

COMMISSION VISITS WASHINGTON DC

On March 17-20, 2015, 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



CAC meets with Congressman Jim Costa

educate and inform Congressional members of some of the current successes and problems that face the California apple industry. For example, the problems with the Mexico export program, Canadian country of origin labeling, and the discussions of the Chinese apple program. All of these issues are vital to the US apple industry and could have dramatic effects on the industry in the future.

LISTERIA SEMINAR

On April 22, 2015, the California Apple Commission participated in a Listeria Monocytogenes information seminar. The seminar was designed to discuss and educate agricultural industries about the recent outbreaks of Listeria Monocytogenes. The Commission is looking to gain more information on Listeria Monocytogenes and eventually partner with other organizations for research opportunities. In the near future, please look for materials on the Listeria Monocytogenes situation. For more information, please contact the Commission office.

CAC UPDATES WEBSITE WITH LISTERIA INFORMATION

The Commission has recently updated their website with information regarding food safety and Listeria from the Center for Produce Safety. They can be found by following the link provided. If you have any questions, please contact the Commission. <http://www.calapple.org/FoodSafety-i-96-35.html>

USDA ANNOUNCES FRESH APPLE IMPORTATION FROM CHINA TO U.S.

On April 23, 2015, the USDA announced an amendment to fruit and vegetable regulations allowing the importation of fresh apples from China into the U.S. Earlier in the year, the two countries also reached an agreement to allow U.S. apples to be exported to China. Both of these new rulings are to be enforced starting May 26, 2015.

For more information please visit: <http://www.aphis.usda.gov>

GOVERNOR BROWN MANDATES STATE WATER RESTRICTIONS

As of April 1, 2015, Governor Jerry Brown announced an executive order that imposes mandatory water restrictions across the state of California. The following is a link to the executive order. http://gov.ca.gov/docs/4.1.15_Executive_Order.pdf. This comes days after Governor Jerry Brown took action by signing a \$1.1 billion drought relief and flood protection package. With the statewide drought stretching into its fourth year, this marks the second time Gov. Brown and lawmakers approved emergency legislation related to this ongoing drought.

USAEC HOLDS MEETING TO DISCUSS PRIORITIES

On March 18, the US Apple Export Council (USAEC) held its regular spring meeting to review its export market priorities. The USAEC assists the Commission and other U.S. Apple producing states in obtaining Market Access Program (MAP) and Technical Assistance for Specialty Crop (TASC) dollars for foreign markets. California priority markets including: Canada, Mexico, and Southeast Asia receive MAP dollars for inspectors and in-country representatives. Currently, USAEC markets include: Canada, Central America, India, Mexico, Southeast Asia, and United Kingdom. Voting membership is based on states that pay dues into the organization. However, Associate memberships are available and provide needed additional industry support to the organization in an effort to further export markets. For further information, please do not hesitate to contact the Commission office.

GRANT UPDATE: BEENFITS OF SHADE CLOTHS

As you may recall, the CAC was approved for a Specialty Crop Block Grant (SCBG) last fall to conduct research on the effects of shade cloth on apples. Since then, the Commission has hired a Research Coordinator, Carrie Schellenberg, to oversee the details of the grant, hired a third party researcher, Fruit Dynamics; and has purchased the shade cloth to be used for the study. Stay tuned for more information as the study continues. In the meantime, if you have any questions regarding this study, please contact Todd Sanders or Carrie Schellenberg at the Commission office.

IRRADIATION WORKSHOP

In March, staff attended "Opportunities in Phytosanitary Irradiation for Fresh Produce Workshop 2015." Speakers included officials from the United States Department of Agriculture (USDA) and Food and Drug Administration (FDA), researchers, collaborators, and industry professionals. Topics covered irradiation as a phytosanitary treatment, effects on fruit quality, treatment options, consumer concerns, and export opportunities

using irradiation. Irradiation can prevent foodborne illnesses, increase preservation, control insects, extend self-life, and provide sterilization. Currently, there are three approved sources of irradiation treatments for use on food: gamma rays, x-rays, and electron beam. Irradiated food has been approved by the World Health Organization, Centers for Disease Control and Prevention, USDA, and the FDA. For more information, please contact the Commission office.

COMMISSION AT CANADIAN PMA

On April 15-17, 2015, the California Apple Commission attended the Canadian Produce Marketing Association's convention. The convention presents the Commission with 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, the US Apple Export Council, and the California Pear Advisory Board. This joint venture significantly reduced cost and allowed for a more diverse cliental exposure. If you have any questions, please do not hesitate to contact the Commission office.

U.S. APPLE EXPORT COUNCIL AT ANTAD

In March, the U.S. Apple Export Council (USAEC) participated through our representatives in 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 and current customers about the availability of California apples. If you would like more information about the Mexico Export Program, please do not hesitate to contact the Commission office.

LBAM QUARANTINE AREA UPDATE

Effective as of April 27, 2015, APHIS is removing Mendocino County from the light brown apple moth (LBAM) regulated areas in California. For more information please visit: <http://www.pestalert.org>



California Apple Commission

2565 Alluvial Ave, Ste. 182

Clovis, CA 93611

(559) 225-3000 (ph)

(559) 456-9099 (fax)

calapple@calapple.org

www.calapple.org

@calapple

NEW INTERN

In April, the Commission welcomed aboard new intern, Elizabeth Brown. Elizabeth is a third year college student attending California State University, Fresno where she is pursuing a Bachelor's degree in Agricultural Business. Upon graduating, Elizabeth plans to obtain her law degree with a specialty in agricultural issues. She is excited for this opportunity to work with the Commission.

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
Did you know you can receive an e-newsletter instead of the snail mail version? If you would like to sign up, please email ebrown@calapple.org



APPLE BITES

Granny Smith Apple Sorbet

- | | |
|---------------------------------|----------------------------------|
| 11/4 pounds Granny Smith apples | 11/4 cups water |
| 1 lemon, juiced | 1 2-inch piece of cinnamon stick |
| 11/2 cups sugar | 1 tablespoon fresh ginger |

Halve and core apples; cut into thin slices, leaving skin on. Toss with lemon juice and place in freezer overnight. Next day, make a simple syrup with sugar and water, bringing liquid to a boil. Add cinnamon stick and ginger. Simmer for 5 minutes. Pour over the apples and stir. Puree apple/syrup mixture in food processor until smooth. Freeze in ice cream maker according to manufacturer's directions. Allow to soften slightly before serving. *Recipe courtesy of U.S. Apple Association*
<http://www.usapple.org>

CALENDAR OF EVENTS

- **U.S. Apple Export Council Meeting**
-Date: August 19, 2015
-Location: Chicago, IL
- **U.S. Apple Association Apple Crop Outlook and Marketing Conference**
-Date: August 20-21, 2015
-Location: Chicago, IL