

NEW CAC BOARD OF DIRECTORS ELECTED

Congratulations to the following newly elected California Apple Commission Board of Directors. The Board members will take their seats for the 2009-2010 season beginning this June.

District 1

Producer Members	Handler Member	Alternate
Gary Suthers	Vacant	Vacant
Vacant		
Vacant		

District 2

Producer Members	Handler Member	Alternate
Chris Britton	Doug Hemly	Jon Yori
Alan Cheney		
Tad Kozuki		

District 3

Producer Member	Handler Member	Alternate
Jeff Colombini	Ken Johnson	Mary Wolf
Tim Sambado		
Virginia Hemly-Chhabra		

Many thanks to those that participated in the district meetings. Vacancies of the Board will be addressed at the next meeting.

CALIFORNIA MEETS WITH REPRESENTATIVES

As part of its annual U.S. Apple Association's Washington D.C. trip, the California Apple Commission met with several government representatives and officials to discuss several California apple issues. Specifically, these issues included the continuation of Market Access Program (MAP) funding and the Technical Assistance for Specialty Crop (TASC) funding. Currently, the new administration has indicated that cuts may be coming to these vital programs. However, these programs have proven to be an important component for the U.S. Apple industry.

In fact, California is the second largest exporter of fresh apples to other countries. Several of these markets include: Mexico, India, South East Asia, Russia and Central America. With the addition of these new markets, growers have options should domestic or existing markets slow. As other market options become available, product will continue to have an opportunity to move and not flood an existing market with an overabundance of crop.

Other issues discussed included the purchasing of additional fresh apples for the school lunch program and the enforcement of pests and diseases at the borders.

CALIFORNIA EXPORT NUMBERS ARE IN

The California Apple Commission has culminated the final export numbers for the 2008/2009 season. California exported a total of 624,911 boxes which was higher than last year's total. Out of the 22 countries that California exported to, most of them were at or above their normal average. Below is a list of the top five countries and U.S. states that California shipped to this season. If you have any questions, please do not hesitate to contact the Commission office or visit the CAC website at www.calapple.org for a complete breakdown of California shipping totals.

Top Five Countries

1) Canada	(230,945)
2) Malaysia	(117,478)
3) México	(100,220)
4) Taiwan	(70,268)
5) Singapore	(40,882)

Top Five U.S. States

1) California	(1,197,587)
2) Texas	(267,051)
3) Michigan	(118,994)
4) New York	(101,739)
5) Mass.	(91,525)

COMMISSION SUBMITS CRISIS COMMUNICATION GRANT

With the latest food safety outbreaks, crisis communication is becoming more and more of a necessity. In an effort to coordinate a crisis communication message throughout the U.S., the California Apple Commission submitted a grant application to the California Department of Food and Agriculture as part of the Specialty Crop Block grants awarded to states in the U.S. Farm Bill.

The purpose of the grant would be to obtain funds necessary to print a consistent U.S. Apple Crisis Communication plan, "how-to" booklet, in the event of an emergency. Instead of recreating information or duplicating efforts, the booklet would be based on the U.S. Apple Association's adopted crisis communication plan that all states have assisted in developing. Additionally, should the grant be awarded, training for state apple growers will be available to understand how the plan works. It should be noted that other apple producing states have submitted or will be submitting similar grant proposals in an effort to reach all U.S. apple producers.

A special thanks to the Michigan Apple Committee and the Pennsylvania Apple Marketing Program in coordinating the other states participation and assisting in the preparation of the grant.

The Commission will continue to update its members as the winners are announced.

COMMISSION ATTENDS PRODUCE CONVENTION IN LAS VEGAS

On April 21-24, the California Apple Commission attended the United Fresh Fruit & Vegetable Association's produce trade show in Las Vegas.

During the show, several seminars were held to update the agricultural, retail and consumer community on several issues that are impacting their industries. Hot topics included food safety, consumer preferences and the latest government policy developments in Washington D.C.

The event also provided an opportunity for other states to meet and discuss several issues that the industry will be facing this year. Additionally, the industry was able to begin communicating with other commodity groups on several of the weather conditions that have been challenging the apple producing regions of the state, including the latest on the drought situations.

US APPLE EXPORT COUNCIL AT ANTAD

Throughout the week of March 9-13, the California Apple Commission (CAC) and the U.S. Apple Export Council (USAEC) attended the ANTAD trade show in Guadalajara, Mexico. The purpose of the ANTAD trade show, one of the largest trade shows in North America, was to expand market access and inform future customers about the availability of California apples. Additionally, the CAC and USAEC met with street markets and retail chains to help educate current and future consumers about California apples.

Last season, California shipped just over 100,000 boxes to Mexico which is five times the shipping total from the previous year. The CAC hopes to expand these totals even more next season with further expansion of new varieties and a longer export window. The CAC believes that Mexico could be a very beneficial market to the California apple industry if the right protocols are in place. The CAC would like to thank USAEC for the use of MAP funding to provide this opportunity. If you would like more information about the Mexico Export Program, please do not hesitate to contact the Commission office.

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WASHINGTON CROP SHIPMENTS

*As of April 12, 2009 current Washington shipments and holdings are:

	<u>2008/2009</u>	<u>2007/2008</u>
Season Total	75,926	74,480
Est. Storage Left	34,487	24,255

**Information provided by Washington Growers Clearing House*

CALENDAR OF EVENTS

- **CANADIAN PRODUCE MARKETING ASSOCIATION ANNUAL CONVENTION**
Date: May 6-8, 2009
Location: Toronto, Ontario, Canada
- **CAC OFFICE CLOSED**
Date: May 25, 2009
Re: Memorial Day
- **US EXPORT COUNCIL MEETING**
Date: June 9-12, 2009
Location: Wenatchee, Washington
- **PRODUCE MARKETING ASSOCIATION FOODSERVICE CONFERENCE & EXPOSITON**
Date: July 24-26, 2009
Location: Monterey, CA
- **US APPLE ASSOCIATION 2009 APPLE CROP OUTLOOK AND MARKETING CONFERENCE**
Date: August 20-21, 2009
Location: Ritz-Carlton Hotel, Chicago, IL
- **US APPLE BOARD OF TRUSTEE AND COMMITTEE MEETINGS**
Date: August 21-22, 2009
Location: Ritz-Carlton Hotel, Chicago, IL

For additional information call (559) 225-3000