

**Jim Bair**  
**President & CEO**  
**US Apple Association**

**February 1, 2017**



# Badger Creek Bridge Opens to Fanfare



Tim Gallagher, Sioux City Journal

Don and LaVonne Murray, of Ida Grove, Iowa, cross Badger Creek in Ida Grove on the new Fifth Street Bridge, which opened July 1 after being closed for four years.



# Government Affairs

- EU/Poland Access to U.S. Market
- COOL repeal – saved Mexico & Canada mkts
- Labor & H-2A Issues





## Senate Democrats settle on leadership team, Sanders elevated

Sen. Patty Murray was named assistant leader, avoiding a fight for the No. 2 job.

By **BURGESS EVERETT** and **ELANA SCHOR** | 11/16/16 12:25 PM EST | Updated 11/16/16 12:23 PM EST





# Health & Nutrition Research

Apple contributions for

- Type 2 Diabetes Prevention
- Weight Management in Children
- Heart Health (2012)



# Consumer Health Education

## Media Tours pay off

- Better Homes & Gardens, Southern Living, Health, ...

## New awards

- NAMA 1<sup>st</sup> place for media events
- *Produce Business* Marketing Excellence Award
- American Agricultural Editor's Assn – 1<sup>st</sup> place for social media



## 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 »



TIME

### 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](#)



RECALL

## GRANNY SMITH, GALA APPLES RECALLED DUE TO LISTERIA



Josh Helton, of Ashville N.C., unloads crates of Gala apples at the Baugher Fruit Market, in Westminster, Md., on Aug. 16, 2002. (AP Photo/Bill Ryan)

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Bay City News

Friday, January 16, 2015

SHAFTER, Calif. -- Granny Smith and Gala apples are being recalled nationwide after the presence of *Listeria monocytogenes* was confirmed at an apple processing facility in Shafter, according to the Monterey County Health Department.

Apples should be thrown away if they come from grower Bidart Bros. of Bakersfield or if the source cannot be determined, according to Dr. Edward L. Moreno, a public health officer with the Monterey County Health Department.

Listeriosis can be potentially fatal. Symptoms include fever, severe headache, nausea and a stiff neck.

Moreno is encouraging consumers who may have purchased Granny Smith apples, Gala apples, or caramel apples to contact their grocer and determine whether or not they were supplied by Bidart Bros.

The last time Bidart Bros. shipped Granny Smith apples to customers was Dec. 2, 2014 -- but they may still be in circulation if the fruit was processed or frozen.











## Statement from U.S. Apple Association

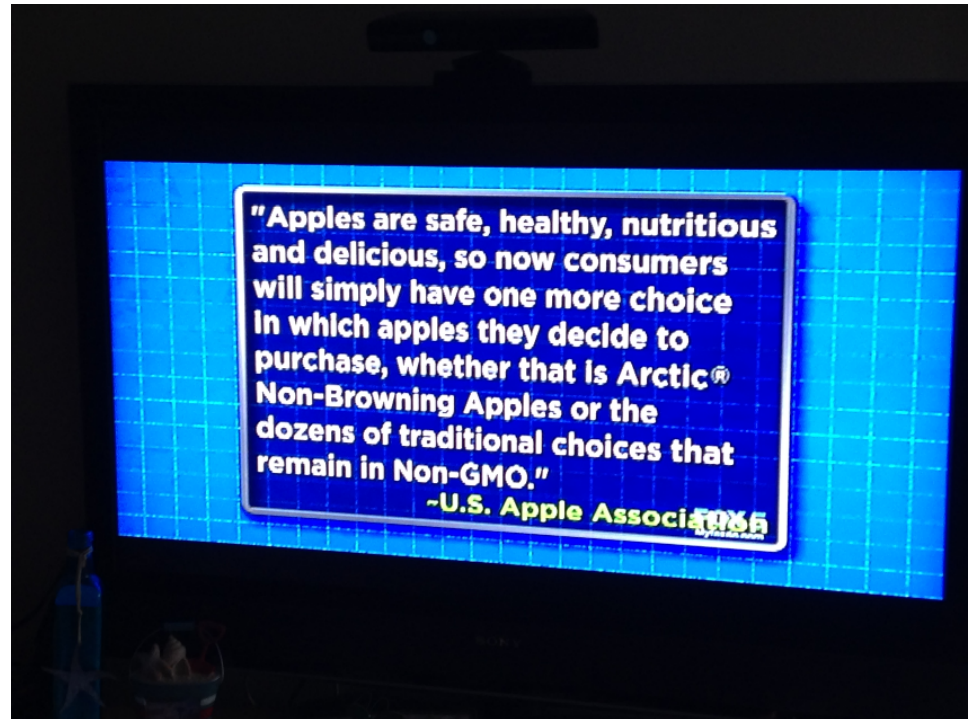
The U.S. Apple Association (USApple) is the national trade association representing all segments of the apple industry.

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.



**Good choice, kid.**







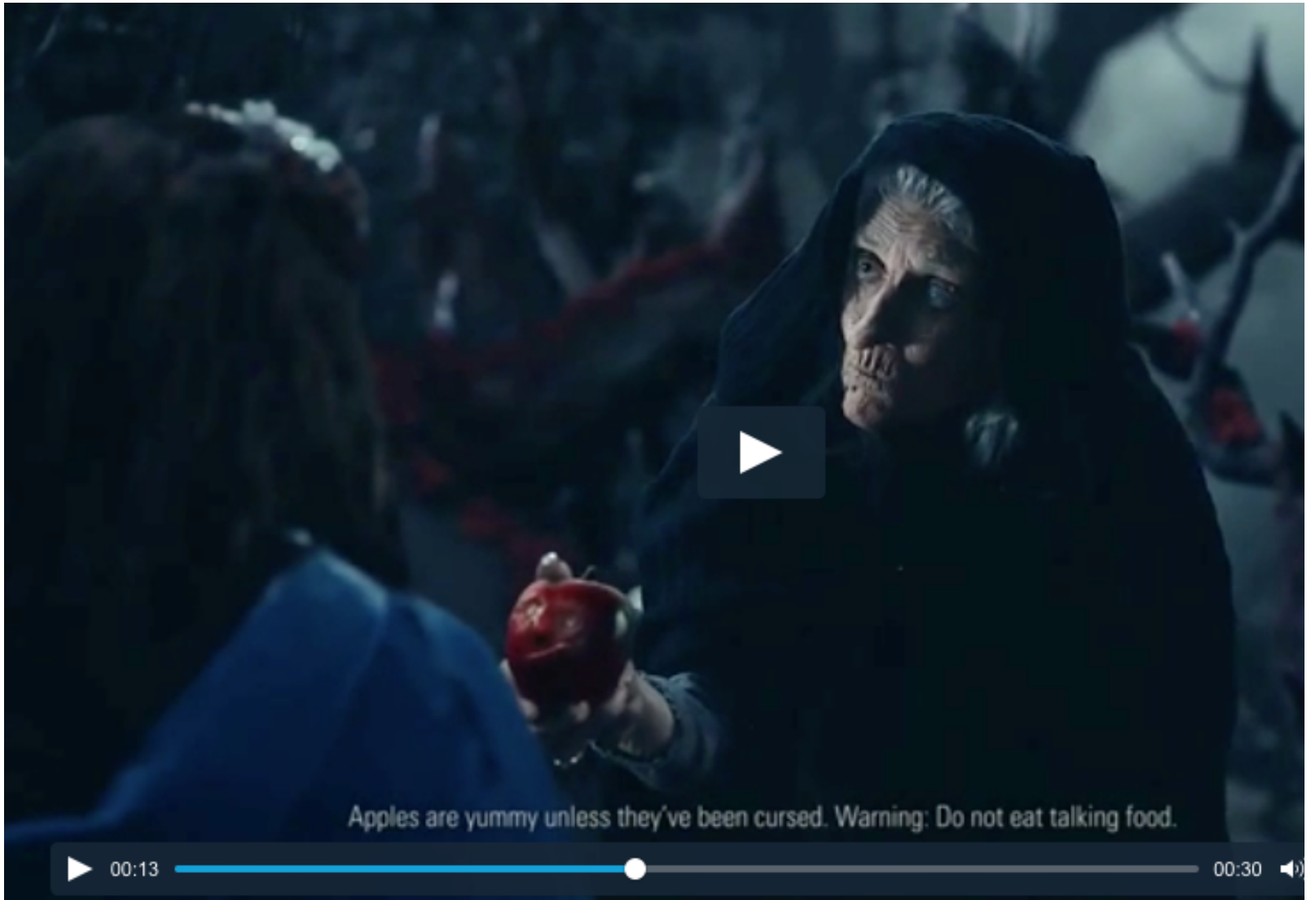












# Crop Insurance

- Risk Management Task Force examined feasibility of adding an option for coverage on apple trees
- Consultant is gathering information for presentation to USDA RMA to seek funding for policy development



# Pesticides

Supporting continued availability of:

- Chlorpyrifos
- Belt
- Sulfaxaflor
- Ethephon



# Research

## \$17.8 million Apple Related Projects

- \$5.0 million – Funding for Geneva NY rootstock breeding program - *EXPANDED*
- \$8.8 million - 5 year BMSB research project - *NEW*
- \$4.0 million - IPM program for BMSB - *NEW*
- Apple Postharvest Research Laboratory – *SAVED*









***Thank you!***







