

U.S. Apple Association The National Voice of America's Favorite Fruit

Jim Bair President

Mid-Atlantic Fruit & Vegetable Conference February 3, 2016



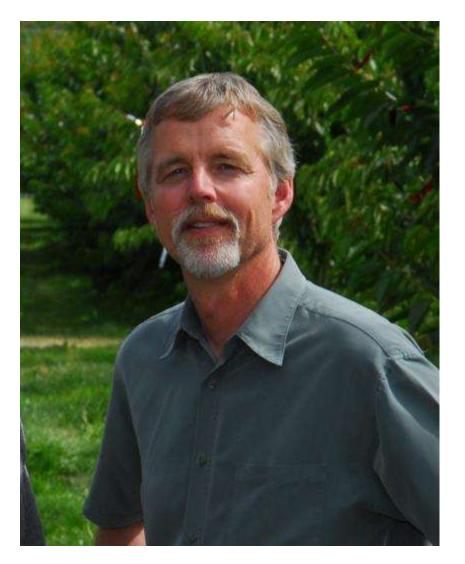
About US Apple Association

Represents the entire apple value chain

Downstream value ≅ \$14 billion/yr



About US Apple Association



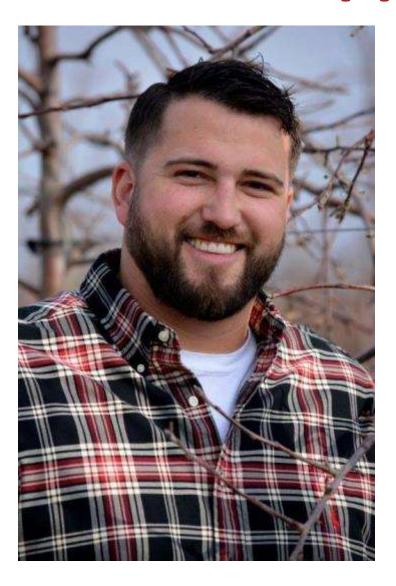
Mike Wade Columbia Fruit Packers Wenatchee, WA

US Apple Association 2015-16 Chairman





About US Apple Association



Mark Boyer Ridgetop Orchards Fishertown, PA

US Apple Association 2015-16 Secretary



Buzz Phrases



- Labor & Immigration
- Crop Insurance
- Food Safety
- Trade
- Pollinator Protection
- H2A
- MAP Funding
- EPA Spray Drift Guidance
- Stink Bug Research
- Waters of the U.S.
- **Biotechnology**

- Farm Bill
- Specialty Crop Block Grants
- Food Labeling Guidelines
- Guest Worker Program Reform
- Minor Crop Farmer Alliance
- EPA Worker Protection Standards
- Minor Crop Farmer Alliance
- Port Issues
- Government Fruit & Veg Purchases
- Disease Control





- Work to consumption of US apples & products
- Develop & influence federal policies
- Communicate with industry
- Develop industry leaders
- Manage crisis issues



- Develop & influence federal policies
 - Labor & Immigration
 - Crop Insurance
 - Food Safety
 - Federal Budget Dec. '15 included important apple programs
 - research, market access, crop insurance, trade compliance



- Develop & influence federal policies
 - Labor & Immigration
 - Crop Insurance
 - Food Safety
 - >Apples are not a high-risk commodity
 - **≻**Cost significant underestimate
 - **≻**Water testing

U.S. Food and Drug Administration

Protecting and Promoting Your Health

FDA Investigates *Listeria monocytogenes* Illnesses Linked to Caramel Apples

Posted December 25, 2014

On this page:

- What is the Problem and What is Being Done?
- What are the Symptoms of Listeriosis?
- Who is at Risk?
- What Do Consumers Need To Do?
- What Do Retailers and Restaurants Need To Do?
- Who Should be Contacted?

The U.S. Food and Drug Administration (FDA) along with the Centers for Disease Control and Prevention (CDC) and state and local authorities are investigating a listeriosis outbreak linked to commercially-produced, prepackaged caramel apples. Listeriosis is caused by the bacterium Listeria monocytogenes.





Multistate Outbreak of Listeriosis Linked to Commercially Produced, Prepackaged Caramel Apples

Posted December 22, 2014 5:30 PM ET

Highlights

- Read the Advice to Consumers and Retailers>>
- CDC is collaborating with public health officials in several states and with the U.S. Food and Drug Administration (FDA)
 - (http://www.fda.gov/Food/RecallsOutbreaksEmergencies/Outbreaks/ucm427573.htm) to investigate an outbreak of *Listeria monocytogenes* infections (listeriosis) linked to commercially produced, prepackaged caramel apples. *Listeria* can cause a serious, life-threatening illness.
- The information CDC has at this time indicates that commercially produced, prepackaged caramel apples may be contaminated with *Listeria* and may be causing this outbreak.
 - Out of an abundance of caution, CDC recommends that U.S. consumers do not eat any commercially produced, prepackaged caramel apples, including plain caramel apples as well as those containing nuts, sprinkles, chocolate, or other toppings, until more specific guidance can be provided.
 - Although caramel apples are often a fall seasonal product, contaminated commercially produced, prepackaged caramel apples may still be for sale at grocery stores and other retailers nationwide or may be in consumers' homes.





FOOD SAFETY & HEALTH

Walmart Compliance 508 SW 8th Street Bentonville, AR 72716 Phone 479.273.8054 Fax 479.273.1911 www.walmart.com

August 4th, 2015

Dear Suppliers:

At Walmart, we are committed to providing our customers with safe, quality foods. As you may be aware, last year there was a multistate outbreak of Listeriosis linked to commercially produced, prepackaged caramel apples.

While Listeria control efforts should already be a part of your food safety management system, we are asking all of our caramel apple suppliers to review their Listeria Control Plans and make any necessary enhancements in light of recent events and new research.

Based on industry guidance, especially FDA's Control of Listeria monocytogenes in Refrigerated or Frozen Ready-To-Eat Foods (http://goo.gl/0Yzecm) and United Fresh's Guidance on Environmental Monitoring and Control of Listeria for the Fresh Produce Industry (http://goo.gl/f1JU6n), we are requesting that you review your Listeria Control Plans to ensure that, among other items, the following key elements are addressed and implemented:

- ☐ Wash Step Validations Facility-specific validations should be conducted and retained for wash water steps throughout the production process, regardless of the production stage at which the washing occurs. Validation studies should ensure that apple wash steps reduce microbial loads and prevent cross-contamination.
- □ Listeria Environmental Monitoring Programs A written, zone-based Environmental Monitoring Program should be implemented for each production facility and include routine testing for Listeria. Determination of sampling frequencies and sites should be based on risk assessment, including the size of the operation and the number of production lines. An aggressive corrective action and escalation process (including root cause analyses) should be implemented for any positive results.



Food Safety News

Breaking news for everyone's consumption

Home Foodborne Illness Outbreaks Food Recalls Food Politics Events Subscribe

Listeria Outbreak was a 'Wake-Up Call' for the U.S. Apple Industry

BY NEWS DESK | MAY 11, 2015



BUT we *CAN* make a difference:

Listeria Recall



Apple Recall: Listeria Detected in Granny Smith, Gala Apples From Bakersfield Grower

By Bay City News







Health | United States | FDA

Bidart Bros. recalls Granny Smith and Gala apples linked to listeria outbreak

Written by Tanya Campbell on 13 Jan 2015





Last week, officials from the US Food and Drug Administration (FDA) said that Bakersfield, California, firm named Bidart Bros, has issued a voluntary recall of all of its 2014 shipments of Granny Smith and Gala apple brands.

Bidart has recalled the 2014 shipments of Granny Smith and Gala apple brands after the apples were linked to an outbreak of listeria, which has reportedly caused 32 illnesses and up to five deaths in 11 states across the US.

The apple brands affected by the recall by Bldart were shipped from the company's Shaffer, California packaging plant last year. The recalled apples include Bidart Bros., Big B or Granny's Best brands.

















- Develop & influence federal policies
 - Trade

China – market opened spring 2015; ≈700,000 bushels of

2015 crop already shipped including newer varieties

Canada & Mexico – COOL retaliation averted Dec. 2015

Mexico – but new anti-dumping tariffs of ≈5-20%

EU – seeking access to US market



Develop & influence federal policies

o Environment

- **→** Pollinator Protection Working Group
- **EPA** worker protection standards
- **➤ Minor Crop Farmer Alliance**
- **≻**EPA spray drift guidance
- ➤ Stink Bug research \$10 million/5 years
- > Waters of the US





Develop & influence federal policies

o Farm Bill

≻Gov't fruit & veg purchases

\$400 million + \$18 million apples & products 4/2015

≻Market access

\$200 million

≻Block grants

\$85 million

≻Research

\$80 million

> Pests & diseases

\$75 million



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

Health & Nutrition research Two in the hopper

- USApple is funding two studies that are currently underway
 - Type II Diabetes in Baby Boomers
 - Weight Management in Children
- Media are hungry for new health data
- USApple already "teasing" media with new study results to be released next year











APPLES4ED



Buy an Apple, Help a Student



Langston Chapel Elementary School -Playground



Playground Makeover | #PlaygroundMakeover Statesboro, Georgia

Creating a fun and safe space for kids to play with a total playground makeover.

Learn More

Marie L. Greenwood Academy



Growing Gardens | #BackyardGardens

Denver, Colorado

Providing greater access to fresh produce through a network of backyard gardens and a school farmer's market.

Learn Mon

Schoharie Valley Farm to School Project



Connecting Farm to School | #FarmtoSchool

Schoharie, New York

Educating students and the community on food, agriculture and nutrition.

Learn More

Sherwood Forest Elementary



Apple a Day | #DailyApple

Federal Way, Washington

Providing access to healthy snacks for students and their families – with apples.

Learn More

















#apples4ed



He keeps grabbing my books and reading to me about ...

W1 00



#apples4ed #playgroundmakeover • 0 • 0



#apples4ed #playgroundmakeover

• 0 • 0



#apples4ed #playgroundmakeover





















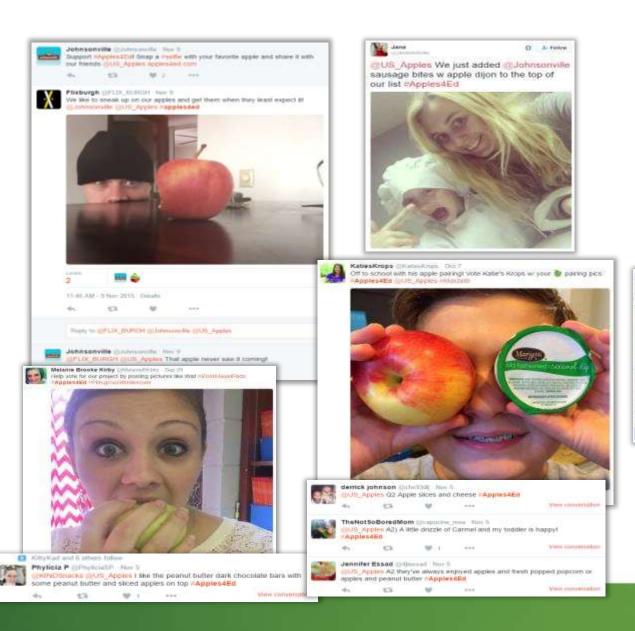






Everyone from USDA staff to State legislators, doctors, bus drivers—even Miss America—uploaded apple pics!

Apples4ed Social Media









Buy an Apple, **Help a Student**

19,815

14,141,217

82,213,725

\$20,000

96,354,942

VOTES (10 times our goal) SOCIAL MEDIA **IMPRESSIONS** (3.5 times our goal)

MEDIA **IMPRESSIONS** (2.5 times our goal)

DONATED TO 12 SCHOOL CAUSES

TOTAL **CAMPAIGN IMPRESSIONS**













#APPLES4ED







Gala Apple & Pairings



U.S. Apple Association













Gala Apple & Pairings



U.S. Apple Association







- Manage crisis issues
 - Listeria
 - O DPA
 - Dirty Dozen
 - Arctic® apple





U.S. Apple Association »

Drink Apples, U.S. Apple Association Suggests

PR Web (press release) - 37 minutes ago

USApple Association is the national trade association representing all segments of the apple industry. Members include 40 state and regional associations representing the 7,500 apple growers throughout the country, as well as more than 400 individual ...

More U.S. Apple Association stories

Dirty Dozen Environmental Working Group »



Apples Top Dirty Dozen List for Fifth Year in a Row

Environmental Working Group - Feb 25, 2015

WASHINGTON - Apples, peaches, and nectarines topped EWG's 2015 Shopper's Guide to Pesticides in Produce list of the dirtiest, or most pesticide-contaminated, fruits and vegetables, a new analysis of U.S.

More Dirty Dozen Environmental Working Group stories





Manage crisis issues

- Arctic® apple
 - **▶** Provide a calming & reassuring message to consumers & customers
 - >FDA says same safety & nutritional benefits
 - **➤** Not in the marketplace for several years
 - **≻**All other apples will be non-GM
 - > Developer commits to sticker
 - **≻Only apple genes**





RECIPES

TOPICS -







Statement from U.S. Apple Association

The U.S. Apple Association (USApple) is the national trade association representing all segments of the apple in Posted on 3/09/2015









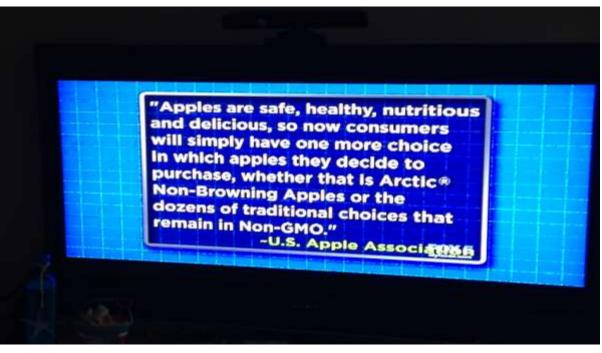






Apples are safe, healthy, nutritious and delicious, so now consumers will simply have one more choice in which apples they decide to purchase, whether that is Arctic® non-browning apples or the dozens of traditional choices that remain non-GMO.

Our message at U.S. Apple Association is clear: Just eat more apples. All apples and apple products-including Arctic® apples when available-support a healthy lifestyle and offer nutritional benefits proven to reduce or prevent diseases including Alzheimer's, cancer, heart disease, and Type II Diabetes.



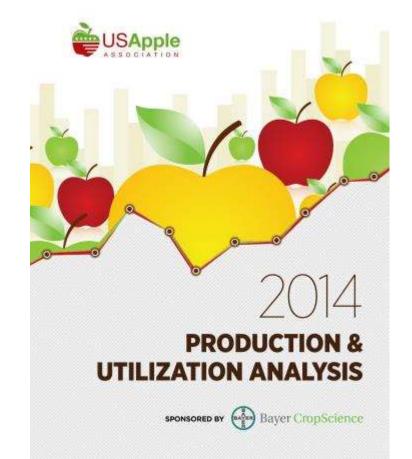






What we do

- Facilitate communication with industry
 - Production & Utilization Analysis





What we do

- Facilitate communication with industry
 - Market News



Fresh Apple Holdings at 145.5 Million Bushels



November 1 U.S. Holdings

- U.S. fresh-market apple holdings of 145.5 million business in Revember 1, 2014, are 21 persons (greater than the Nevember 2013 holdings of 150.0 million business, and were 34 percent above the fire year average of 108.5 million business.
- Total processing apple finishings as of November 1, 2014, were 45.1 militari bashells, 6 percent below tions on November 1, 2013, and 11 percent above the time-year overlags for that date.



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What we do

Apple Crop Outlook & Marketing Conference

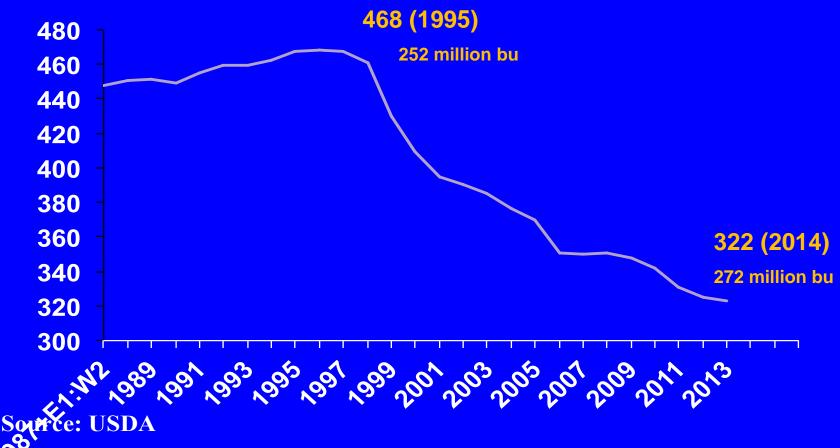
August 25-26, Chicago

- Crop forecast
- Speakers
 - **▶** Food safety Walmart global head of food safety CONFIRMED



Bearing Acres of Apples

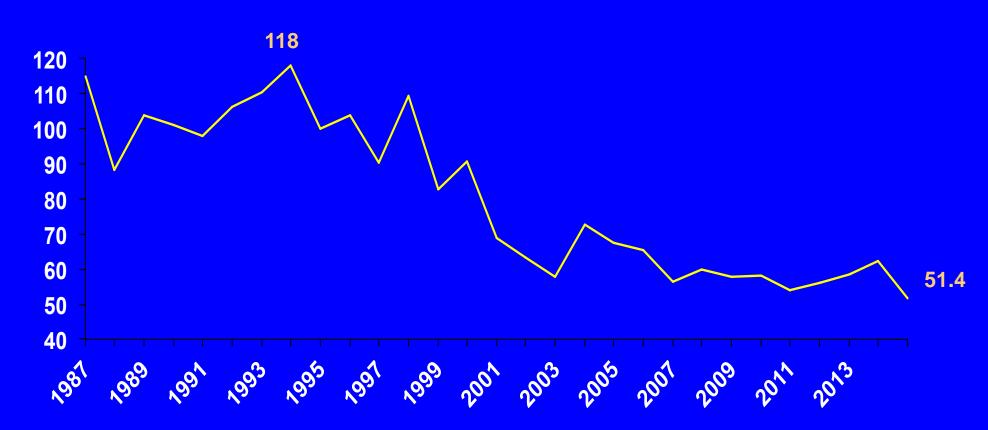
(thousands)





U.S. Red Delicious Production

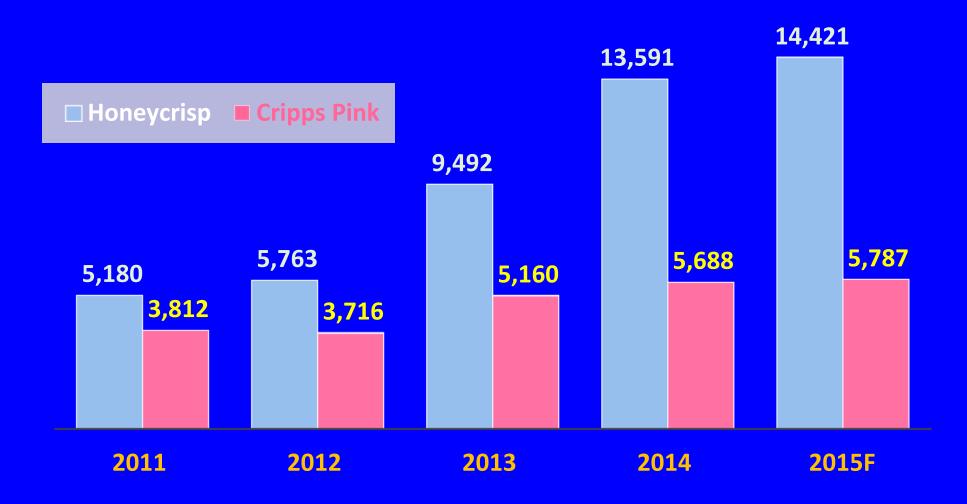
(million 42 lb units)





Honeycrisp and Cripps Pink (Pink Lady™)

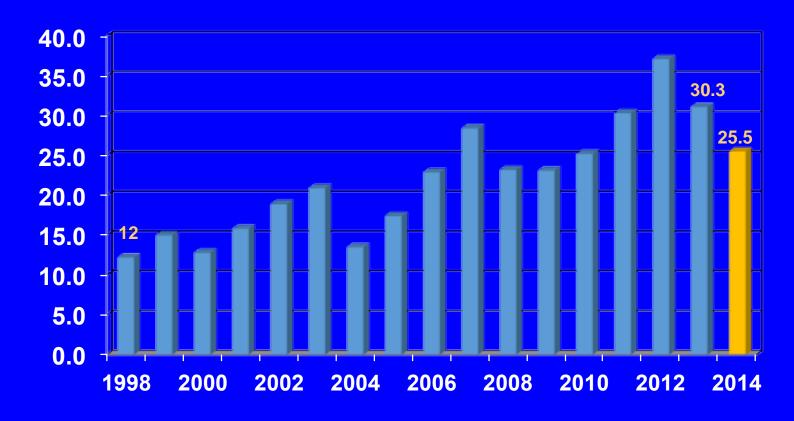
(million 42 lb. units)





Average U.S. Grower Prices

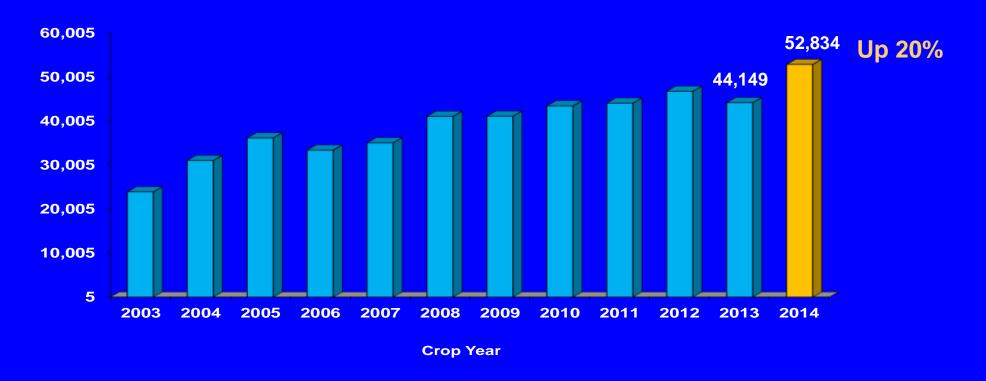
(¢ per pound)





U.S. Fresh Apple Export Volume

(000 42 lb. Units)





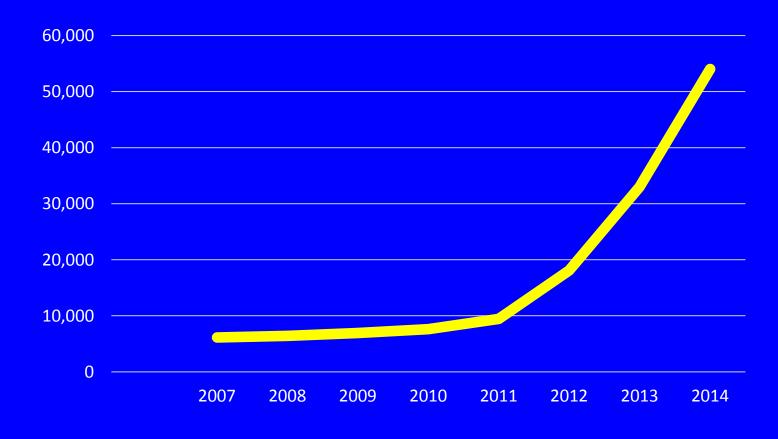
Top Five Apple Export Destinations -

Country	MT	(000) Bu	
Mexico	297,889	15,636	
Canada	145,443	7,634	
India	111,141	5,834	
Taiwan	73,225	3,844	
UAE	57,746	3,031	
Others	321,103	16,855	
Total	1,006,548	52,834	



U.S. Hard Cider Production

(000 gallons)



54 million gallons of production requires the equivalent of 18 million bushels of apples



thank you!

jbair@usapple.org





