

COMMISSION ATTENDS FRUIT LOGISTICA



Executive Director, Alex Ott (back left), Director of Trade and Technical Affairs, Todd Sanders (back center) and Chargé d'Affaires, Kent Logsdon (front center), of U.S. Embassy at Fruit Logistica in Berlin.

On February 8-10, 2017, the California Apple Commission participated in Fruit Logistica, Berlin through the U.S. Apple Export Council. Fruit Logistica is the largest fresh fruit trade show in the world. This trade show provides the Commission the unique opportunity to reach a vast audience of retailers and importers from around the world. If you would like more information or plan on attending next year, please contact the Commission office.

USAEC DEVELOPS STRATEGIC PLAN FOR UNIFIED EXPORT STRATEGY

On January 24, 2017, the US Apple Export Council (USAEC) held a strategic planning meeting. The USAEC is an organization that is made up of several apple producing states including: California, Michigan, New York, Pennsylvania, and Virginia. Additionally, the USAEC is the vehicle that provides Market Access Program (MAP), Technical Assistance for Specialty Crop (TASC), Emerging Market Program (EMP) dollars to its member states. California receives dollars for its Canada, Mexico, South East Asia and Central America markets. In 2015/2016, California, and other Council states, received over \$514,000 in assistance for these markets. That is over a \$12 return for every one dollar California puts into the program.

During the strategic planning meeting, states prioritized markets and continue to look to open and maintain market access. In addition, the Council looked at ways to streamline its expenses and look at ways to reduce the costs of the Council. The draft document is currently being reviewed by the Council and will be finalized in March, providing a direction for staff to carry out the important MAP and TASC programs for the member states.

CALIFORNIA DROUGHT UPDATE

The wet weather in recent weeks has been topping the news for many reasons. Governor Jerry Brown has issued state of emergency in 50 counties across California in response to the severe storms that have been occurring. These winter storms have made it possible for California to lift the designation of "exceptional drought". Half of the state is still experiencing moderate to severe drought conditions of which Ventura, Santa Barbara, Kern, and Los Angeles counties are the worst. Despite the improvements in snow pack and reservoir levels, groundwater aquifers, forests, and endangered fish species may require several years to recover from the drought impact. Additionally, the storms of late have Californians questioning the integrity of the Oroville Dam in Northern California, the nation's tallest. Counties and cities in the surrounding areas of Lake Oroville have issued emergency evacuation orders due to eroded primary and emergency spillways which could result in the release of uncontrolled water. To learn more about the California drought, please visit californiadrought.org.

FOOD SAFETY MODERNIZATION ACT IS HERE...

ARE YOU READY?

The Food Safety Modernization Act (FSMA) is moving forward at full speed. Under the FSMA law, the Food and Drug Administration (FDA) is focused on prevention and risk based food safety standards. Some key components in the mandate include: mandatory preventative controls for food facilities, mandatory produce safety standards, authority to prevent intentional contamination, mandated inspection frequency, record access, testing by accredited laboratories, greater response and enforcement, importer accountability – including third party certification, and enhanced partnerships through state, local and foreign capacity building. Currently, the Preventative Control Rule is for handlers, packers, and shippers. It is expected that the industry have these mandates in place by January 1, 2018. For additional information, please contact the Commission office.

USDA'S CROP INSURANCE BOARD APPROVES

DEVELOPMENT OF APPLE TREE PROGRAM

USApple's Risk Management Task Force has been diligently working with a consulting company to determine the feasibility of developing a crop insurance program that would cover apple trees. The apple tree

policy will also give growers the additional choice of signing up for one or both programs that would provide protection on both the fruit produced and the trees themselves. The Federal Crop Insurance Commission (FCIC) has granted final approval for the development phase of the apple tree policy. The FCIC board approval means that they will provide funding in the development of the apple tree policy. To find out more about this, please visit usapple.org

FORM 700's

As outlined by CDFA and the Fair Political Practices Commission (FPPC) all Board of Directors filers must complete the necessary Form 700. Board members are now eligible to submit your Form 700 electronically through eDisclosure. To access eDisclosure system and complete your Form 700, please log on to <https://form700.fppc.ca.gov/>. Upon login, you will see a list of positions that you are required to file Form 700's for. Once you have completed your form, the system will prompt you to electronically submit your completed Form 700. After completion, your form will be saved in your online-filing cabinet under "Previous Filings" menu.

As a reminder~Form 700's are due April 3, 2017.

Should you have any problems accessing or completing your eDisclosure Form 700, please contact Rene Robertson at (916) 324-3722 or via email at Form700@fppc.ca.gov or the Commission office.

NEW SECRETARY OF AGRICULTURE ANNOUNCED

The new Trump Administration has selected Sonny Perdue for U.S. Agriculture Secretary. Mr. Perdue is the former Governor of Georgia. Governor Perdue, who served at the highest office for Georgia for two terms, earned his doctorate in veterinary medicine. Once approved by the Senate, Perdue will oversee the creation of the very important 2018 Farm Bill. Several programs that the Commission utilizes in the Farm Bill include: Market Access Program (MAP), Technical Assistance for Specialty Crop (TASC), Emerging Market Program (EMP), and

Specialty Crop Block Grant dollars. The Commission will continue to work with the new administration to ensure that these programs continue.

The Commission staff will update the industry as the Farm Bill makes its way through the legislative process.

INTERN SELECTED FOR 2017 YALs

The CAC's intern, Tabitha Francis, has been selected to participate in the 2017 USApple Young Apple Leaders (YALs) program. Tabitha will be spending March 22nd-March 25th in D.C. meeting with apple industry leaders and attending Congressional meetings on USApple's Capitol Hill Day. The mission of YALs is to equip the next generation with an understanding of federal regulatory and legislative apple issues, and provides an opportunity to learn from peers and apple leaders from around the country. *The YAL Program sponsors cover all costs associated with participation.*

****Did you know you can receive an e-newsletter instead of the snail mail version? If you would like to sign up, please email intern@calapple.org.**

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CALENDAR OF EVENTS

- **U.S. Apple Capitol Hill Day**
 - Date: March 23rd, 2017
 - Location: Washington, D.C.
- **USAEC Meetings**
 - Date: March 23rd-24th, 2017
 - Location: Washington, D.C.
- **United Fresh Summit**
 - Date: June 13-15th, 2017
 - Location: Chicago, IL



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