

US APPLE INDUSTRY PROJECTS 2009 TOTAL CROP

The US Apple Industry projected a total crop of 234,684,000 boxes for the 2009 season, or a one percent increase compared to last year. Specifically, the Western region that includes: Washington State, California, Oregon, Idaho, Utah, Colorado and Arizona, is projecting a five percent decline compared to last year. Washington State is estimating a total of 132 million bushels for both processed and fresh. California is looking at a total of 13 percent loss compared to last year totaling 7,500 million box equivalents. This estimate includes both fresh and processed.

Eastern apple producers are seeing an overall four percent decrease in production totaling 56 million bushels with the Midwest going from 21,664 million in 2008 to 33,452 million bushels for 2009.

California is seeing a decrease in the fresh granny smith crop compared to last year. Last year, growers produced nearly 2 million boxes. This year, California will produce nearly 1.5 million boxes. However, California galas are increasing. Last year, California galas topped over 1 million boxes. This year, the crop could be slightly less with a projection of 900,000 boxes. Other varieties are holding steady.

The Commission will continue to update the industry as shipment numbers become totaled. Should you have any questions regarding the U.S. Apple projections, please do not hesitate to contact the Commission office.

LBAM BECOMES MEXICO EXPORT ISSUE

As of September 25, 2009, California has shipped just over 12,000 boxes to Mexico. Unfortunately, in 2009 there have been several problems involving the Mexico apple program. Mexico began closing the border to prevent the exportation of apples from areas that have had Light Brown Apple Moth (LBAM) findings. This came as a shock to the industry considering the current California/Mexico work plan allows for fumigation with Methyl Bromide which eliminates LBAM. Further complicating the matter is the fact that LBAM was not mentioned in the original work plan and Mexico had never required any precautionary measures. After much discussion, Mexico agreed to allow apples from California to be exported to Mexico as long as certain additional protocols were adopted. The CAC appreciates the sense of urgency that USDA and Congress demonstrated in helping resolve this matter, which California was locked out of the Mexico market. If you have any questions regarding the Mexico program, please contact the Commission office.

USAEC NAMES NEW EXECUTIVE COMMITTEE FOR 2009 – 2010

The US Apple Export Council elected its new Executive Committee for the 2009 – 2010 season. Kaari Stannard, with

New York Apple Sales, was elected the new Chair of the Committee and replaces outgoing Chairman Alex Ott, Executive Director of the California Apple Commission. Also, Karin Rodriguez, Executive Director of the Pennsylvania Apple Marketing Board was elected Vice-Chair. Todd Sanders with the California Apple Commission will serve his second year of three as Treasure of the USAEC.

The USAEC is comprised of 12 apple producing states representing: California, Michigan, New York, New England, Pennsylvania and Virginia. The purpose of the Council is to assist in obtaining Market Access Program (MAP), Emerging Market Program (EMP) and Technical Assistance for Specialty Crop (TASC) dollars. These funds assist the industry in reverse trade missions, export requirements for export markets such as Taiwan and Mexico and assist in establishing new foreign markets for the member states.

TAIWAN INSPECTOR VISITS CALIFORNIA

During the last week in August, California participated in Taiwan export inspections. This is the first time in 3-years that the inspector has visited California. The inspections are intended to monitor California's pest prevention practices with their main focus on preventing the spread of Codling Moth. The absence of inspections can be attributed to California's excellent trapping records and having zero finds over the last several years. The Taiwan inspector toured each facility participating within the work plan and several orchards. If you would like more information regarding the Taiwan program, please contact the Commission.

ASIA FRUIT LOGISTICA

On September 1-4, 2009 the US Apple Export Council represented the California Apple Commission in Hong Kong. This visit was specifically designed to evaluate and expand the market access within the Asian region. California sent several boxes of apples over to be sampled and displayed in an effort to raise awareness and educate this particular region. Asia, with its enormous population and fairly accessible markets should provide ample opportunities for California's apple industry. If you have any questions or comments, please contact the Commission office.

INDIAN DELEGATION VISITS CALIFORNIA

On October 1, 2009, several buyers from India and Malaysia toured California's apple regions. The purpose of the tour was to introduce the buyers to California apple producers while educating them on the availability and quality of California's apple industry. In addition, it provided an opportunity to create and foster relationships with our trading partners.

Since the southeastern region is becoming an increasingly important market for California, the Commission and

the US Apple Export Council are exploring other means to increase the volume and availability of other varieties that is exported to India and Malaysia.

Thanks to the Commission and the U.S. Apple Export Council's efforts, the trip was made possible due to the approval of Emerging Market Program (EMP) dollars.

COMMISSION ATTENDS PRODUCE MARKETING ASSOCIATION

During the week of October 2-6, 2009, the California Apple Commission will attend the Produce Marketing Association's international convention and exposition. The convention allows the Commission the ideal opportunity to meet with and maintain relationships with other industry leaders. The Commission will also participate in a joint venture with the US Apple Export Council which is designed to bring all major importers from Mexico, Central America, Asia, India, and Russia into one room. This particular meeting is expected to have around 60 guests with most of them demonstrating large interest in importing apples from California. If you have any questions or would like to attend the Export Council gathering, please do not hesitate to contact the Commission office.

WE MOVED!

The California Apple Commission has moved into a new office. Our address, telephone and fax numbers will remain the same with the exception of our Suite number. Please make a note of our new number, **Suite 310**.



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WASHINGTON CROP SHIPMENTS

*As of August 23, 2009 current Washington shipments and holdings are:

	<u>2008/2009</u>	<u>2007/2008</u>
Season Total	106,062	97,151
Est. Storage Left	3,286	1,584

**Information provided by Washington Growers Clearing House*

RECIPE OF THE MONTH.....

APPLE WALNUT BROWNIES

½ cup butter or margarine	¼ teaspoon baking powder
2 squares (1 ounce each) unsweetened chocolate	¼ teaspoon salt
2 eggs	1 cup broken walnuts
1 cup sugar	1 cup California apples- finely chopped
1 cup sifted cake flour	1 teaspoon vanilla

Melt butter and chocolate together over hot water. Beat eggs until light and lemon colored; add sugar gradually while continuing to beat. Stir in chocolate mixture; beat hard 1 minute. Mix and sift flour, baking powder and salt; stir in. Stir in nuts, apples and vanilla. Spoon into greased 8-inch-square cake pan. Bake at 350 degrees for about 40 minutes, or until done. Cool. Cut into squares to serve.

CALENDAR OF EVENTS

- **PMA FRESH SUMMIT INTERNATIONAL CONVENTION & EXPOSITION**
Date: October 2-5, 2009
Location: Anaheim, CA
- **CAC OFFICE CLOSED**
Date: November 11, 2009
Re: Veterans Day
- **CAC OFFICE CLOSED**
Date: November 26 & 27, 2009
Re: Thanksgiving Holiday

For additional information call (559) 225-3000