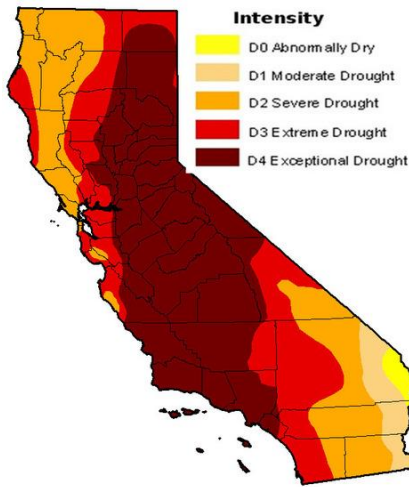


## DROUGHT UPDATE JULY 2015



It is no secret that the Central Valley is facing tough times as we trudge through our fourth year in the ongoing drought. Not only have many agricultural operations struggled to stay afloat, but many people simply trying to live their lives find themselves struggling to find sufficient amounts of water. To date, 5,433 residents in this rural region are without water.

Many homes in Tulare County, unlike other drought-afflicted areas, are not connected to a water system; they rely on private wells supplied by groundwater. And for the past 18 months, these wells have been drying up. In 2014, California recorded its third driest year in 119 years and its warmest year on record. Currently, more than 91 percent of the golden state is suffering from a severe drought. In July, California dropped more than 31 percent of its usage, surpassing the 25 percent mandatory restriction imposed by Gov. Jerry Brown. As we continue through this crisis, please visit [www.saveourwater.com](http://www.saveourwater.com) to see what you can do to help.

### IAQA GRANTS CA APPLES FRUIT FLY FREE STATUS

Following recent meetings with FAS, APHIS, and CDFA, along with site visits in June 2015, Indonesian Agricultural and Quarantine Agency (IAQA) will now grant fruit fly (FF) free status to over 21 additional fresh fruit commodities from California; including apples. Prior to June 2015, grapes were the only commodity from California that was recognized by IAQA as FF free. In addition to this, it is important to note that the proposed visit by IAQA Director General has been postponed until October 2015 and will only include a trip to Washington State to review the potato program. The goal of the trip is to understand regulatory processes, policy, management of borders, port facilities, inter-agency collaborations, public-private sector collaborations and institute similar practices where possible in Indonesia. Indonesian parliament plans to complete reviewing the new quarantine law by the end of 2015. For additional information on this matter, please contact the Commission office.

## USDA BROADENS CROP INSURANCE OPTIONS

On July 23, 2015, The U.S. Department of Agriculture (USDA) announced the expansion of crop insurance to provide additional options for fruit and nut producers. The Supplemental Coverage Option (SCO) and the Actual Production History (APH) Yield Exclusion are now available to cover fresh fruit (including apples) in select counties beginning with the 2016 crop year. Both the APH Yield Exclusion and SCO are made possible by the 2014 Farm Bill. SCO is an area based policy endorsement that can be purchased to supplement any underlying crop insurance policy. The APH Yield Exclusion allows farmers to exclude low yields in exceptionally bad years from their production history when calculating yields to establish their crop insurance coverage. To learn more about each of these options, please visit [www.rma.usda.gov](http://www.rma.usda.gov).

## U.S. APPLE EXPORT COUNCIL MEETING

On August 18, 2015, the California Apple Commission met with the US Apple Export Council for their annual meeting. The annual meeting allows for the USAEC member States to get together and discuss the upcoming season, the status of future funding from the Foreign Agricultural Service, and the current promotional and research programs. In 2015, the USAEC will receive close to \$1 million in funding and anticipates an increase in this number in the future. For more information, please contact the Commission office.

## CAC INITIATES NEW MEXICO WORK PLAN

In August 2015, the Commission initiated the beginning of the newly negotiated Mexico work plan. Under the new work plan, the Mexico inspector will be brought into California once per month to inspect the fumigation chambers and cold treatment rooms. This is a significant cost saving change as in the past the inspector was required to stay for the duration of the program which would cost upwards of 70K per year. In addition, every year that the Mexico program goes without detection, the visits will decrease. The ultimate goal is for the inspections to be eliminated by 2019. The Commission anticipates this year's program to continue through September and conclude in October. If you have any questions, please contact the Commission office.

## CAC ANNUAL REPORT

In the very near future please be on the lookout for the California Apple Commission Annual Report. The Annual Report includes information on the current and future research, education projects, market exports and other pertinent industry information. If you would like to receive a copy, please contact the Commission office.

## GOVERNOR BROWN ANNOUNCES EXECUTIVE ORDER REGARDING FREIGHT TRANSPORTATION

On July 17, 2015, Governor Jerry Brown signed into action an executive order that will affect the transportation industry throughout the state. The order focuses on maintaining sustainable freight throughout California. This order will allow transportation companies to work toward making zero-emission transportation of goods a reality. While the order was signed in mid-July, 2015, the integrated action plan is set to be developed by July 2016. To access the executive order please visit: <http://gov.ca.gov>

## FRUITS, NUTS AND VEGETABLES NOW HAVE THEIR OWN BRAND: MEET FNV

The FNV (Fruits, Nuts and Vegetables) brand was established earlier this year in order to promote the consumption of these three natural food groups. This healthy-eating campaign is gathering much attention due to their use of celebrity endorsements, social media, and eye-catching promotional trailers. The FNV campaign is certainly something to follow as it is sure to gain vast media attention in the coming months. In addition, their promotion of fresh fruits in particular can potentially have many positive effects on the apple industry. If all goes well, we hope to see a spike in consumer demand for apples, as well as produce in general. To learn more about this fresh new campaign, please visit: [www.fnv.com](http://www.fnv.com)

## WASHINGTON CROP REPORT

As of August 27, 2014 current Washington shipments and holdings are:\*

	<u>2013/2014</u>	<u>2012/2013</u>
Weekly Total	1,309	1,372
Season Total	111,520	122,523

\*Information provided by Washington Growers Clearing House



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## APPLE BITES Apple-Cheddar Panini

8 slices whole-grain bread

¼ cup low fat honey  
mustard

2 crisp apples, thinly sliced

8 ounces low fat cheddar  
cheese, thinly sliced

Cooking spray

Preheat panini press on medium heat. Lightly spread honey mustard evenly on each slice of bread. Layer apple slices and cheese over 4 slices of bread, using about ½ apple and 2 ounces of cheese for each sandwich. Top each with remaining bread slices. Lightly coat panini press with cooking spray. Grill each sandwich for 3 to 5 minutes, or until cheese has melted and bread is toasted. Remove from pan and allow to cool slightly before serving. *Recipe courtesy of U.S. Apple Association* <http://www.usapple.org>

## CALENDAR OF EVENTS

- **Asia Fruit Logistica**
  - Date: September 2-5, 2015
  - Location: Hong Kong, China
- **United Fresh Washington Public Policy Conference**
  - Date: September 8-10, 2015
  - Location: Washington D.C.
- **PMA Fresh Summit International Convention & Exposition**
  - Date: October 23-25, 2015
  - Location: Atlanta, GA