

COMMISSION MEETS WITH U.S. AGRICULTURE SECRETARY, SONNY PERDUE

On August 14, 2018, the California Apple Commission met with U.S. Agriculture Secretary Sonny Perdue, along with local growers and producers in Modesto, Calif., at a town hall meeting to learn about critical agriculture issues facing Central Valley farmers. The topic of discussions included, water, trade barriers and upcoming tariffs.



US & MEXICO REACH NEW TRADE AGREEMENT

The United States and Mexico reached an agreement to enter a new trade deal, replacing the former North American Free Trade Agreement (NAFTA). The new trade pact will be called "The United States - Mexico Trade Agreement," according to President Trump. Mexico President Nieto stated that "This is something very positive for the United States and Mexico," and, has agreed to immediately begin purchasing as many agricultural products from the United States as possible. For more information, please contact the Commission office.

ASIA FRUIT LOGISTICA

On September 5-7, 2018 the California Apple Commission (CAC) in conjunction with the US Apple Export Council

(USAEC) will travel to Hong Kong for Asia Fruit Logistica. This is the largest fresh fruit trade show in Asia and provides the Commission the opportunity to reach a vast audience and allows visitors to get in direct contact with exhibitors. The Asia Fruit Logistica in Hong Kong is Asia's leading trade show for the international fresh fruit and vegetable business. The CAC would like to thank the USAEC and the Foreign Ag Service for helping fund this trip. For more information, please contact the Commission office.

UNITED FRESH PUBLIC POLICY CONFERENCE

On September 24-26, 2018, the California Apple Commission staff will attend the United Washington Public Policy Conference. This conference is an annual event held in Washington DC, which provides the produce industry the opportunity to gather together and have a face to face dialogue with key members of Congress and address the industry's most pressing public policy matters. If you would like more information, please contact the Commission office.

PRODUCE MARKETING ASSOCIATION (PMA) FRESH SUMMIT

The Produce Marketing Association Fresh Summit's annual convention and exposition, will take place October 18-20, 2018, at the Orange County Convention Center in Orlando, Florida. PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption. In addition, PMA allows the Commission to meet and maintain relationships with other industry leaders as it connects with the industry on current industry topics and workshops. In 2019, PMA will be held in Anaheim, California. For more information, please contact the Commission office.

CALIFORNIA APPLE MEXICO INSPECTOR

In mid-July, the Mexico inspector arrived in California to start the California/Mexico apple export program. In

accordance with the California/Mexico work plan, the Mexico inspector must certify all packing sheds and fumigation chambers intending on exporting apples to Mexico. If you have any questions regarding the Mexico Export Program, please contact Elizabeth Carranza at the Commission office.

CAC ANNUAL REPORT

In the near future, please be on the lookout for the California Apple Commission Annual Report. The Annual Report includes information on current and future research, education projects, market reports, and other pertinent industry information. If you would like a copy, please contact the Commission office or email us at calapple@calapple.org. Additionally, the Annual Report can be found on the CAC website at www.calapple.org/AnnualReport.

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APPLE BITES



EASY SLOW-COOKER APPLE BUTTER

Ingredients:

1. 5 lbs. California apples, chopped
2. 1 cup packed light brown sugar
3. 2 teaspoons cinnamon
4. ½ teaspoon salt

Directions:

1. Wash, core and chop 5 pounds of California apples, leaving the peels on. To get a thicker butter in the shortest amount of time, chop smaller pieces.
2. Add the remaining ingredients to a 5-6 quart slow cooker and toss to mix.
3. Cover and cook apples on high for 4-5 hours, stirring occasionally, until soft and cooked through. When apples are completely soft, puree the apples with an immersion blender. Or carefully transfer the hot mixture in batches in a blender or food processor until completely smooth.
4. Continue cooking, partially covered, on high for 30-60 minutes more or until the apples butter has reduced to your desired thickness.

CALENDAR OF EVENTS

- **Asia Fruit Logistica**
 - Date: September 4-7, 2018
 - Hong Kong, China
- **United Fresh Public Policy Conference**
 - Date: September 24-26, 2018
 - Washington, D.C
- **Produce Marketing Association (PMA)**
 - Date: October 18-20, 2018
 - Orlando, Florida