



Advocacy and Unified Voice

As your voice in the nation's capital, USApple works to ensure that you are heard on those issues that affect you most. The unified industry structure provided by USApple means you have a strong, powerful voice listened to both domestically and around the world.

Crop/Storage Reports

An annual crop estimate and monthly storage reports during the marketing season keep you informed of the status of the U.S. crop and its movement.

Industry News

Apple News provides updates on association and industry events, issues, people, trends and other topics of importance to you.

Nutrition Research and Consumer Education

USApple makes sure that the health benefits of apples and apple products are researched and communicated to consumers through outreach to media, health influencers, educators, industry members and through USApple's Web site and other materials.

Education

USApple gets facts about apples – from nutrition and variety information, to food safety-related data – out front and available to media, educators and the general public.

National Resource Center

Reporters, government agencies, teachers, students, and of course, our members, call us with questions about current issues, trends, statistics and other specifics regarding apples and apple products.

National Networking

Through our annual outlook conference and other meetings and publications, you'll hear about, meet, learn from and work with those individuals who can enhance or gain from your own services and expertise.

Export Markets

USApple works to keep existing international markets open and gain access to new ones, and promotes U.S. apples in overseas markets.

Staff Expertise

Our staff possesses expertise in such areas as communications, health/nutrition and consumer education, federal policies and regulations, and the U.S. and foreign markets.

But these are only the tangible benefits. Don't forget you will have opportunities to join your peers, share your experiences and know-how, and help lead the industry in directions necessary for its future growth and success.