



2010 - 2011 Goals

Public Affairs

- **Labor...** Pass agricultural labor reform bill such as AgJOBS to provide a legal, reliable and skilled agricultural workforce and reform the H-2A guestworker program. Defeat proposals to mandate E-Verify or other “enforcement only” bills and amendments. Defeat the Employee Free Choice Act.
- **Exports...** Maintain full-funding for the Market Access Program. Promote free-trade agreements with Colombia and Panama to grow apple export opportunities.
- **Federal Nutrition Programs...** Pass child nutrition reauthorization with higher reimbursement rates to help increase sales of apples and other fruits and vegetables. Urge USDA to make additional purchases of apples and apple products.
- **Farm Bill...** Maintain full funding for key multi-million dollar programs including the Specialty Crop Block Grant Program, Specialty Crop Research Initiative, Market Access Program, Fresh Fruit and Vegetable Program, fruit and vegetable purchases and the Clean Plant Network. Play leadership role in Specialty Crop Farm Bill Alliance to develop strategy for the 2012 Farm Bill.
- **New Congress...** Educate new “apple” Members of Congress on top priorities.
- **Research...** Promote broad participation in the USDA’s research programs by scientists and universities focusing on apples. Inform USDA and congressional leaders on the success of apple research programs and the importance of maintaining full funding.
- **Food Safety...** Support scientific, risk-based, commodity-specific practices as Congress and FDA develop mandatory standards for traceability and good agricultural/handling practices.
- **Food Safety ...GAP Harmonization...** Complete a single, harmonized standard for fresh produce GAP/GHP. Provide leadership to our coalition’s Steering Committee and Operations Committee to implement use of the single standard.
- **Crop Protection...** Support the broadest variety of crop protection “tools” available to the apple industry. Evaluate and provide regulatory comments on EPA proposals to register, restrict, or eliminate pesticides important for apple production.

Consumer Health & Education

- **Media Promotion...** Keep apples prominent in the media and “top of mind” for consumers through social media outreach, traditional media outreach, and targeted public relations activities.
- **Health Benefits Research...** Fund and promote research on the disease-fighting health benefits of apples and apple products. One study ongoing and at least 3 studies expected to be published in 2010/2011.
- **Consumer Research...** Conduct consumer research to better understand consumer perceptions of and purchasing habits for apples and apple products. Utilize data in promotions and outreach and provide to members.
- **New Recipes, Promotion Resources...** Update and provide resources such as promotional materials for members and media as well as new recipes for use in consumer outreach and promotion.

Industry Information

- **Market News...** Publish monthly report on apple supply and movement to benefit the industry.
- **Apple Crop Outlook and Marketing Conference...** Provide the industry with timely information on domestic and international crop estimates, and industry trends.
- **Federal Crop Insurance...** Inform the USApple Risk Management Task Force and industry members on changes to the apple crop insurance policy and procedures. Communicate member concerns to USDA to improve policy terms.

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- ***Perishable Agricultural Commodities Act (PACA)***...Represent the industry on the PACA Trust Working Group coalition to ensure proposed USDA changes to PACA provide enhanced protection and flexibility for our industry.

Crisis Communications

- ***Crisis Response***...Respond on the industry's behalf to national apple-specific crisis issues.
- ***Crisis Plan***...Maintain updated, comprehensive national crisis communications plan and web site materials, as well as assist in the development of state and regional crisis plans.
- ***Crisis Training***...Provide crisis and media training for industry spokespeople as needed.

Membership/Communications

- ***Membership***...Increase membership across all categories and overall membership revenue.
- ***USApple Outreach***...Participate in state and regional apple industry meetings in order to communicate important industry issues and hear grower/member concerns.
- ***Membership Communication***...Provide updates on key issues impacting the industry through monthly publication of *Apple News* and "Year in Review" annual report. Meet with individual members and industry leaders.
- ***Young Leaders***...Expand support and sponsorships of Young Apple Leaders Initiative.
- ***Website***...Launch new USApple website to enhance the delivery of services and information.
- ***Trade Press***...Inform industry of key issues via at least 34 editorials as a regular feature in apple and produce trade publications.

2009 - 2010 Accomplishments

Public Affairs

- ***Advocacy in Congress & the Obama Administration***...Held several hundred Capitol Hill and coalition meetings on issues affecting the apple industry. Participated in dozens of meetings with high level officials at the White House, USDA, FDA, EPA, Department of Homeland Security and Department of Labor.
- ***Labor***...Played leadership role in the Agriculture Coalition for Immigration Reform (ACIR) and secured additional cosponsors for AgJOBS from apple states. Lobbied successfully against damaging E-verify and other enforcement-only amendments proposed in the House and Senate. Submitted regulatory comments to the Department of Labor in opposition to proposed changes to the H-2A guestworker program. Successfully supported seasonal worker exemptions for small businesses included in the health care reform bill. Opposed the Employee Free Choice Act currently stalled in Congress.
- ***Farm Bill***...Maintained full funding for key multi-million dollar specialty crop farm bill programs including fruit and vegetable purchases, Specialty Crop Research Initiative, Specialty Crop Block Grants and the National Clean Plant Network. Apple leaders testified at three House hearings in preparation for the 2012 Farm Bill.
- ***Exports***...Stopped the Obama Administration and Congress from cutting \$40 million for Market Access Program which provides critical funding to expand apple exports.
- ***Federal Purchases of Apples***...Worked with USDA and state leaders to secure record level of purchases of apples and apple products. The 2010 total of \$80 million is 25 percent above the previous record of \$65 million.
- ***Food Safety***...Coordinated USApple's Technical Food Safety Task Force to provide technical advice as a basis for USApple to advocate for a risk-based and commodity-specific approach to proposed legislation and regulation on food safety and traceability proposals. Actively participated on behalf of the U.S. apple industry as a member of a national Technical Working Group (TWG) created by the United Fresh Produce Association for the purpose of developing a harmonized single food safety audit standard for the fresh produce industry. Submitted regulatory comments in response to FDA's request for input on preventive controls for fresh produce.
- ***Crop Protection***...Provided comments and data to EPA to support the need for continued availability of Guthion® {azinphos-methyl (AZM)} during its phase-out. Convinced EPA to allow growers to continue to use existing stocks of Movento™ and Ultor™ during the registration process. Submitted comments to EPA critical of the agency's proposal for overly restrictive spray drift proposals, arguing they were not science-based and risk-specific.
- ***Research***...Promoted broad participation in the Farm Bill's new Specialty Crop Research Initiative grant program by scientists and researchers focusing on apples. Coordinated congressional visits with Research Subcommittee leaders to explain the need for strengthened support for apple research. Appointed by the ARS Administrator to a 5-member team to recommend candidates for USDA's Agricultural Research Hall of Fame.

Consumer Health & Education

- **Health Benefits Research...**Funded research on Alzheimer's disease which was published in 2 peer-reviewed journals. Coordinated promotion, which subsequently yielded over 12.5 million consumer impressions. Began a new study with Ohio State University on apple antioxidants in apples and humans.
- **Consumer Research...**Conducted consumer research study with Phil Lempert, the *Supermarket Guru*®, exploring consumer attitudes about and uses for apples and apple products. Report shared in membership webinar and results promoted through national press release, gaining significant consumer and industry attention. Yielded over 100,000 consumer impressions.
- **Media Outreach...**Advised national media on apples, apple products, their health benefits and versatility in the kitchen.
 - Released a feature news article distributed via PR Newswire's "Holiday Feature News Package" resulting in more than 200 online clips and more than 200 million potential consumer impressions.
 - Conducted successful New York City tour with top tier media with potential reach of 50 million consumer impressions and total ad value of \$1.8 million.
 - Promoted apples/apple products at media event 'Food Fete' coinciding with the Fancy Food Show. Received multiple media inquiries with potential reach of 4.8 million consumer impressions and ad value of \$232,000.
 - Reached an estimated 25 million consumers via national press releases on various topics, such as apples and heart health, fall apple harvest, fall's favorite fruit for Halloween and others.
 - Developed 5 new recipes for use in promotions along with new brochure.
 - Launched Facebook and Twitter pages. Developed 7 video segments posted on YouTube.
- **Total media impressions over 240 million.**

Industry Information

- **Crop insurance...**Worked with USDA to improve the apple crop insurance policy for growers. Submitted regulatory comments to USDA on proposed changes. Monitored release of 2011 revised apple crop insurance policy.
- **Perishable Agricultural Commodities Act (PACA).** . . .Advocated for apple interests as a member of the PACA Trust Working Group of produce industry organizations who are developing recommendations on USDA's proposed changes to PACA to provide more flexibility to produce sellers while maintaining PACA's financial protections.
- **Market News...**Provided monthly reports on apple supply and movement to benefit the industry. Completed review of storage facilities reporting monthly stocks to ensure that all significant storage was being captured.
- **2009 Apple Crop Outlook and Marketing Conference...**Participants from around the world heard the latest crop forecasts, market outlooks, and marketing trends. Published the industry's only annual compendium of crop production data, the *Production and Utilization Analysis Report*.

Crisis Communications

- **Crisis Response to Media...**Kept apple industry informed on media attacks against apples. Researched and prepared talking points for issues including: *NPR* story on "Lead in Apple Juice," *CNN* story on the "Dirty Dozen," organophosphates and ADHD, arsenic and apple juice, and a *Prevention Magazine* article about the "7 Foods Even Experts Won't Eat." Conducted daily media monitoring for potential media crisis affecting the apple market.
- **Member Tools...**Developed crisis talking points for USAApple membership using probability-vulnerability scenarios.
- **B-Roll...**Created new b-roll video footage so media will have accurate apple visuals for TV/web stories in a crisis.

Membership/Communications

- **Member Outreach...**Reached more than 4,200 apple growers in multi-state outreach campaign, gaining over 800 new USAApple members. Increased participation in state and horticultural meetings, and regional association Board meetings, to share USAApple priorities and accomplishments, and listen to apple grower/industry concerns.
- **Member Dues...**Increased revenue for USAApple programs by increasing individual memberships at all levels.
- **Young Leaders...**Implemented new Young Apple Leader Initiative and hosted first event on USAApple's Capitol Hill Day. The Young Apple Leader Initiative is a leadership development program to prepare young growers for productive involvement with the apple industry, state apples associations and USAApple.
- **Apple News...**Produced 12-page USAApple "Year in Review/Look Ahead" edition of *Apple News*; distributed to apple industry leaders and included in promotional packets. Produced monthly *Apple News* with key congressional updates, consumer trends and industry information.
- **Industry Media Outreach...**Contributed 34 columns on major industry issues in key industry publications including *American Fruit Grower*, *Core Report*, *Fruit Growers News* and *Good Fruit Grower*.
- **Media Outreach & Tracking...**Expanded network of media contacts for distribution and apple issues-tracking capability via new electronic database.