

CAC RECIEVES GRANT EXTENSION

The CAC was approved for a Specialty Crop Block Grant (SCBG) on October 1, 2014 to study and evaluate the effects of shade cloth on apples and to determine the economic viability of using the shade apparatus. The Commission is optimistic that the shade cloth could improve color, possibly reduce water use, and protect the apples from sun damage. This past year, the CAC applied for an extension of the current shade cloth research due to the delays experienced during the initial year. The Specialty Crop Block Grant Program approved the extension for the 2017 program year. The scope of the grant research has not changed and should be similar to the previous year. If you would like a copy of the grant or would like more information on how to participate, please contact the Commission office.

COMMISSION ATTENDS PMA



General Session at the Produce Marketing Fresh Summit Conference.

On October 14-16, 2016, the California Apple Commission attended the Produce Marketing Association's (PMA) international convention and exposition in Orlando, FL. The convention allowed the Commission the ideal opportunity to meet with and maintain relationships with other industry leaders while being updated on several current industry topics and workshops. The Commission also participated in a breakfast that was hosted by the US Apple Export Council (USAEC). This breakfast was designed to bring all major importers from

Mexico, Central America, Asia, India, and other important trading partners into one room and educate them about the USAEC and its membership. This particular breakfast had around 150 guests with most of them demonstrating large interest in importing apples from California. If you have any questions or would like more information about certain countries that participated, contact the Commission office.

ASIA FRUIT LOGISTICA



Todd Sanders with the CAC at the USAEC booth.

On September 7-9, 2016, the California Apple Commission joined the U.S. Apple Export Council (USAEC) in Hong Kong for Asia Fruit Logistica. This is the largest fresh fruit trade show in Asia and provides the Commission the unique opportunity to reach a vast audience of consumers and buyers. The Commission was able to partner with the USAEC, and provide information about the availability of California apples. Southeast Asia continues to be a top 3 export market for California and buyers continue to request granny smith varieties. For further information, please contact Todd Sanders at the Commission office.

ARCTIC FUJI APPLE APPROVED

The U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) has announced their decision to approve a line of genetically engineered (GE) apples

known as the Arctic® Fuji. This GE apple, developed by Okanagan Specialty Fruits, Inc. (OSF), is engineered for enzymatic browning resistance. APHIS previously reviewed and deregulated this GE trait in other apples such as the Arctic Golden and Arctic Granny. APHIS has prepared a plant pest risk similarity assessment (PPRSA) and a preliminary Finding of No Significant Impact (FONSI). To read more about this article please visit aphis.usda.gov.

UNITED FRESH HOLDS FSMA TRAINING

After the FDA's publication of the final Preventative Controls Rule under Food Safety Modernization Act (FSMA), United Fresh will hold training on this topic for packinghouses, cooling operations, and others who pack or hold raw produce. The training will be held from Monday, November 7th 2016, through Wednesday, November 9th, 2016 from 8:30am to 12pm in Fresno, CA. The training will be held at The Center for Irrigation Technology on the CSU Fresno campus. The training will provide a multi-faceted program to assist produce industry members to comply with the new regulation as required under the new law. The Preventative Controls for Human Food final rule requires companies that are subject to the rule, to have a "preventative controls qualified individual" on staff that is trained and approved on the FDA curriculum. This training will be specific to cooling operations as a United Fresh working group has developed specific example plans for these types of companies. The registration includes training materials and certificate along with a light breakfast. For more information

about the training and how to register please visit unitedfresh.com or contact the commission office.

CAC ANNUAL REPORT

The Annual Reports are complete and have been shipped out. The Annual Report includes information on the current and future research, education projects, market reports, and other pertinent industry information. If you would like a hard copy, please contact the Commission office.

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CALENDAR OF EVENTS

- **U.S. Ag. Export Development Council**
-Date: November 14-17, 2016
- Baltimore, MD
- **Public Policy Meeting**
-Date: January TBD, 2016
-Washington, DC
- **Fruit Logistica**
-Date: February 8-10, 2017
-Berlin, Germany



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