

Apple News



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USAPPLE CAPITOL HILL DAY

Apple Leaders Take Issues to Congress



Senate Agriculture Committee Chairman Debbie Stabenow (D-MI) meets with Michigan apple leaders.

USApple's annual Capitol Hill Day drew leaders from coast-to-coast who visited over 80 Congressional offices delivering priority issues for the industry. The March 10 event kicked off with an issues briefing provided by USApple President & CEO Nancy Foster and Vice President of Public Affairs Diane Kurrle. Key issues were identified by the USApple Public Affairs Committee at its January meeting.

Top of the list, again, is agriculture labor and immigration issues. There is deep concern that efforts by Republicans in Congress to pass mandatory E-Verify legislation will be enacted without critical labor and H-2A reforms. Apple leaders urged their Members of Congress to co-sponsor H.R. 872, a bill to stop additional new permitting requirements for growers using pesticides. Leaders discussed the impact of the rapid spread of the Brown Marmorated Stink Bug (BMSB) which underscores the importance of research funding. Other top priorities include China's request for access to our

fresh market, maintaining funding for the key programs such as the Market Access Program (MAP), and resolution of the cross border trucking dispute with Mexico.

Congressman Bill Owens (D-NY) addressed attendees that morning, focusing on labor issues and the need to fix the H-2A program. Owens, who is a member of the House Agriculture Committee, also discussed the upcoming Farm Bill and his support of the industry. Later that evening, Washington Congressman Doc Hastings (R) joined apple leaders at a reception for the USApplePAC held on Capitol Hill.

With over ninety new Members in the House, attendees reported many new congressional faces and openings for further education. The overall mood was positive with many veteran attendees reporting some of the best Hill meetings they have had in recent years. First-time attendees described the day as time well spent, feeling they had made an impact. USApple staff will continue working on these and other priority issues throughout the year.

For more information, or to receive a copy of USApple's issue papers, contact Diane Kurrle at dkurrle@usapple.org 🍏



Young Apple Leader Class of 2011 with Rep. Doc Hastings (R-WA). Story – page 4



Remember to Renew

Don't forget!

Send in your membership renewals today! Your individual membership support is vital to having an apple voice on Capitol Hill! For information contact Melaine Sprigler at msprigler@usapple.org

USApple Opposes “Non-Browning” GMO Apples

The U.S. Department of Agriculture (USDA) is considering a request to allow planting of two varieties of genetically modified “non-browning” apples without government restriction. This deregulation would allow free and open planting in the United States.

USApple’s Board of Directors voted in mid-March to oppose USDA deregulation of these genetically modified apples.

USApple has requested USDA Secretary Vilsack not to deregulate the genetically modified apples, developed by Okanagan Specialty Fruits, Inc. in Canada. These apple varieties use gene silencing technology to control browning.



The non-browning attribute is “insufficient to warrant introduction into and possible disruption of the consumer marketplace,” Foster said in a letter to Vilsack. “However, USApple does not believe these apples represent a human health concern.”

“USApple believes that application of biotechnology may yield valuable attributes in the future,” she continued. “The industry strongly supports apple rootstock breeding, and other genetics and genomics research underway.”

These specific genetically modified apples raise serious questions for virtually all segments of our industry, said Foster. Significant concerns include “consumer desire for choice, possible demand for labeling, potential consumer rejection of future genetically modified produce, and possible market disruption here and overseas.” 🍏

RECIPE OF THE MONTH Applesauce Breakfast Parfaits



- 1 apple, cored and chopped
- 1/2 cup red grapes cut in half
- 2 cups chunky cinnamon or plain applesauce
- 2 cups granola
- 1 cup vanilla Greek-style yogurt
- 1/4 cup chopped walnuts, toasted

Select 4 large wine glasses or serving bowls for parfaits. Combine the apple and grapes in a small bowl.

Layer 1/4 cup applesauce, 1/4 granola and 2 tablespoons yogurt in each serving glass. Add fresh fruit, about 1/3 cup per serving. Repeat layers of applesauce, granola and yogurt. Sprinkle each serving with 1 tablespoon toasted walnuts.

Parfaits can be made 4 hours ahead. Refrigerate until served.

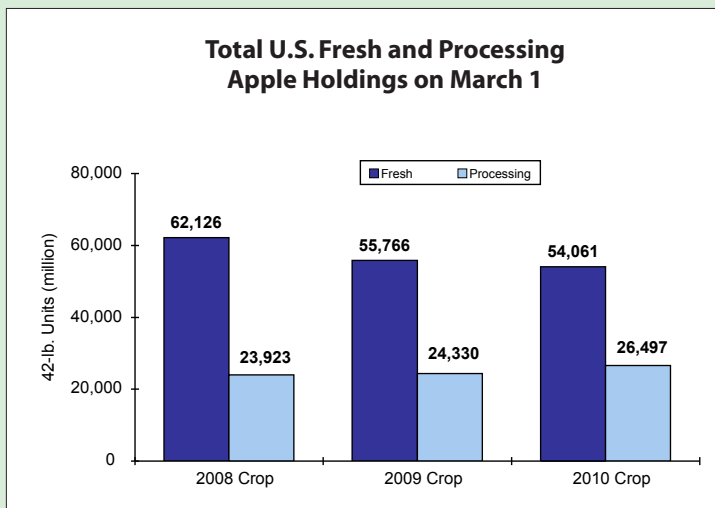
Makes 4 servings (about 1 1/2 cups each)

Nutrition Info: Each serving (1 1/2 cups) contains 460 calories, 68 g carbohydrate (23% Daily Value), 8 g fiber (32% Daily Value), 14 g protein, 16 g fat (25% Daily Value), 3 g saturated fat (15% Daily Value), 0 mg cholesterol, and 35 mg sodium (1% Daily Value).

USApple’s Market News: Fresh Apple Holdings at 54 Million Bushels

According to the March edition of USApple’s *Market News*, estimated U.S. apple crop inventories for March 1, 2011, were:

- Fresh apple holdings totaled 54 million bushels, a 3 percent decrease from last year.
- Processing holdings totaled 26.5 million bushels, 9 percent above last year levels.
- Total number of apples in storage was 80.6 million bushels, 1 percent higher than last year.



Promoting Apple Health Benefits

USApple traveled to Napa Valley on March 17th to attend “Healthy Kitchens, Healthy Lives,” a leadership conference bridging nutrition science, health care and culinary arts held at the Culinary Institute of America.

USApple was a Bronze level sponsor of the event which was co-presented by the Culinary Institute of America and the Harvard Medical School Osher Research Center. As a sponsor, USApple met with attendees and served “Grown-up Caramel Apples” (sweet tart variety topped with goat cheese, caramel and sea salt) and “Apple Bellini’s” (apple

juice or cider, Prosecco and chopped green and red apple varieties). In addition, apples and apple products were featured in the meals served during the 3-day conference. USApple had the opportunity to speak with participants about the health benefits of apples and apple products as well as provide them with written materials. Attendees included physicians, dietitians, nurses, other health care professionals and foodservice directors and executive chefs. For more information, please contact Allison Parker at aparker@usapple.org or visit www.healthykitchens.org.

New Research Indicates Apples May Help Extend Lifespan and Fight Cancer

Two new research studies suggest that apples might be the key to extending your lifespan and helping fight cancer – just in time for National Nutrition Month (March).

The first study, published in the *Journal of Agricultural and Food Chemistry*, investigated the effect of apple polyphenols (found in the peel and flesh)—an excellent source of dietary antioxidants—on the lifespan of fruit flies. Results indicated the average lifespan was extended by 10%. In addition, they better preserved the ability to walk, climb and move.

The second study, from the University of Melbourne and reported in *Australasian Science*, found that antioxidants from the peels can possibly help reduce the growth of cervical and liver cancer cells. The researchers stated that they were able to reduce the growth of cancer cells by 85-98% in vitro (a study done in a controlled environment).

During National Nutrition Month, the American Dietetic Association is encouraging consumers to choose a colorful array of fruits and vegetables—including apples, whether red, green, or yellow—which can help you keep your focus on healthful eating for disease prevention. For more information or to read about additional studies on the health benefits of apples and apple products, visit www.USApple.org.

National Apple Month Annual Retail and Military Display Contest Winners

The National Apple Month program announced the winners of its annual retail and military display contest in February. Retailers across the country competed in the contest from September through November by designing creative displays to boost sales and promote apples.

Top prize winners were:

- Ferguson and Hassler Inc., Quarryville, Pa., won in the category with 10 or more registers, highlighting 12 varieties and encouraging consumers to vote for their favorites.
- GFF Foods, Moore, Okla., won in the small stores category (nine or fewer registers) for the second year in a row with a fire department display that featured the slogan, “Sound the alarm! Apples are hot stuff!”
- Anthony Chaki from Offutt Air Force Base in Nebraska won the military category’s western region with an “As American as Apple Pie” theme that featured an American flag made out of apples.
- Larry Bentley from Naval Air Station Jacksonville in Florida won for the eastern region with a display that put apples in the center of the produce section.

For more information about National Apple Month or the display contest, please contact Allison Parker at aparker@usapple.org or 800-781-4443.



2011 Young Apple Leader Program

In early March, ten “next generation” apple growers and packers visited their Members of Congress to discuss the need for a reliable labor supply and other important apple issues USAApple’s Young Apple Leader program. Their trip occurred during USAApple’s annual “Capitol Hill Day” and the Spring Board Meeting.

“The future of our industry will be determined in large part by these upcoming young leaders.”

In its second year, this program provides emerging leaders with an opportunity to influence federal issues affecting their business, and to network with peers and experienced apple leaders from around the country.

The future of our industry will be determined in large part by these upcoming young leaders. Each Young Apple Leader has a compelling story and passion for the future for the apple industry. All are talented and articulate advocates on Capitol Hill. They were selected by USAApple Board members in each participating state.

Members of the Young Apple Leader Class of 2011 are activists, eager to drive their future by making an impact. Many stay up-to-date on apple news through local Young Grower Alliance groups, their state associations and intense

use of social media such as blogs, Facebook and Twitter. In addition to agricultural labor, their concerns focused on:

- Growing demand here and abroad, including retail, food service and direct farm marketing,
- Streamlining duplicative and costly GAP audits, and
- Importance of strong agricultural research to improve production, packing and processing and combat industry threats such as the brown marmorated stink bug.

“It was a really beneficial experience,” says Ty Edwards of Jack Frost Growers in Yakima, Washington. “I’m glad I had the opportunity to meet fellow growers throughout the country.”

“Meeting with congressional members was interesting, and I feel important to the future success of our industry,” reports Eric Roossinck, of Roossinck Fruit Storage and Orchards in Fremont, Michigan. “It was also very helpful to meet many others in the industry, whether it was young growers such as me, or ‘seasoned veterans’ who have a wealth of knowledge they were eager to share with me. I look forward to sharing what I learned to my own business.”

For more information, please contact Nancy Foster at nfoster@usapple.org. 🍏



Jack Brown Produce, Inc.

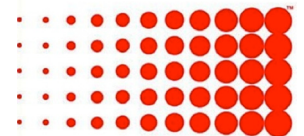
BelleHarvest
SALES, INC.

BURNETTE
FOODS, INC.

GROWER OWNED



COOPERATIVE



Congratulations to the Class of 2011 Young Apple Leaders!

Jenny Crist, Crist Bros. Orchards, NY
Damon Gleib, Gleib's Orchards and Greenhouses, MI
Alan Groff, Foreman Fruit Company, WA
Ty Edwards, Jack Frost Growers, WA
Ben Keim, Keim's Orchard, PA

Ellie Hollabaugh Vranich, Hollabaugh Brothers, PA
Zach MacQueen, MacQueen Orchard, OH
Eric Roossinck, Roossinck Fruit Storage and Orchards, MI
Ben Sage, Sage's Apples, OH
Frank Teeple, Teeple Farms, NY