



NEWSLETTER

Issue No. 79

January 2010

STRATEGIC PLANNING MEETING SET

On April 6 & 7, 2010, the California Apple Commission will host a strategic planning meeting in Sacramento. The purpose of the meeting is to review the Commission's focus and current strategic action plan adopted in 2006.

Currently, there are seven areas that the Commission adopted as its top priorities in 2006. These include:

- Expand Export Market Access;
- Protect California Apple Production From harmful Pests and Diseases;
- Support Research & Development for Growers in Pre-Harvest & Post-Harvest Practices;
- Provide Unified Industry Voice;
- Develop, inform & Monitor Quality Standardization linked to a "California" Brand Identity;
- Monitor and Respond to Important Policy Issues & Development;
- Provide Apple Industry Market Information.

During the meeting, the Commission will review these areas and set the course for the Commission for the next five-years. Additional information with the specifics of the meeting location and times will be set to the industry in the next month. If you are interested in participating in the meeting, please contact the Commission office.

FORM 700 STATEMENT OF ECONOMIC INTERESTS

For officials and officers it's time to file your annual Form 700 Statement of Economic Interests. Annual statements are due **April 1, 2010**.

You may also access the 2009/2010 Form 700 on the Fair Political Practices Commission website at: <http://www.fppc.ca.gov>. In addition, the FPPC is hosting free workshops to assist you in filing your Form 700. The workshops will be held February 4, and February 25, 2010 in Sacramento at the Commission Hearing Room at 428 J Street, 8th Floor. There is also a toll free advice line at 1-866-275-3772.

WASHINGTON CROP SHIPMENTS

*As of January 17, 2010 current Washington shipments and holdings are:

	<u>2009/2010</u>	<u>2008/2009</u>
Weekly Total	2,704	2,783
Season Total	42,808	40,607

*Information provided by Washington Growers Clearing House

UPCOMING BOARD OF DIRECTORS ELECTION

The California Apple Commission is announcing the following district positions for the Board of Directors for the 2010-2011 year. The following positions expire on June 30, 2010.

District 1

Vacant - Alternate Member

District 2

Chris Britton – Producer Member

Vacant – Producer Member

District 2

Jon Yori – Alternate Member

District 3

Jeff Colombini – Producer Member

Tim Sambado – Producer Member

Steve Chincholo – Producer Member

District 3

Vacant – Alternate Member

District meetings will be held where candidates will be nominated for elective office. Commission staff will notify the industry once the district meetings are set. For additional information, please contact the Commission office.

MEXICO MARKET

As of January, 2010, California has shipped just under 20,000 boxes to Mexico. Unfortunately, in 2009-2010 season there have been several problems involving the Mexico apple program. One of which, involved Mexico closing the border to prevent the exportation of apples from areas that have had Light Brown Apple Moth (LBAM) findings. Because of this, exports to Mexico have been down significantly. Last year, California shipped over 105,000 cartons to Mexico, making it the third largest export market for the California apple industry. However, at the end of November 2009, the CAC sent the Inspector home due to the lack of shipments. On February 5, 2010, the CAC will reevaluate the market to determine if bringing back the Mexico inspector for any duration of this current season is necessary. If you have any questions or are still interested in shipping to Mexico for the 2009 season, please contact the Commission office.

COMMISSION TO VISIT FRUIT LOGISTICA

On February 2-6, 2010 the California Apple Commission will be joining the US Apple Export Council in Berlin, Germany. This visit is specifically designed to evaluate and expand the market access within most of California's export markets. Fruit Logistica is an excellent international trade fair for fruit and vegetables. Being one of the largest agricultural trade shows in the world, Fruit Logistica is an outstanding way to network and expand your company's current cliental. If you would like more information on Fruit Logistica or plan on attending, please contact the Commission office.

CDFA ANNOUNCES SPECIALTY CROP GRANTS

On January 14, 2010, California Secretary of Agriculture A.G. Kawamura announced an opportunity for specialty crops to apply for Specialty Crop Block Grant Program dollars. The dollars were allocated as part of the 2008 Farm Bill. It is anticipated that California will receive \$17 million out of the \$55 million available. Grant applications are due February 1, 2010. Projects for the grants will be awarded in three areas: research, market access and nutrition education.

RECIPE OF THE MONTH...

APPLE UPSIDE-DOWN GINGERBREAD

¼ cup butter or margarine	3 California apples peeled
½ cup firmly packed brown sugar	and cored
1 teaspoon cinnamon	1 package gingerbread mix

Melt butter in bottom of 9-inch-square cake pan. Combine brown sugar and cinnamon; sprinkle on bottom of pan. Cut apples into rings; arrange in pan on brown sugar mixture. Prepare gingerbread mix as directed on package; pour batter over apple slices. Bake as directed for gingerbread mix. Invert on serving plate. If desired, garnish with whipped cream and maraschino cherries. Cut into squares and serve.

Recipe courtesy Demetria Taylor

California Apple Commission
770 E. Shaw, Suite 310
Fresno, CA 93710
(559) 225-3000 (ph)
(559) 225-3111 (fax)
calapple@calapple.org

CALENDAR OF EVENTS

- **FRUIT LOGISTICA**
Date: February 3-5, 2010
Place: Berlin, Germany
- **US APPLE ASSOCIATION CAPITOL HILL DAY**
Date: March 25, 2010
Place: Washington, DC
- **US APPLE ASSOCIATION BOARD MEETING**
Date: March 26 -27, 2010
Place: Washington, DC
- **CAC STRATEGIC PLANNING MEETING**
Date: April 6 & 7, 2010
Place: Kahn, Soares & Conway, LLP – Sacramento
- **UNITED FRESH PRODUCE ASSOCIATION FRESH MARKETPLACE 2010**
Date: April 20-23, 2010
Place: Sands Mega Center - Las Vegas, Nevada
- **FOOD MARKETING INSTITUTE FMI SHOW**
Date: May 11-13, 2010
Place: Mandalay Bay Convention – Las Vegas, NV
- **CANADIAN PRODUCE MARKETING ASSOCIATION ANNUAL CONVENTION**
Date: May 12-14, 2010
Place: Vancouver, BC, Canada
- **ORGANIC TRADE ASSOCIATION CONFERENCE AND TRADE SHOW**
Date: June TBA – 2010
Place: TBA

For additional information, call (559) 225-3000