

BMSB Emerges from Winter

Penn State's New Monitoring Tool

Researchers at the Appalachian Fruit Research Station in Kearneysville, WV reported this month that adult Brown Marmorated Stink Bugs had emerged from winter diapause (dormancy) and were aggressively feeding on Loring peaches in an “indicator” block at the research station used to detect early BMSB feeding activity.

USDA ARS Entomologist Tracy Leskey reported that “feeding was concentrated in the upper third of the canopy. The fruit size is between 12-14 mm. There were incredible numbers of bugs in the trees. In some cases, we were counting at least 5 bugs per branch.”

Growers and researchers are concerned that the large BMSB population that developed in 2010 could spell even bigger trouble this year. In response to a request from federal researchers, USApple estimated that apple growers in the Mid-Atlantic states of Maryland,

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Endangered Species and Apples: Pesticides at Risk

Hundreds of pesticides, including many used on apples, are at risk as a result of environmentalist lawsuits and federal interagency disagreement over how to carry out the Endangered Species Act (ESA).

Earlier this month, Stemilt President West Mathison testified before the House Committees on Natural Resources and Agriculture regarding flawed implementation of the ESA. Though the Environmental Protection Agency (EPA) evaluates impact on endangered species before approving pesticide use, lawsuits over the past decade have forced EPA to consult with the U.S. Fish and Wildlife Service and the National Marine Fisheries Service (“the Services”) which have primary responsibility for carrying out ESA. Consequently, the Services are evaluating pesticides across the nation when there is potential impact on an endangered species, even though EPA has already done its safety reviews.

The first ESA pesticide decision by the Services would impose 100, 500 and 1,000 foot no-spray buffers around all water conveyances, including ditches of any size and seasonal streams, in the Pacific Northwest. A map developed by the Washington State Department of Agriculture shows that in some key growing areas this would prevent the use of affected pesticides on up to 75 to 85 percent of the state’s farmland. ESA consultations are occurring with virtually no grower (or other stakeholder) input. They also presume pesticide use patterns and practices which do not occur. Though this first decision impacts the Pacific Northwest, all of agriculture and the rest of apple industry could soon be drawn in as a nationwide environmentalist lawsuit filed in January would bring in nearly 400 additional pesticides.

USApple is working with other stakeholder groups, Members of Congress and federal agencies to resolve this important issue for apple growers. 🍏



2011 Apple Crop Outlook & Marketing Conference

Features Crop Forecasts, Processing Outlook, Consumer Marketing Experts, Networking

Mark your calendars now to attend the **2011 USApple Outlook Crop Outlook and Marketing Conference** on August 18-19 at the Ritz-Carlton Chicago. Registration opens June 6.

Hosted annually by USApple, *Outlook* is the preeminent international event for apple growers, processors, packers, shippers, marketers, brokers and other apple product companies and their grower suppliers.

Defining this year's conference will be the unveiling of the latest 2011 apple crop projections, both here and abroad, as well as marketing experts on coming consumer trends and sales opportunities for apples and apple products. Compelling apple health benefits and their link to driving consumer purchases will be a key feature. Finally, a blend of networking events will offer important opportunities to share information, develop new business relationships and connect with colleagues.

First Available U.S. and Global Crop Projections

Highlighting *Outlook* will be an analysis of the first apple industry forecast for this fall's new apple crop. USApple's own member-driven projections will be compared to predictions from USDA's prospective apple crop report, which will be released just a few days before the conference.

In addition, *Outlook* will feature experts from key global apple markets – including Canada, China, Europe, Mexico and the Southern Hemisphere – who will examine continued growth in these markets and their collective impact on U.S. marketing efforts and the bottom line.

Consumer Trends and Apple Marketing Strategies

In addition to the latest crop projections and state-of-the industry analysis, *Outlook* will showcase specially selected marketing and business strategists who will offer a broad perspective of current and emerging consumer trends, and how these trends will influence apple business plans for competitive advantage. Starting June 6, check USApple's website at www.USApple.org for details and to register.

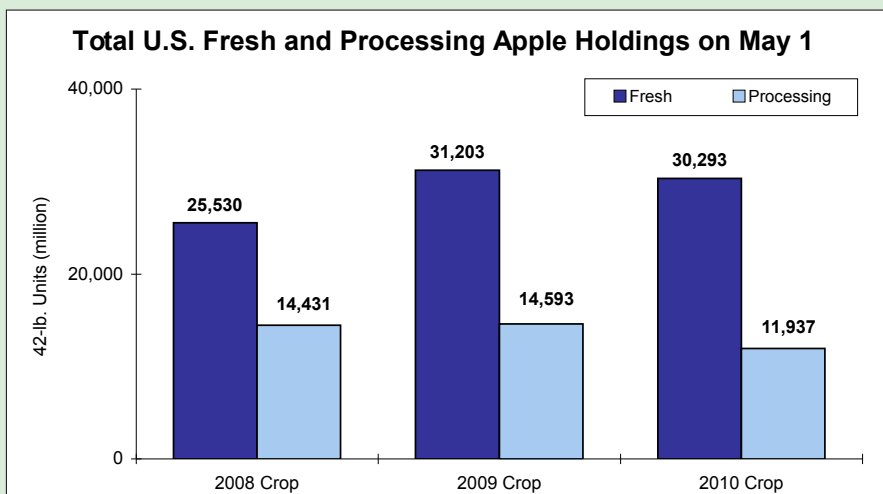
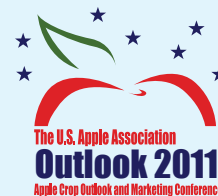
Time To Nominate 2011 Apple Person Of The Year

Who's your pick for this year's "Apple Person of the Year" award? The award recognizes the apple industry leader who has gone "above and beyond" the call of duty to positively promote the apple industry and apple consumption.

Nominations are now being accepted for this prestigious award, presented by *The Packer*. **The deadline for entries is July 24.** Participation by members of the U.S. apple industry in the nominating process is critical in making the award program successful and meaningful. Qualifications will be evaluated on the national — as well as local or regional — impact of his or her contributions. Provide as much detail as possible on your nomination form about the background of the individual and why he or she is deserving of recognition.

The annual "Apple Person of the Year" award will be presented in Chicago on August 18, during the **2011 Apple Crop Outlook and Marketing Conference**. Bestowing the award will be National Editor of *The Packer*, Tom Karst.

To obtain a nomination form and learn more about the award, contact Tom Karst at tkarst@thepacker.com or (913) 438-8700.



Fresh Apple Holdings at 30.2 Million Bushels

On May 1, fresh apple holdings totaled 30.3 million bushels, a 3 percent decrease from last year. Processing holdings were 11.9 million bushels, 18 percent below 2010 levels. The total number of apples in storage on was 42.2 million bushels, 8 percent less than last May 1.

USApple Receives National Media Relations Award

Each year, USApple promotes the health benefits, use and tasty versatility of apples and apple products to top media publications in the nation. Our “U-Pick Apple Orchard Tour” media tour in New York City, completed spring 2010, won the “2010 Best of National Agri-Marketing Association (NAMA) - Media Relations” award in April. (NAMA is the nation’s largest association for professionals in marketing and agribusiness.)

USApple’s NYC tour was also one of the three finalists for the “Best of Show – Public Relations” award. In addition, a USApple holiday news release in 2009 (“‘Stand-by’ Dishes Save the Day”) was a finalist for the “2010 Best of NAMA – News Release” award.

The Best of NAMA awards program honors the best work in agricultural communications. To be considered for a national award, programs and projects must first qualify through regional competitions in order to advance to the national level.

USApple’s Allison Parker, Director of Consumer Health and Education, attended the NAMA awards ceremony with our PR firm, Harvest Public Relations and Marketing, Inc. 🍏



(From left) Heidi Nelson (Harvest PR), Allison Parker (USApple) and Amy Abt (Harvest PR) accept 2010 Best of NAMA – Media Relations award.



NATIONAL APPLE MONTH

RECIPE OF THE MONTH Refreshing Apple Sangria



- ¼ cup calvados (apple brandy)*
- 2 tablespoons packed brown sugar
- 5 cups apple juice or cider, chilled
- 1 medium crisp apple, cored and cut into thin wedges
- ⅔ cup sliced strawberries
- ½ cup halved white or red seedless grapes
- 1 750-ml bottle extra-dry Cava (Spanish white sparkling wine) or white Rioja, chilled ice*

*For non-alcoholic version see “Mock Apple Sangria” below.

Stir together calvados and brown sugar in large pitcher until sugar is dissolved. Stir in apple juice, apple, strawberries, and grapes. If desired, cover and refrigerate for up to 2 hours.

Just before serving, add sparkling wine; gently stir. Pour over ice into glasses.

Makes 8, 8-ounce servings.

Nutrition Info: Each 8-ounce serving contains 200 calories, 29 g carbohydrate (10% Daily Value), 1 g fiber (4% Daily Value), 0 g protein, 0 g fat, 0 g saturated fat, 0 mg cholesterol, and 10 mg sodium (0% Daily Value).

Mock Summer Fresh Apple Sangria:

Prepare sangria as directed above, except omit the calvados and brown sugar, use 3 1/2 cup apple juice plus 1 1/2 cups club soda, and substitute one 25 1/2-ounce bottle *non-alcoholic sparkling apple cider* for the Cava. Makes 8, 8-ounce or 10, 6-ounce servings.

Nutrition Info: Each 8-ounce serving contains 110 calories, 27 g carbohydrate (9% Daily Value), 1 g fiber (4% Daily Value), 0 g protein, 0 g fat, 0 g saturated fat, 0 mg cholesterol, and 15 mg sodium (1% Daily Value).

INDUSTRY AND REGULATORY AFFAIRS

BMSB Emerges from Winter (Continued from page 1)

Pennsylvania, Virginia and West Virginia lost \$37 million to BMSB damage last year.

Meanwhile, Penn State researchers have released a Web-based tool to enhance understanding of this invasive insect pest. To report an infestation, growers can go to their website and first register to create a member user name and password. Then they can enter information about their infestation, including their county and municipality, date and the number of stink bugs observed per plant or in and around a home. Growers also can report infestations in the two previous seasons to document economic loss. Developed in collaboration with the Pennsylvania Department of Agriculture, the mapping tool website may be found at <http://stinkbug-info.org>.

Record Apple Exports for First Half of FY 2011

Fresh apple exports reached a new high for the 2010 crop through March at a value of \$682.7 million. That is 11 percent higher than the previous record pace set in 2009 for the same period, according to USDA. On a volume basis, the 630,000 MT exported through March was 3 percent higher than year-earlier levels, reflecting higher prices received for fresh apple exports from the 2010 crop.

Fresh Apple Export Comparison: Jul-Mar for '09 and 10 Crops (Dollar Value)*

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total	% of Prior year
Year	Value	Value	Value	Value	Value	Value	Value	Value	Value		
00-10	46,553	42,513	47,184	67,317	88,664	80,729	86,018	71,929	84,283	615,190	
10-11	44,081	34,489	41,995	69,979	104,434	112,502	107,530	82,960	84,775	682,745	111%

*Source: USDA FAS

Total U.S. farm exports reached an all-time high of \$75 billion during the first half of fiscal year 2011, according to USDA. First-half fiscal year overall exports were 27 percent higher than the same period last year. China is now the top export market for U.S. agriculture. Buying \$15.1 billion in American farm exports, China accounted for nearly 20 percent of all U.S. agricultural sales overseas.

Apple exports continue to be an important part of the industry, accounting for roughly 27 percent of the annual volume of fresh apple production and as much as 40 percent of the annual value of the U.S. apple crop. While the bulk of apples exported are from the West, growers in other parts of the U.S. also export and all benefit in the form of higher prices resulting from overall robust exports. Because of the significance of exports to the U.S. industry, USApple is active on the legislative front supporting export promotion programs such as USDA's Market Access Program (MAP) that provide assistance to agricultural exporters to develop and expand export markets. Financial assistance for export efforts provided through MAP is a significant factor in growing the export market for U.S. apples. 🍏



**Registration opens June 6
18-19 AUGUST 2011**

**APPLE CROP OUTLOOK &
MARKETING CONFERENCE**

Ritz-Carlton Hotel | Chicago, IL USA




**Have you Renewed
your NAM Membership?**

National Apple Month (NAM) is seeking membership support and renewals before the close of the 2010-11 fiscal year on June 30. Your support of NAM is vital to the program's success and for the ONLY national domestic promotional program for apples and apple products. For information contact Allison Parker at aparker@usapple.org.

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