



NEWSLETTER

Issue No. 103

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COMMISSION PASSES REFERENDUM

On February 20, 2014, a continuation hearing for the California Apple Commission was conducted. This hearing was to determine if the California Apple Commission should go to a statewide apple producer vote deciding whether or not the Commission should continue. During the hearing, there was overwhelming support for the continuation of the Commission. Based on the substantial support the Commission received during the hearing, CDFA determined that a vote was unnecessary and approved the Commission for another 5 years. If you have any questions, please do not hesitate to contact the Commission office.

COMMISSION VISITS WASHINGTON D.C.



Alex Ott, Jeff Colombini, Chris Britton in Washington D.C.

On March 18-21, 2014 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 educate and inform Congressional members of some of the current successes and problems that face the California apple industry. Some major issues that will be discussed are the California apple export programs. For

example, the problems with the Mexico export program and the initial discussions of the Chinese export program. Both of these programs are vital to the US apple industry which could have dramatic effects on the US apple industry in the future.

US APPLE EXPORT COUNCIL AT ANTAD

Throughout the week of March 12-14, 2014, the U.S. Apple Export Council (USAEC) and the CAC attended the ANTAD trade show in Guadalajara, Mexico. The purpose of attending the ANTAD trade show, one of the largest trade shows in North America, is to maintain market access and inform future customers about the availability of California apples. Additionally, the USAEC and the CAC met with street markets and retail chains to help educate current and future consumers about California apples and possible future treatment protocols. If you would like more information about the Mexico Export Program, please do not hesitate to contact the Commission office.

COMMISSION ATTENDS CANADIAN PMA

On April 1-14, 2014, the California Apple Commission attended the Canadian Produce Marketing Association's convention. The convention allows the Commission the ideal opportunity to meet with and maintain relationships with other industry leaders. Canada is California's top international market with close to 60% of California's exported apples going there. Attending CPMA was a joint venture between the California Blueberry Commission, California Apple Commission, and the California Pear Advisory Board. This joint venture significantly reduced cost and allowed for a more diverse client exposure. If you have any questions, please do not hesitate to contact the Commission office.

US APPLE ASSOCIATION UPDATES LOGO



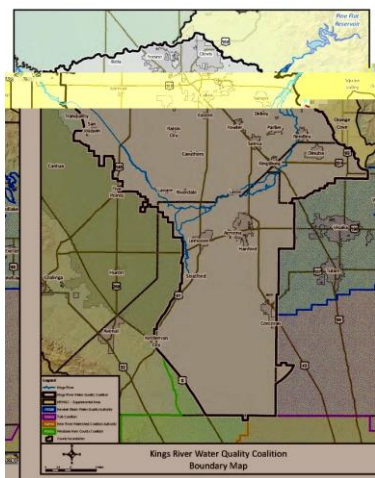
The old logo of the US Apple Association had served well for more than 10 years, but leaders of the association are changing up the logo. According to the USAA, new social media websites and continuously changing advertising formats have prompted a change in the new logo which will feature a green and red apple that will be clearly recognizable even in small font. The logo will also have a black and white format. The USAA is anticipating that the logo will be more appealing to all types of consumers since it is more simplistic and well defined. For more information on this article, visit [U.S. Apple updates logo, begins brand initiative](#)

COMMISSION SPEAKS AT IRRADIATION TREATMENT SEMINAR

On March 25-26, 2014, the California Apple Commission was asked to speak on the difficulties California apple producers face when exporting and the possible use of irradiation as a treatment protocol. Although irradiation is currently used on a wide variety of fruits and vegetables for domestic treatments, currently apples are not commonly treated with irradiation. In addition, the US has yet to use irradiation as a treatment protocol for any exports. With the systematic reduction/removal of Methyl Bromide, any new treatment alternatives are being explored and examined. For more information, please contact the Commission office.

ENROLLMENT SESSIONS SCHEDULED FOR KINGS RIVER AREA GROWERS CONCERNING NEW WATER REGULATIONS

All commercially irrigated land in the Kings River service area must comply with the Tulare Lake Basin Waste Discharge Requirements General Order that was adopted by the Central Valley Regional Water Quality Control Board. Growers can comply by either joining the Kings River Water Quality Coalition or apply for an Individual Order through the Regional Board and action must be taken by May 19,



Kings River Boundary

2014 in order to avoid any penalties. The Coalition will hold four enrollment sessions for growers on Friday, May 9 at the Fresno County Farm Bureau office, 1274 W. Hedges, Fresno 93728. Sessions are scheduled from 1-2 pm, 2-3 pm, 3-4 pm and 4-5 pm.

To enroll acreage at a session, growers will need to have the physical address and Assessor Parcel Numbers (APN) for each property they will be enrolling, as well as a check payment for the enrollment fee. Coalition membership forms will be available at the workshop. To find out more about the Coalition go to <http://www.kingsriverwqc.org> or call 559-365-7958.

WASHINGTON CROP REPORT

*As of April 20, 2014 current Washington shipments and holdings are:

	<u>2013/2014</u>	<u>2012/2013</u>
Weekly Total	2,419	2,922
Season Total	80,928	89,614

**Information provided by Washington Growers Clearing House*

Did you know you can receive an e-newsletter instead of the snail mail version? If you would like to sign up, please don't hesitate to let me know at scordova@calapple.org.

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RECIPE OF THE MONTH...

Sautéed Apples

2 tablespoons butter	½ teaspoon ground cinnamon
4 California apples, peeled and sliced	1/8 teaspoon ground nutmeg
3 tablespoons brown sugar	Vanilla yogurt, crème fraiche or ice cream

In a skillet, heat butter until bubbly. Add sliced apples and sauté 4 to 5 minutes. Add brown sugar and spices. Cook 2 to 3 minutes. (For added flavor, stir in a tablespoon of Triple Sec with the brown sugar.) Spoon apples into small dessert bowls. Top with a dollop of vanilla yogurt, crème fraiche or ice cream. Serves 4 to 6.

Courtesy of Joanne Neft and Laura Kenny ~ Do you have a favorite apple recipe you'd like to share? Email me at scordova@calapple.org

🌟 CALENDAR OF EVENTS 🌟

- **UNITED FRESH SHOW**
Date: June 10-13, 2014
Location: Chicago, IL
- **CANADIAN REPRESENTATIVE VISIT**
Date: July 7-11, 2014
Location: California
- **US APPLE OUTLOOK CONFERENCE**
Date: August 21-22, 2014
Location: Chicago, IL
- **US APPLE BOARD OF TRUSTEE AND COMMITTEE MEETING**
Date: August 21-23, 2014
Location: Chicago, IL
- **ASIA FRUIT LOGISTICA**
Date: September 2-5, 2014
Location: Hong Kong, China
- **UNITED FRESH WASHINGTON PUBLIC POLICY CONFERENCE**
Date: September 8-10, 2014
Location: Washington D.C.
- **PMA FRESH SUMMIT INTERNATIONAL CONVENTION & EXPOSITION**
Date: October 2014
Location: Anaheim, CA