



Newsletter

Issue No. 137

September/October 2019

COMMISSION APPLIES FOR 2 SPECIALITY CROP BLOCK GRANTS

The Commission has submitted two proposals for the Specialty Crop Block Grant program through the California Department of Food and Agriculture (CDFA), titled "Increasing availability of California specialty crop products at local retail establishments through educational outreach" and "Testing new apple rootstocks in California." The CDFA SCBG review committee will review these initial proposals on December 10, 2019 to evaluate whether they will be invited to submit an application for Phase 2. The Commission will provide updates as they are received. For any questions regarding these grant proposals, please contact Elizabeth Carranza at the Commission office.

UNITED FRESH PUBLIC POLICY CONFERENCE

On September 16-18, 2019, the California Apple Commission attended the United Fresh Washington Public Policy Conference. This conference is an annual event held in Washington, D.C. which provides the produce industry the opportunity to engage in face to face dialogue with key members of Congress and address the industry's most pressing public policy matters. For example, the Commission had the opportunity to discuss issues concerning labor, trade and tariffs, and more. If you would like more information regarding the Commission's meetings or the conference in general, please contact the Commission office.

COMMISSION ATTENDS ASIA FRUIT LOGISTICA

On September 2-4, 2019, the Commission staff joined the U.S. Apple Export Council (USAEC) in Hong Kong for the 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. Asia is a promising market for California apples,

and the Commission provided information to potential buyers about the availability of California apples. The Commission would like to thank the Foreign Agricultural Service (FAS) and USAEC for facilitating this opportunity. For additional information, please contact Elizabeth Carranza at the Commission office.

COMMISSION ATTENDS PMA

On October 17-19, 2019, the Commission attended the Produce Marketing Association's (PMA) Fresh Summit annual convention and exposition, held at the Anaheim Convention Center in Anaheim, CA. 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, and it ensures that they are updated on current industry topics and workshops. In 2020, PMA will be held in Dallas, Texas. If you would like to attend PMA next year, or would like more information, please contact the Commission office.



Commission staff at PMA

**USAEC ANNUAL NETWORKING
BREAKFAST AT PMA FRESH SUMMIT**

As an affiliate member of the USAEC, all apple industry members and shippers were invited to attend the annual networking breakfast at the PMA Fresh Summit on October 19, 2019. This event was well attended, and is a great way to connect with importers, distributors, retailers, and other trade contacts from around the world in a casual setting. If you have questions about PMA or the breakfast, please contact the Commission office.

FARM WORKFORCE MODERNIZATION ACT

On October 30, 2019, members of Congress, Zoe Lofgren (D-CA) and Dan Newhouse (R-WA), among others, will introduce the Farm Workforce Modernization Act to the House of Representatives. This bipartisan legislation will stabilize the current agricultural workforce through the creation of an earned legalization program for those who continue to work in agriculture. The bill also brings needed modernization and cost containment to the H-2A agricultural guest worker program. It represents a significant improvement over the status quo for California apple growers in the H-2A program and those who employ domestic workers. The Commission encourages you to contact your local Congressional Representative to voice your support for this new legislation. For more information regarding the bill, please do not hesitate to contact the Commission office.

APPLE BITES



CARAMEL APPLE BITES

Ingredients:

- 2 California Fuji Apples
- Caramel Dip
- Crushed pretzels, popcorn, and walnuts
- 6 inch skewers

Directions:

- Peel the apples and use a melon baller to make apple balls. Stick a skewer in each apple ball and arrange on a plate.
- Serve with a bowl of caramel and bowls of crushed pretzels, popcorn, and walnuts.
- Dip the apple balls in the caramel and toppings and enjoy!

Recipe courtesy of usapple.org

CALENDAR OF EVENTS

- **USAEDC**
 - Baltimore, MD
 - November 19-20, 2019
- **Specialty Crop Block Grant Review Committee Meeting**
 - Sacramento, CA
 - December 10, 2019



California Apple Commission

2565 Alluvial Ave., #152

Clovis, CA 93611

PH: (559) 225-3000

FAX: (559) 456-9099

www.calapple.org