

California Apple Commission Newsletter



CALIFORNIA
APPLE
COMMISSION

ISSUE #160

JULY-
SEPTEMBER
2025

U.S. Apple Outlook in Chicago, IL

In August, Staff attended the annual US Apple Outlook Conference, hosted by the U.S. Apple Association. The conference brought together representatives from apple-producing states to discuss the upcoming harvest, current industry trends, and the outlook for both domestic and global production. Attendees engaged in informative workshops covering topics such as The Evolving Market for Apple-Based Products, Navigating Consumer Expectations in Fresh and Processed Apples, and Showcasing Industry Input and Perspectives on Global Apple Production. CAC Staff and chairman, Jeff Colombini, left the event with fresh ideas and valuable insights as they prepare for the 2025 harvest season.

Check out the Industry Outlook for 2025 [here](#).



(Michelle B. & Jeff C. & Todd S. at the U.S. Apple Outlook)

Asia Fruit Logistica in Hong Kong

Staff attended Asia Fruit Logistica in Hong Kong to represent the fresh California Apple industry on the global stage. As part of a collaborative effort with the U.S. Apple Export Council, they helped showcase apples from each of the U.S. apple-producing states, highlighting the quality, diversity, and innovation of American-grown apples. This international trade show provided an excellent platform to connect with buyers, distributors, and industry professionals from across Asia and beyond, strengthening relationships and exploring new export opportunities. A special thank-you to JJB Family Farms and Prima Frutta for generously supplying fresh California Apples for the tradeshow.



(Michelle B. and Todd S. at Asia Fruit Logistica)

Grocer's Conference- Palm Springs

Staff just returned from Gather California formerly known as the California Grocers Association Conference, and it was an incredible experience connecting with leaders from across the state's grocery industry. From retailer-supplier meetings to insightful sessions on the latest trends shaping California's dynamic market, the conference offered the perfect balance of learning and relationship-building.



(Grocer's conference in Palm Springs)



(Ethan C. and Individuals gathering around a conference room in Lima, Peru)

U.S. Department of State's Sister Ports Program

In July, Staff traveled to Lima, Peru to represent California agriculture as part of a trade mission led by the Port of Hueneme through the U.S. Department of State's Sister Ports Program with the Port of Paita. The mission provided an opportunity to observe Peru's agricultural industry and gain insight into international market trends, while also highlighting the value of California's specialty crops in global trade.

IR 4 Project: Food Use Workshop- Denver, Co

In September, Staff attended the 2025 IR-4 Food Use Workshop held in Denver, Colorado. The annual workshop convened researchers, industry representatives, and regulatory partners from across the nation to establish priorities for food-use pesticide research that supports specialty crop growers. Discussions focused on identifying critical pest management needs and setting priorities for residue, product performance, and integrated solutions studies planned for 2026. The workshop plays a key role in guiding IR-4's efforts to secure and maintain crop protection tools for minor and specialty crops, including California commodities.

Workshop materials—including final prioritization lists, presentations, and supporting documents—are available on the IR-4 Project website. Click [here](#) for more!



(Ethan C. and Individuals gathering in Lima, Peru)

U.S. Agriculture Development Export Council Conference

In July, Staff attended the USAEDC conference to gain insights into trade policies impacting American agriculture. They met with USDA representatives and engaged with other commodity groups and trade associations to explore opportunities for future collaboration on international promotional activities. Attendees heard from Secretary Brooke Rollins, along with other industry experts who shared valuable perspectives on global trade. Staff is scheduled to attend the second part of the conference in November with the theme of “The Quest for New Markets.”



(Secretary Brook Rollins at USAEDC)

The One, Big, Beautiful Bill

With a significant effect on federal taxes, credits, and deductions, the One, Big, Beautiful Bill was signed into law on July 4, 2025. This 2025 legislative package combines major tax cuts, spending increases, and policy shifts in a variety of areas, such as individual income taxes, energy policy, agriculture policy, and border/security spending. Stakeholders and entities like the California Apple Commission will continue to monitor the law's effects as implementations of the bill will continue to move forward.

Apple Cinnamon Raisin Pancakes

- 1 California apple
- 1 ¼ cup flour
- 3 tbsp sugar
- 2 tsp baking powder
- ½ tsp salt
- ½ tsp cinnamon
- ½ cup raisins
- 1 cup milk
- 2 eggs
- 2 tbsp melted butter
- ¼ cup pistachios

For the full recipe visit: [Meg van der Kruik](#)

Apple Slices

US Apples - International Trade

US Apples - Crop Protection

US Apples - Agricultural Labor Reform

US Apples - Farm Bill



Find us on social media!



#calapple



@calapples



@calapple

California Apple Commission

2565 Alluvial Ave. Ste. 152

Clovis, CA 93611

www.calapple.org P: 559.225.3000