



Newsletter

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CAC ALEXANDER J. OTT NAMED EXECUTIVE DIRECTOR OF THE AMERICAN PECAN COUNCIL

The California Apple Commission's Alexander J. Ott has taken a new position as Executive Director of the American Pecan Council. He will begin his position July 1, 2018. He served as Executive Director for the California Apple Commission for the past 13 years, in addition, he also served as Executive Director for the California Blueberry Commission and the California Olive Committee and will relocate from California to Texas to lead the American Pecan Council. We are honored and grateful for the outstanding leadership and service as Executive Director to the California Apple Commission and wish Alexander all the best in his future venture.

HOUSE OT VOTE ON TWO IMMIGRATION BILLS

Speaker of the House, Paul Ryan (R-WI), announced in June, that the House of Representatives will vote next week on two bills, one addressing border security and immigration reform measure and the other addressing Deferred Action for Childhood Arrivals (DACA). Conservatives have been clear that any deal must mandate that all employers verify the legal status of employees, known as E-Verify. Moderates sternly communicated that any discussion of E-Verify must also include a guest worker program. For more information, please contact your district congressman or the Commission office.

USAPPLE SECRETARY COLOMBINI SPEAKS ABOUT NAFTA, CHINESE TARIFFS AT PRESS CONFERENCE

California Apple Commission board member and USApple Association Secretary, Jeff Colombini, of Lodi Farming in Stockton, CA, spoke at a press event in Acampo, CA, alongside other California growers and state agriculture leaders, on the importance of maintaining the North American Free Trade Agreement (NAFTA) and duty-free access to the Chinese market. "NAFTA is critical to the economic health of both the California and U.S. apple industries," Colombini told reporters. "Under the agreement, the apple industry has quadrupled its exports to Mexico and double its exports to Canada with combined purchases of nearly \$450 million per year. Colombini also spoke about the impact of China's retaliatory tariffs on agriculture commodities,

including a 15% tariff on U.S. apples. "This is a tremendous concern as China has significant growth potential because it doesn't grow the many apple varieties we grow and Chinese consumers are excited to experience those unique taste profiles," said Colombini. "The retaliatory tariffs imposed by China will hurt the apple growers' ability to maintain and expand this emerging market." For more information on China or any export market, please contact the Commission office.

MEXICO TO IMPOSE TARIFFS ON APPLES

The Mexican government has said it will impose retaliatory tariffs on U.S. goods, including fresh and dried apples, blueberries, and other produce items, in response to the Trump Administration announcing it would impose tariffs on steel and aluminum from Canada, Mexico, and the European Union on effective June 1. The tariff was needed on steel and aluminum imports because overcapacity in those industries globally is thought to be hurting US steel mills and aluminum smelters by driving down the prices of their product, forcing many out of business. NAFTA, generally prevents the US, Mexico and Canada from imposing tariffs on imports from one another, but President Trump has been a severe critic of NAFTA, and the three countries are holding negotiations on possible changes to the free trade deal. The US Apple Association and the CAC has been in contact with the Trump Administration officials as well as with our trade contacts at the Mexican and Canadian embassies.

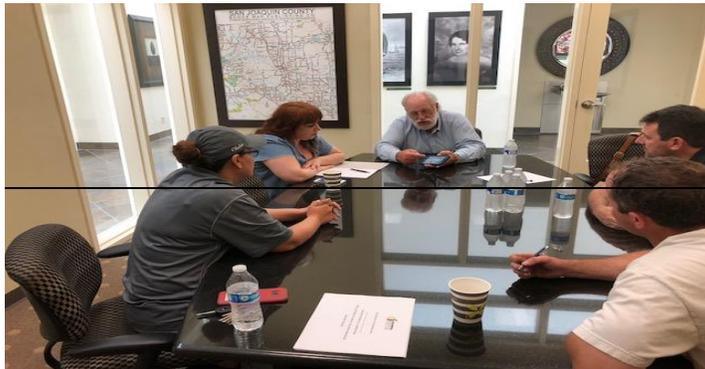
SENATE AG COMMITTEE PASSES FARM BILL

In June, the Senate Agriculture Committee marked up and passed the Agriculture Improvement Act of 2018, by a vote of 20-1. Many provisions are important to our industry. These include:

- Full funding for trade programs such as the Market Access Program (MAP) and the Technical Assistance for Specialty Crops Program (TASC);
- \$80 million in funding for all specialty crops under the Specialty Crop Research Initiative (SCRI) and new prioritization for mechanization projects;
- Full \$85 million in funding for the Specialty Crop Block Grant Program (SCBGP) with \$5 million set aside for multi-state programs to be administered through the Agricultural Marketing Service (AMS).

TAIWAN TRAINING SEMINAR

On June 11, 2018, the California Apple Commission held the Taiwan training seminar. The seminar is organized in conjunction with USDA-APHIS with the intent on training the necessary personnel from different packing sheds in the process of detecting Codling Moth as outlined by the Taiwan work plan. If you would like to participate in a future seminar or have any questions, please contact the Commission office.



TODD SANDERS NAMED EXECUTIVE DIRECTOR OF THE CAC

Todd Sanders has been named Executive Director of the California Apple Commission. His selection was approved by the Commission's Board of Directors at the May 3, 2018, meeting. He replaces Alexander Ott, who has accepted a new position with the American Pecan Council and will relocate from California to Texas to lead the APC. Prior to be chosen as Executive Director of the CAC, Mr. Sanders, served as the Director of Trade and Technical Affairs for the California Apple Commission since 2005. In addition, Mr. Sanders will also serve as Executive Director to the California Blueberry Commission and the California Olive Committee. He graduated from California State University, Fullerton with a B.A. degree in Psychology and a Master's Degree in International Relations from California State University, Fresno.

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ELIZABETH CARRANZA TO BE NAMED DIRECTOR OF TRADE AND TECHNICAL AFFAIRS OF THE CBC

On July 1, the California Apple Commission will welcome a new Director of Trade and Technical Affairs, Elizabeth Carranza. Elizabeth was a former intern of the CAC and graduated from California State University, Fresno with a degree in Agricultural Business. Upon graduation, Elizabeth went on to serve as a Congressional intern in Washington, DC and then returned to California to hold the position of Program Supervisor for the California Olive Committee. Throughout the past two years in this role, Elizabeth worked under the direct supervision of Todd Sanders in overseeing the California Olive Committee's newly established international export programs. Currently, and with the onset of this new position, Elizabeth is pursuing a higher education in the form of a Master's Degree in Communication Management online from the University of Southern California to be completed in 2019.

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CALENDAR OF EVENTS

- **United FreshMKT Expo**
-Date: June 25-27, 2018
- Chicago, Illinois
- **Apple Crop Outlook & Marketing Conference**
-Date: August 23-24, 2018
-Chicago, Illinois
- **Asia Fruit Logistica**
-Date: September 4-7, 2018
-Hong Kong, China