

ARCTIC APPLES



This Fall, the genetically modified Arctic apple will now be available in select super markets across the U.S. The Arctic apple was developed by Okanagan Specialty Fruits, Inc. and was engineered for enzymatic browning resistance. This unique trait in these apples prevents them from browning, even when they are bitten, sliced or bruised. These apples have the same composition and nutritional values as conventional apples, but their Arctic Advantage will add value to the industry as this non-browning quality will help with the prevention of food waste. The first variety that will be available this fall is the Arctic Golden, with the Arctic Granny and Arctic Fuji varieties to follow. To read more about Arctic Apples, please visit arcticapples.com.

USDA PREDICTS 7% DROP IN APPLE CROP

The United States Department of Agriculture's (USDA) crop production report estimates a 7% decrease of apple production from last year. The USDA assumes the crop (both fresh and processed) will total 248.6 million 42-

pound cartons, down from 268.4 million cartons a year ago. The estimate also includes an increased amount of apple production from Eastern states, a large decrease in production from Central U.S. states, and a slight decrease for Western growing regions. To read more about this article, please visit thepacker.com/news/2017-apple-crop-down-7-usda-predicts.

U.S. APPLE OUTLOOK CONFERENCE

Staff from the California Apple Commission recently attended the U.S. Apple Outlook and Marketing Conference in Chicago, Illinois. The conference was hosted by the U.S. Apple Association and the purpose of the event was to create and maintain relationships with key leaders from all sectors of the apple industry. For more information on the U.S. Apple Outlook Conference, please visit usapple.org.

CA APPLE MEXICO INSPECTOR

In mid-July, the Mexico inspector arrived in California to start the California/Mexico apple export program. Rafael Enrique Castro Romero was this year's inspector. 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 Todd Sanders at the Commission office.

ASIA FRUIT LOGISTICA

Staff from the California Apple Commission spent September 6-8th, 2017 at the Asia Fruit Logistica trade show in Hong Kong. The purpose of the trip is for industry members and representatives to create and

maintain relationships with other key individuals in the fresh produce industry. This year, there were 665 companies showcasing their products. For more information on Asia Fruit Logistica, please contact 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 Tabitha Francis at the Commission office.

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APPLE BITES

SUPER PROTECTOR JUICE

INGREDIENTS:

- 2 cups/115 g chopped broccoli, stems and florets
- 2 large oranges, peeled and seeded
- 1 large California apple, cored

DIRECTIONS:

1. Juice the broccoli, oranges, and California apple, in that order.
2. Run the pulp through again to extract as much liquid as possible.
3. Serve immediately

CALENDAR OF EVENTS

- **United Fresh Public Policy Conference**
 - Date: September 18-20, 2017
 - Location: Washington, D.C.
- **Produce Marketing Association Expo**
 - Date: October 20-21, 2017
 - Location: New Orleans, LA



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