

COMMISSION ATTENDS CAPITOL HILL DAY



Mark Seetin (USApple), Jeff Colombini (Board Member), Tabitha Francis (Intern), Congressman Jim Costa, Executive Director, Alex Ott, Director of Trade and Technical Affairs, Todd Sanders on USApple's Capitol Hill Day.

On March 23-24, 2017, the California Apple Commission visited Washington D.C. The purpose of this visit was to attend the USAEC strategic planning meeting, the US Apple Association, Board meeting, and to meet with members of Congress to provide information on some of the current successes and problems that face the California apple industry. For example, issues concerning labor, crop insurance, and the security of MAP and TASC funds in the upcoming 2018 Farm Bill were discussed. All of these issues are vital to the U.S. apple industry and could have dramatic effects on the industry in the future.

CAC MEETS WITH USAEC

On March 23, 2017, the California Apple Commission met with the US Apple Export Council to discuss current markets and USAEC funding. The USAEC is expected to receive roughly 1 million dollars in funding which will be utilized in 6-8 markets. The USAEC assists the Commission and other U.S. Apple producing states obtaining Market Access Program (MAP) and Technical Assistance for Specialty Crop (TASC) dollars for foreign markets. The priority markets which include: Canada, Mexico, and Southeast Asia, receive MAP dollars for inspectors and in-country representatives. Currently, USAEC markets include: Canada, Central America, India, Mexico, Southeast Asia, and United Kingdom. For further information, please do not hesitate to contact the Commission office.

SHADE CLOTH MEETING

On March 7, 2017, members of the California apple industry met to discuss the shade cloth research project. The primary purpose of the shade cloth research project is to investigate the benefits of applying shade cloth to California apples. These benefits could include

decreased water usage, increase in apple color, and decrease in overall orchard temperature. The shade cloth project is funded through the California Department of Food and Agriculture Specialty Crop Block Grant, and is currently in its final year. If you would like more information, please contact the Commission office.

USDA FCIC BOARD GIVES GREEN LIGHT TO DEVELOP APPLE TREE CROP INSURANCE

For the last year, US Apple's Risk Management Task Force and a number of apple growers have been working with Agrilogic Consulting, LLC, a consulting company with a vast knowledge and experience in developing crop insurance programs. At the recent quarterly meeting, the Federal Crop Insurance Commission (FCIC) gave final approval to move forward with the development of the apple tree policy. Apple growers will be given the choice to sign up for one or both apple tree policies that will provide protection on both the fruit produced and on the trees themselves. The FCIC board approval means that FCIC will provide funding support to develop the apple tree policy. With the board's approval of the framework proposal, AgriLogic will continue to work with the Risk Management Task Force and the apple industry to complete the apple tree insurance program.

BILLS AIM FOR LONGTERM DROUGHT SOLUTIONS

As California begins to move away from a drought emergency, state legislators feel the need to start moving toward long term solutions that will help safeguard the state against future droughts. The following are a few bills that have been proposed:

AB 1667: Introduced by Assemblywoman Laura Friedman, this bill would require the installation of landscape water meters on commercial, institutional, industrial, and multifamily service connections. These implications would help water managers measure the use of outdoor water use and plan for better conservation and efficiency measures.

SB 740: Introduced by Senator Scott Wiener, this bill would require the State Water Resources Control Board, in consultation with other state agencies, to adopt regulations for developing oversight and management programs for the onsite treatment of water for non-potable use, providing an alternative supply of water.

SB 252: Introduced by Senator Bill Dodd, this bill emphasizes the need for more transparency in new well construction resulting in better

management of groundwater sustainability. The bill would require any area overlying a critically overdrafted basin to make certain information about new wells available to the public and easily accessible before any new well permit can be issued. If the new plan is approved, a well completion report will be required which includes information on well capacity (such as the estimated pumping rate) and will also have to be made accessible by the public. To read more about this article, please visit californiadrought.org.

APRIL 2017 EDITION OF MARKET NEWS

This is the fifth report on the 2016 apple crop. According to the survey, fresh apple holdings on April 1, 2017, totaled 53.1 million bushels, 13% more than the inventories reported for April 1st of last year. Processing holdings totaled 21.7 million bushels, a 9% increase from last year on April 1st. The total number of apples in storage on April 1, 2017, was 74.8 million bushels, 12% more than last February's total of 66.9 million bushels and 7% above the 5 year average for that date.

TAIWAN TRAINING SEMINAR IN JUNE

The California Apple Commission will be hosting the Taiwan training seminar in June. The seminar is organized in conjunction with USDA-APHIS. The purpose of the seminar is to train 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, please contact the commission staff.

INTERN SELECTED FOR PMA CAREER PATHWAYS

The California Apple Commission's intern has been selected to participate in the Produce Marketing Association (PMA) Career Pathways program. The program was designed to attract university students to the produce and floral industries. The intern will be paired with a career professional for three days, and will attend numerous educational workshops, engage in networking opportunities, and participate in a group project before the event that will enhance the entire learning experience. The PMA Career Pathways program is an all-expense paid trip paid by PMA and its sponsors.

***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

- **SIAL Exhibit**
 - Date: May 2-4, 2017
 - Location: Toronto, Canada
- **CPMA (Canadian Produce Marketing Association)**
 - Date: May 9-11, 2017
 - Location: Toronto, Canada
- **Taiwan Training Seminar**
 - Date: June, TBD
 - Location: Clovis, CA
- **United Fresh Summit**
 - Date: June 13-15th, 2017
 - Location: Chicago, IL



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