



# Newsletter

Issue No. 146

July/August 2021

## CALIFORNIA APPLE COMMISSION ATTENDED US APPLE OUTLOOK CONFERENCE

In August, the CAC staff traveled to Chicago, IL to attend the annual U.S. Apple Outlook Conference meeting. The conference was attended by leaders from every facet of the apple industry, including production, packing, processing, sales, marketing, and new product development. In addition, the conference was attended by a diverse range of speakers who covered topics ranging from production practices, COVID-19 effects on the industry, retail market trends, etc. Further, the CAC's Chairman, Jeff Colombini was awarded the Apple Champion Award. Please do not hesitate to reach out to the CAC office with any questions regarding this event.



## KASUGAMYCIN REGISTRATION WITH THE NATIONAL ORGANIC STANDARDS BOARD (NOSB)

The Fall 2021 NOSB meeting will be taking place October 19th through October 21st. The NOSB will be providing a final ruling on the petition to register kasugamycin to fight bacterial and fungal diseases such as fire blight. CAC staff will be providing a Letter of Support for kasugamycin registration prior to the written comment due date, September 30th. CAC staff will update the industry when a final decision is made.

## CALIFORNIA APPLE COMMISSION APPLIES FOR ONE-TIME SPECIALTY CROP BLOCK GRANT

In July, the California Department of Food and Agriculture (CDFA) announced a one-time Specialty Crop Block Grant request for proposals under House Resolution 133 (HR 133 Stimulus Funding). This request for proposals is in addition to the regular SCBG funding authorized by the Agriculture Improvement Act of 2018 ("Farm Bill") and is a response to the United States Congress awarding additional one-time SCBG funding to state departments of agriculture due to the COVID-19 impacts on the food system. CDFA anticipates that up to \$10 million will be awarded to projects enhancing the competitiveness of California specialty crops. Grant amounts range from \$250,000 to \$1,000,000. The maximum grant duration is three years. The CAC submitted a proposal entitled, "Analysis and consumer education of quality characteristics of California apples." The CAC should be notified whether the concept proposal was selected to submit a full proposal by November, and funding decisions will be announced in January 2022. If you have any questions regarding this grant program or the CAC's proposal, please do not hesitate to contact the CAC office.

**U.S. APPLE FEATURES SPRINGVILLE, CA**  
U.S. Apple features CAC board member Kelley Hansen and Springville, CA in their latest edition of Apple Town Postcards. The postcard, pictured below, was made available to U.S. Apple Outlook Conference attendees in Chicago. Additionally, U.S. Apple has displayed the postcard on their social media platforms.



PLACE  
POSTCARD  
HERE

## CA GROWN RETAIL PROMOTION

CA Grown conducts various retail promotions on behalf of its participating members throughout the course of the year. The CAC and CA Grown in partnership with Ralphs grocery store, promoted California Gala Apples in their most recent August advertisement (see picture below). CA Grown is beginning to plan retail opt-ins for 2022 and would love to feature California apples in a larger promotion. If there are particular grocery chains you would like the CAC and CA Grown to target in 2022, please do not hesitate to reach out Program Supervisor, Elise Oliver at [eoliver@calapple.org](mailto:eoliver@calapple.org)



## STATE WATER RESOURCES CONTROL BOARD (SWRCB) ENACTS EMERGENCY WATER RESTRICTIONS

On August 3, 2021 the SWRCB voted unanimously on emergency water restrictions that will affect thousands of Central Valley farmers. The new restriction prevents 5,700 farmers and landowners from diverting water from the Sacramento and San Joaquin River watersheds for agricultural use. Those who fail to comply with the order could face fines up to \$1,000 a day, as well as \$2,500 per acre-foot of illegally diverted water.

To view the SWRCB's statement regarding actions taken, please access it [here](#).



**California Apple Commission**

2565 Alluvial Ave., #152

Clovis, CA 93611

PH: (559) 225-3000

FAX: (559) 456-9099

[www.calapple.org](http://www.calapple.org)

## USDA UPDATES CFAP 2.0 PROGRAM GUIDELINES

The U.S. Department of Agriculture (USDA) has agreed to update the CFAP 2 program for producers of specialty crops, including apples. CFAP 2, which assists producers who faced market disruptions in 2020 due to COVID-19, is part of USDA's broader Pandemic Assistance for Producers initiative. USDA is amending the CFAP 2 payment calculation for sales-based commodities, which are primarily comprised of specialty crops, to allow producers to substitute 2018 sales for 2019 sales.

Applicants should ensure whether it is worthwhile for them to modify their original application. Newly eligible producers who need to submit a CFAP 2 application or producers who need to modify an existing one can contact their local FSA office. Producers can find their local FSA office by visiting [farmers.gov/service-locator](http://farmers.gov/service-locator). The deadline for all eligible producers to apply for or modify applications for CFAP 2 is October 12, 2021.

### CALENDAR OF EVENTS

- **OFFICE CLOSED- Labor Day**
  - September 6, 2021
- **United Fresh Washington Conference, Washington, DC**
  - September 20-22, 2021
- **National Organic Standards Board (NOSB), Sacramento, CA**
  - October 19-21, 2021
- **Produce Marketing Association (PMA) Fresh Summit, New Orleans, LA**
  - October 28-30, 2021

*Some events are being held virtually. Please contact the CAC office for more information.*

**Find us on social media!**



#calapple



@calapples



@calapple