



Newsletter

Issue No. 140

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COVID-19 PANDEMIC

Over the past several months, the CAC staff have been compiling and distributing weekly updates regarding the COVID-19 pandemic. Additionally, the CAC has been involved in daily conference calls covering California's Legislature in order to remain updated on any time sensitive developments regarding the industry. On June 16, the CAC, in conjunction with the U.S. Apple Association, urged the USDA to reconsider apple growers for Coronavirus Food Assistance Program (CFAP) funding. In a letter sent to USDA, the CAC/USApple argued that the department's analysis that determined apple prices and grower eligibility is fatally flawed and inaccurate. USDA had previously concluded that apple growers did not qualify because, according to its methodology, apple prices had not declined at least 5 percent between January 15 and April 15. At this point, there have been discussions regarding a "CFAP 2.0" plan and it has been reported that analysts expect the next round of payments to compensate growers for losses between April 15 and August 15. The CAC/USApple submitted more than 30 pages to USDA detailing actual sales data on more than 43 million bushels of apples, more than half of all the apples marketed in the three-month period. Bringing the massive databases of USApple and the Washington State Tree Fruit Association to bear, bolstered with sales data provided by multiple USApple leaders across the country, the actual accounting of sales data paints a drastic picture.

USApple's data further demonstrates:

- Shipping volumes in the study period declined 24 percent.
- Apples being stored are 15 percent larger than the previous record, and 26 percent above the five-year average.
- With less than two months until the new crop harvest, a record-setting 19 percent of the 2019 crop remains to be marketed.

This data makes the case that apple growers meet the criteria for the direct financial support intended by Congress. The CAC will continue to provide updates on the CFAP program.

NEW BOARD SET FOR 2020-2021

Congratulations to the California Apple Commission's Board of Directors for the 2020 – 2021 year!

District 1	District 2	District 3	PUBLIC MEMBER
PRODUCER MEMBER	PRODUCER MEMBER	PRODUCER MEMBER	
Kelly Hansen	Chris Britton	Jeff Colombini	Steve Blizzard
Zea Sonnabend	Virginia Hemly-Chhabra	Steve Chinchio	
HANDLER MEMBER	HANDLER MEMBER	HANDLER MEMBER	
Bill Denevan	VACANT	Tim Sambado	
ALTERNATE MEMBER	ALTERNATE MEMBER	ALTERNATE MEMBER	ALTERNATE MEMBER
VACANT	Doug Hemly	VACANT	VACANT

The California Apple Commission is actively searching for a mid-term Handler Alternate for District 1, District 3, and a mid-term Handler Member for District 2. If you are interested in any of these positions or have any questions, please telephone the Commission office at (559) 225-3000.

PROP 15 CAMPAIGN

Prop 15 will be appearing on the statewide ballot this November. If Prop 15 passes, Prop 13's property tax protections will be put to an end, resulting in the largest property tax increase in California's history. Proponents of Prop 15 have insured that agriculture will continue to be protected by Prop 13. However, if Prop 15 passes in November, California agriculture could be financially negatively impacted by hundreds of millions of dollars annually beginning in 2021. The total impact to California business will be at least \$12 billion a year. If you would like to learn more about the Prop 15 campaign, please refer to

[https://ballotpedia.org/California_Proposition_15,_Tax_on_Commercial_and_Industrial_Properties_for_Education_and_Local_Government_Funding_Initiative_\(2020\)](https://ballotpedia.org/California_Proposition_15,_Tax_on_Commercial_and_Industrial_Properties_for_Education_and_Local_Government_Funding_Initiative_(2020))

**COMMISSION TRAINED BY
POPPY SOCIAL MEDIA**

In mid-July, the CAC team was provided a two-day training from Poppy Social Media that was funded by the California Olive Committee. The training focused on techniques to grow newly created accounts that the CAC team will be utilizing in order to establish a social media presence. Social media platforms will focus on educating the consumer on the seasonality of California apples so that when apples are in season, the consumer will specifically look for California apples to purchase. We will be relying on our existing partnership with CA GROWN to curate content. Speaking of gathering content, October is California Farmer and Farmworker Month, so the CAC team would like to highlight and recognize California apple growers on our new Instagram! If you have pictures of you and your family, that you are comfortable with being posted on our social media accounts, please send them our way to eoliver@calapple.org.



Find us on social media!



#calapple



@calapples



@calapple

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

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 the Commission office or email us at calapple@calapple.org. The Annual Report will also be available on the CAC website.

**CAC WELCOMES NEW PROGRAM
SUPERVISOR AND NEW INTERN**

In June, Elise Oliver joined the CAC as the new Program Supervisor. Elise is a graduate of the University of California, Davis where she completed her Bachelor's Degree in Political Science. Delaney Woolwine joined the CAC as the new intern in May. She is starting her senior year at California State University, Fresno, where she is pursuing a Bachelor's Degree in Agricultural Business. Elise and Delaney are excited to serve the industry in their new roles.

CALENDAR OF EVENTS

- **OFFICE CLOSED- Labor Day**
 - September 7, 2020
- **PMA Fresh Summit (Virtual)**
 - October 13-15, 2020
- **Asia Fruit Logistica (Virtual)**
 - November 18-20, 2020

All events are being held online. Please contact the CAC office for more information.



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