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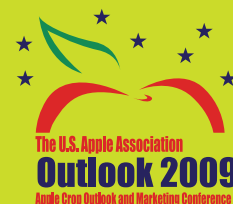
2009

Apple Crop Outlook & Marketing Conference

August 20-21, 2009

**Ritz-Carlton Hotel
Chicago, IL USA**

www.usapple.org



★ ★ ★ ★ ★ Outlook Agenda at a Glance ★ ★ ★ ★ ★

Thursday, August 20

1:00 – 4:00 p.m. General Session I

2009 Apple Crop Overviews

United States
Europe
China

Any Way You Slice It: Reaching Modern Consumers With Apple Product Innovations

Tony Freytag, CrunchPak

BREAK

2009 Apple Grower of the Year Award

The New "IT" – Hot Consumer and Technology Trends

Kevin Coupe, MorningNewsBeat.com

4:00 - 5:00 p.m. U.S. Regional Crop Discussions
Regional Directors Elections

5:00 - 6:00 p.m. Apple Juice Concentrate and Processing
Roundtable

6:00 – 8:00 p.m. Evening Reception

2009 Apple Person of the Year Award

Friday, August 21

7:00 – 7:45 a.m. Breakfast Meeting

8:00 – Noon General Session II

USApple State of the Industry Report

2009 Apple Crop Overviews

Canada
Mexico
Southern Hemisphere

Market Dynamics:

Consumer Demand for Apples in the Next Decade

Steve Lutz, The Perishables Group

BREAK

Most Accurate Estimator Award

National Apple Merchandiser of the Year Award

Orchards of Plenty: The Future of the Washington Apple Crop – Situation Analysis

Panel of Apple Industry Leaders

2009 U.S. Regional Crop Outlook

Announcement of 2009 U.S. Apple Crop Forecast

Noon Adjournment



Registration Information

Register Online Today!

To register, visit www.usapple.org and complete the online registration form. You may also register by fax or mail using the enclosed registration form. Registration will be available after August 3 for an additional \$100.00

Hotel Reservations

For reservations, call the Ritz-Carlton Chicago directly at 800-621-6906 and speak to the reservations department. Be sure to mention "U.S. Apple Association Outlook 2009" to receive our special reduced room

rate of \$255 plus tax for a single room/\$295 plus tax for an executive suite. **The deadline for reduced rate rooms is July 20, 2008 – so make your reservations now!**

Premier Sponsors

The U.S. Apple Association thanks these sponsors for their generous support of the **2009 Apple Crop Outlook and Marketing Conference**:



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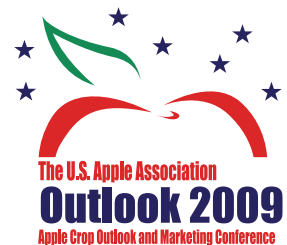
Plan **NOW** for the apple industry's largest annual networking event!

Join us and discover...



- Hot technology and consumer marketing trends
- A special panel on the future of the Washington apple crop
- New and emerging apple product innovations
- Breakthrough data on global apple crop projections
- Bold business growth strategies
- Key networking opportunities

Register today at www.usapple.org.



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