



Mid-Atlantic Fruit & Vegetable Growers Convention

**Jim Bair
President
U.S. Apple Association**

January 28, 2015





How the U.S. Apple Association Works with the Mid-Atlantic Tree Fruit Industry



About US Apple Association

- Represents the apple value chain
- Farm gate value \cong \$4 billion/yr
- Downstream value \cong \$14 billion/yr




About US Apple Association



2014-15 Chairman

**Mark Nicholson
Red Jacket Orchards
Geneva, NY**





USApple Board of Directors Members from Pennsylvania 2015

David Benner

El Vista Orchards

Fairfield, PA

Mark Boyer

Ridgetop Orchards

Fishertown, PA

Ken Guise

Knouse Foods

Peach Glen, PA



What we do

- Develop & influence federal policies
- Work to ↑ consumption of US apples & products
- Facilitate communication with industry
- Manage crisis issues
- Develop future industry leaders



What we do

- **Develop & influence federal policies**

- **Farm Bill**

- **Gov't purchases** **\$400 million**

- **Market access** **\$200 million**

- **Block grants** **\$85 million**

- **Research** **\$80 million**

- **Pests & diseases** **\$75 million**



What we do

- **Develop & influence federal policies**
 - **Trade**
 - **China – US expects to ship 5 million bushels within 2 years**

THE PACKER
EVERYTHING PRODUCE

UPDATED: Deal clears way for U.S. apples to China



What we do



Fox11online...

Travel Bans Lifted in New York, New Jersey; Subways to Restart

Businessweek - 41 minutes ago

Travel bans in the New York region were lifted Tuesday morning and subway service was forecast.



IBNLive

Islamic State Affiliate Says It's Behind Assault on Libyan Hotel

New York Times - 32 minutes ago

TRIPOLI, Libya - An affiliate of the Islamic State claimed responsibility for an armed assault, the most significant in a string of terrorist attacks against Western interests and governments.



MLive.com

U.S. apples gain full access to Chinese market for all varieties

MLive.com - 2 hours ago

WASHINGTON, D.C. - U.S. apple growers will have full access to the Chinese market for the weekend between the U.S.



What we do

- **Develop & influence federal policies**
 - **Environment**
 - **Founding member Minor Crop Farmer Alliance**
 - **Pollinator Protection Working Group**
 - **EPA worker protection standards**
 - **EPA spray drift guidance**
 - **Waters of the US**
 - **Stink Bug Research - \$5.4 million**



What we do

- **Develop & influence federal policies**
 - **Immigration**
 - **Food Safety**
 - **Crop Insurance**



What we do

- Work to ↑ consumption of US apples & products
 - Digital & social media
 - Media tours
 - Dietitians, chefs & foodservice directors
 - Health research – heart disease, diabetes, childhood obesity





***Thanks to
sponsor
Knouse Foods!***

28 DAYS OF APPLES

NO 1



NO 2



NO 3



NO 4



NO 5



NO 6



NO 7



NO 8



NO 9



NO 10



NO 11



NO 12



NO 13



NO 14



NO 15



NO 16



NO 17



NO 18



NO 19



NO 20



NO 21



NO 22



NO 23



NO 24



NO 25



NO 26



NO 27



NO 28



BROUGHT
TO YOU BY



AMERICAN ♥ HEART MONTH

Thanks to sponsor
**Pennsylvania
Apple Marketing
Program!**





Gala Apple & Pairings



U.S. Apple Association

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Appearance: Bright, yellow stripes, rosy-red lines

Flavor: Very sweet

Uses: Snacks, salads, cooking

U.S. Availability: Year-round



0:18 / 0:48



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U.S. Apple Association



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73 views



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33

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Southern Living

FLIP THE ISSUE!

Our Best Fall Baking Recipes

Easy Pound Cakes,
Thumbprint Cookies,
Perfect Cornbread &
One **Unbelievable**
Apple Dessert

BONUS!
**FALL
STYLE**
GUIDE

APPLE
STACK
CAKE
PHOTO: MIA



TAILGATE SEASON
**Southern
Football
Rivalries**
By Rick Bragg

Pretty
Bedroom
Ideas

The South's
Best New
Restaurants

Road Trip!
New Orleans
to Austin, TX



What we do

- Manage crisis issues
 - *Listeria monocytogenes*

Bangkok Post The world's window on Thailand
Recalled US apples held at port

abc NEWS

Wrongful Death Suit Filed in Caramel Apple Listeria Outbreak



What we do

- **Manage crisis issues**
 - **Arctic[®] apple**
 - **FDA says same safety & nutritional benefits**
 - **Not in the marketplace for several years**
 - **All other apples will be non-GM**
 - **Developer commits to labeling**



What we do

- Communicate with industry
 - Production & Utilization Analysis
 - Market News
 - Apple Bites
 - Apple News

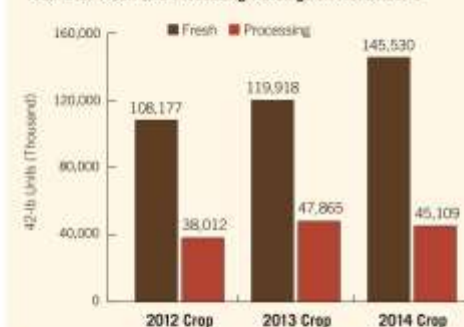


NOVEMBER 2014 • VOLUME 21 ISSUE 1 • USApple.org

MarketNews

Fresh Apple Holdings at 145.5 Million Bushels

Total U.S. Fresh and Processing Holdings on November 1



November 1 U.S. Holdings

- U.S. fresh-market apple holdings of 145.5 million bushels on November 1, 2014, are 21 percent greater than the November 2013 holdings of 119.9 million bushels, and were 34 percent above the five-year average of 108.5 million bushels.
- Total processing apple holdings as of November 1, 2014, were 45.1 million bushels, 6 percent below those on November 1, 2013, and 11 percent above the five-year average for that date.



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What we do

*Thanks to sponsor
Knouse Foods!*

- **Apple Crop Outlook & Marketing Conference**

- **Crop forecast**
- **Speakers**
 - **Environmental regulations**
 - **Retail consumers**
 - **Biotechnology**
 - **Food safety**



What we do

- Apple Crop Outlook & Marketing Conference

Save the date!

August 20 – 21, 2015

Ritz-Carlton Hotel

Chicago, IL





***Thanks to
sponsor
Knouse Foods!***



young apple leaders

Mid-Atlantic Participants in 2015 Young Apple Leader Program

David Benner, II
El Vista Orchards, Inc.
Fairfield, PA

Peter Rice Wolfe
Rice Fruit Company
Gardners, PA

Karen Druschel
Dawson's Orchards
Enon Valley, PA

Eliza Greenman
Legacy Fruit Trees
Dugspur, VA

Patrick O'Hara
OHF Orchards LLC
Mountain Top, PA



young apple leaders



thank you!

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