

COMMISSION PARTNERS WITH CA GROWN



The California Apple Commission has partnered with the Buy California Marketing Agreement, or CA Grown, to help connect consumers and California apple growers. CA Grown is an organization that works to connect Californians with the farmers and ranchers that grow and produce their food. The motto or mission statement of CA Grown is as follows; “That is why California Grown was created: to emphasize our strong ties to the land and to our neighbors; to take pride in our homegrown products and our work; and to support our economy and our Californian way of life.” To find out more about CA Grown and how you can support locally grown products, please visit californiagrown.org.

COMMISSION ATTENDS UNITED FRESH

On June 13-15, 2017, the California Apple Commission visited Chicago, IL to attend the annual United Fresh Produce Conference. The purpose of this visit was to create and maintain relationships and connections within the industry. From family businesses to global corporations, United Fresh brings together members across every segment of the supply chain to build relationships that are as solid with a handshake as they are with a contract. This organization helps empower industry leaders to join forces and shape sound government policy. United Fresh delivers the resources and expertise companies need to succeed in managing complex business and technical issues. They also

provide the training and development individuals need to advance their careers in produce. Through these endeavors, United Fresh unites our industry with a common purpose – to build long-term success for our members, and to increase produce consumption.

IRRADIATION RESEARCH

Dr. Anuradha Prakash has begun her research on irradiation treatment for apples. California apples destined to Mexico are subjected to one of two phytosanitary treatments- cold treatment that requires a minimum of 40 days at 0°C or less, or fumigation with methyl bromide which causes damage to the fruit. An alternative treatment, recently approved by USDA-APHIS is irradiation. The objectives of this study are to determine the postharvest quality of ‘Gala,’ ‘Granny Smith,’ and ‘Fuji’ apples treated by irradiation. If you would like to know more about irradiation and this research project, please contact Todd Sanders at the Commission office.

NAFTA UPDATE

Changes to the North American Free Trade Agreement (NAFTA) are anticipated after the Trump administration gave official notice to Congress in May. Only modest details were provided about the possible changes Trump would seek to an agreement that he called “the worst trade deal ever.” A renegotiation resolution is planned for September but could come sooner. Since Canada and Mexico are two of the top three export markets for CA apples, this “new deal” may have an impact on the CA industry. The Commission will give an update as soon as more information is available. To read more about the NAFTA renegotiations, please visit nytimes.com.

MEXICO INSPECTOR

In late July, the Mexico inspector will arrive in California to start the California/Mexico apple export program. In ordinance with the California/Mexico work plan, the Mexico inspector must certify all packing sheds and fumigation chambers

intending on exporting apples to Mexico. Thanks to the Commissions efforts, there is a reduction in oversight from Mexico, and the Mexico Inspector will be in California at the beginning of the season and then periodically thereafter. If you would like to be added to the list of acceptable packing sheds, please contact the Commission office. If you have any questions regarding the Mexico Export Program, please contact Todd Sanders at the Commission office.

TAIWAN TRAINING SEMINAR



Executive Director, Alex Ott at Taiwan Training Seminar.

On June 28, 2017, the California Apple Commission hosted the Taiwan training seminar. The seminar is organized in conjunction with USDA-APHIS with the intent on training the necessary personnel from different packing sheds in the process of detecting Codling Moth as outlined by the Taiwan work plan. If you would like to participate in the next seminar or want more general information about the Taiwan training seminar, please contact the Commission office.

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CALENDAR OF EVENTS

- **USAEDC**
 - Date: July, 11-13, 2017
 - Location: Arlington, VA
- **Mexico Inspector Visit**
 - Date: July, TBD, 2017
 - Location: Clovis, CA
- **US Apple Outlook and Marketing Conference**
 - Date: August 24-25, 2017
 - Location: Chicago, IL
- **Asia Fruit Logistica**
 - Date: September 6-8, 2017
 - Location: Hong Kong, China
- **United Fresh Public Policy Conference**
 - Date: September 18-20, 2017
 - Location: Washington, D.C.
- **Produce Marketing Association Expo**
 - Date: October 20-21, 2017
 - Location: New Orleans, LA



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