



The U.S. Apple Association

Serving the needs of the national apple industry

About USApple

USApple is a nonprofit, member-driven association supported by individuals, state associations and company members, including growers, packers, shippers, marketers, processors and others in the industry.

Our mission is to provide the means for all segments of the U.S. apple industry to join in collective efforts to profitably produce and market apples and apple products.

USApple serves as the voice of the industry on legislative, nutrition and crisis issues. The apple industry is strongest working together.

Serving the Apple Industry

USApple unifies a diverse industry to serve three primary goals:

- 🍏 Represent the entire industry on national issues;
- 🍏 Increase the demand for apples and apple products; and
- 🍏 Provide information on issues that impact the apple industry.

Making a Difference

Advocacy: Speaking up for the needs of the national apple industry, USApple works directly with Congress and federal agencies to achieve goals for:

- A reliable, legal labor supply;
- Preventing Chinese apple imports;
- Continued use of key crop protection tools (secured Guthion until 2012);
- Funding federal export promotion programs (MAP);
- Apple priorities in the Farm Bill;
- Food safety; and
- Other issues to improve apple profitability.



USApple serves as the voice of the industry on legislative, nutrition and crisis issues.

By representing the 34 apple-producing states, USApple builds national support on Capitol Hill for specific state needs, such as the Tree Assistance Program, as well as for the needs of the overall apple industry.

Nutrition Education: Increasing apple consumption by promoting the health benefits and great taste of U.S. apples and apple products, USApple;

- Gives consumers more reasons to choose apples and apple products;
- Provides funding for apple health research;
- Develops new apple recipes; and
- Communicates to the national media on all things related to apples.

Crisis Management: In the event of a crisis such as Alar, USApple works to maintain market confidence by:

- Communicating as the national voice to media and policy makers;
- Monitoring for key issues; and
- Coordinating action within the industry.

Industry Information: Serving as an information source for our members on topics vital to the success of the industry, USApple provides:

- Monthly reports on national sales movement and apple storage to its members;
- A complete report on apple production and utilization provided on an annual-basis; and
- A monthly newsletter.

Communication: Providing a national voice on current issues affecting the apple industry via the national media, forums, trade publication editorials and the organization's web site, www.usapple.org.



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Put Us to Work for You

USApple is your daily voice on Capitol Hill, protecting and defending your bottom line. So how can you let us work for you? Take advantage of the resources we offer, including:

- Database of apple recipes, with new ones developed each year;
- Apple nutrition information and research to guide you in your marketing efforts;
- Access to key apple leaders in Congress;
- Apple photos and images available for use in your materials;
- Your defense against crisis attacks on apples and apple products;
- Networking and learning opportunities at annual USApple Crop Outlook & Marketing Conference;
- Information clearinghouse on apple-specific issues affecting the industry; and
- Regular communication through industry newsletters including *An Apple A Day* health e-newsletter, *Apple News* and *Market News*.

USApple is the national voice and the national resource serving the interests of the entire apple industry.



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Our staff is always available

to meet your needs. Contact us at:

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