



NEWSLETTER

Issue No. 106

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U.S. APPLE ASSOCIATION RESPONDS TO CHINESE APPLE EXPORT PROPOSAL

In July, USDA APHIS proposed a new rule that would allow China to export apples to the United States. President of the U.S. Apple Association, Jim Bair, responded to the rule with his comments and concerns regarding the potential impact on all sectors in the apple industry. One key point Mr. Bair stressed, was the ability to for the U.S. to export to China as well. For many years, the US apple industry has tried to establish new export trade markets with China, but many attempts have proven unsuccessful. Another point was the possibility of exotic pests entering the U.S., like the Oriental fruit fly. Such a rule would need to guarantee detailed assessments and phytosanitary certificates to ensure accurate inspections since the consequences of a pest infestation would threaten "member's orchards, livelihoods, and thousands of jobs". For more information, visit <http://www.usapple.org/>

CANADA FAILS TO CREATE PLEDGED FINANCIAL PROTECTION PLAN

As one of our largest trade partners, Canada has yet to establish a payment protection plan for United States suppliers in case a buyer fails to pay. Pledged in 2011 to create such a protection program, our Northern neighbor has been unable to provide growers and producers with financial security and certainly leaving many industry members frustrated and quite disappointed. On October 1st, the Western Growers published an article further describing the controversy with the Canadian government. In 1984, the USDA established the Perishable Agricultural Commodities Act (PACA) which ensures protection to U.S. producers in situations of "refusal to pay, insolvency, and bankruptcy" and has become "one of the most valuable protections to a family farmer." The USDA has warned that Canada may no longer be privy to such high protection treatments if a solution is not made. To access the article, visit <http://us2.campaign-archive1.com>

USDA AGRICULTURAL SECRETARY VILSACK VISTIS CAL POLY POMONA

USDA Agricultural Secretary Tom Vilsack accepted an invitation to tour and meet with professors and students at Cal Poly Pomona in Southern California on Friday, October 10. This was the first time an agricultural secretary had visited the school and the College of Agriculture was not short on displaying the resources they have to educate the next generation of agricultural industry leaders. Mr. Vilsack spoke briefly at one entomology class, visited the Farm Store, and listened to presentations on the current USDA-funded research projects at the university. To read more about the visit, go to <http://polycentric.csupomona.edu>

COMMISSION ATTENDS ASIA FRUIT LOGISTICA



On September 2-10, 2014 the California Apple Commission joined the US Apple Export Council in Hong Kong for Asia Fruit Logistica. In addition to attending the Asia Fruit Logistica conference, the Commission participated in a trade mission which was funded

by Market Access Program dollars. This trade mission was specifically designed to evaluate and expand the market access within the Asian region and bring awareness about the availability of apples for the USAEC member states. Since southeastern Asia is California's #2 export market and California is the #1 exporter of apples to the region from the USAEC, maintaining an active presence in the region is imperative. Asia, with its enormous population and fairly accessible markets, provides ample opportunities for California's apple industry. During the trade show, the Commission sampled Granny Smith apples in an effort to increase awareness to California's excellent color and flavor. Currently, the Granny Smith variety is the most popular in southeastern Asia but the USAEC would like to introduce other varieties such as Gala and Cripps Pink. The Commission would like to thank the USAEC for funding this venture. If you have any questions or comments, please contact the Commission office.

WASHINGTON PUBLIC POLICY CONFERENCE

During the week of September 8, the California Apple Commission attended the Washington Public Policy Conference. This conference is an annual event held in Washington D.C. that provides the produce industry the opportunity to gather together and have a face to face dialogue with key members of Congress. This year is particularly important with China requesting access into the U.S. and the severe water crisis effecting most of the U.S. southwestern states.

CALIFORNIA APPLE COMMISSION RECEIVES A GRANT

On October 1, 2014, the California Apple Commission was awarded a three year grant. This grant is designed to study and evaluate the effects of shade cloth on apples and to determine the economic viability of using shade cloth. The Commission is optimistic that the shade cloth could improve color, possibly reduce water use, and protect the apples from sun damage. If you would like a copy of the grant or would like more information on how to participate, please contact the Commission office.

**COMMISSION ATTENDS PRODUCE
MARKETING ASSOCIATION**

During the week of October 17-19, 2014, the California Apple Commission attended the Produce Marketing Association's international convention and exposition. The convention allowed the Commission the ideal opportunity to meet with and maintain relationships with other industry leaders. The Commission also participated in a breakfast that was hosted by the US Apple Export Council. This breakfast was designed to bring all major importers from Mexico, Central America, Asia, India, Russia, and others into one room and educate them about the U.S. Apple industry. This particular breakfast had around 150 guests with most of them demonstrating large interest in importing apples from California. If you have any questions or would like more information from the Export Council gathering, please do not hesitate to contact the Commission office.

ON THE BALLOT: 2014 WATER BOND

The Water Quality, Supply, and Infrastructure Improvement Act of 2014, also known as California Proposition 1, is allocating \$7.545 billion to help our current drought situation for the next generation water infrastructure program. With the goal of investing money today to help improve water for tomorrow, the bill focuses on increasing the quality of drinking water, protecting the state's water environments, providing aid to "disadvantaged communities", and continuing to invest in water conservation projects and new technology. Compared to the \$11.14 billion from the previous water bond, the new proposition looks to lower expenses by 33%. In addition, the bill ensures that an accurate "accountability of state expenditures" will be upheld. Proposition 1 will be on the November 4th, 2014 ballot. For more information on the water bond, please visit www.leginfo.ca.gov

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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RECIPE OF THE MONTH...

Apple Pancakes with Maple Applesauce

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|----------------------------|---|
| <u>Pancakes:</u> | 1 cup milk |
| 1 ½ cups all-purpose flour | 1 cup California apples, grated |
| 3 tsp. baking powder | |
| 1/2 tsp. salt | <u>Maple-Apple Sauce:</u> |
| 3 Tbsp. granulated sugar | 2 large California apples, peeled, cored, and diced |
| 1/4 tsp. nutmeg | 2 tsp. butter |
| 1/3 tsp. baking soda | 1/4 cup maple syrup |
| 1 egg | 1/8 cup dark corn syrup |
| 3 Tbsp. butter, melted | Dash of salt |
| 1/4 tsp. vanilla | |

For pancakes, combine flour, baking powder, salt, sugar, and nutmeg in mixing bowl. In a separate bowl, mix baking soda, egg, butter, vanilla, and milk. Combine both mixtures stirring only until blended. Fold in grated apple. Bake on hot, lightly greased griddle. When batter is full of holes, turn to brown on other side. Turn pancakes once while cooking.

For sauce, melt butter in a nonstick skillet over medium-high heat. Add apples and sauté until just brown, about 2 to 3 minutes. Add maple and corn syrup to apples and stir gently. Let cook another 2 to 3 minutes or until mixture thickens. Serve with Apple Pancakes.

Courtesy of US Apple Association <http://www.usapple.org> ~
Do you have a favorite apple recipe you'd like to share? Email me at ktrockey@calapple.org.

🌸🌸 CALENDAR OF EVENTS 🌸🌸
<ul style="list-style-type: none"> • EXECUTIVE COMMITTEE MEETING Date: November 12, 2014 Location: Conference Call • BOARD OF DIRECTORS MEETING Date: TBA Location: Conference Call • FRUIT LOGISTICA Date: February 2-6, 2015 Location: Berlin, Germany