinkle the bottom of prepared baking dish with fruit mixture and pour batter on top. Pour melted butter over all. Mix sugar and cinnamon together and sprinkle on top. Bake in a 375 degree oven for 30 minutes or until a knife inserted in the center comes out clean.

By Joanna White

CALENDAR OF EVENTS

- **Fruit Logistica**
 - Date: February 7-9 , 2018
 - Berlin, Germany



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