



News Release

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2009 Apple Crop Outlook & Marketing Conference Will Feature Tech and Consumer Marketing Experts, Breakthrough Apple Crop Data Projections and Key Networking Opportunities

Special VIP Industry Panel Will Examine Future of Washington Apple Industry

VIENNA, VA – The unveiling of this year’s apple crop projections, experts spotlighting hot new technology and consumer marketing trends, and a blend of key networking opportunities will define the *2009 USApple Crop Outlook and Marketing Conference*, August 20-21 at the Ritz-Carlton Chicago.

Just added for this year’s event is a special Blue Ribbon Panel which will take a broad look at the future of the Washington state apple industry.

Hosted annually by the U.S. Apple Association (USApple), *Outlook* is the preeminent annual international event for apple growers, processors, packers, shippers, marketers and other apple product companies and their grower suppliers.

First Available U.S. and Global Crop Projections

Highlighting *Outlook* will be a broad analysis of the first forecast for this fall’s new apple crop. USApple’s own member-driven projections will be compared to predictions from the U.S. Department of Agriculture’s (USDA) prospective apple crop report, which will be released just a few days before USApple’s report. The unveiling of this critical new industry data will include region-specific overviews for the five key apple-producing regions: Northwest, California/Southwest, Midwest/Central, New York/New England and Mid-Atlantic/Appalachian/Southeast.

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

Complementing crop projections and state-of-the industry analysis, *Outlook* will showcase specially selected marketing gurus 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. Highlights include:

- *The Next New “IT” – Hot Technologies and Consumer Marketing Trends*
Kevin Coupe, MorningNewsBeat.com
- *Any Way You Slice It – Reaching Modern Consumers With Apple Product Innovations*
Tony Freytag, CrunchPak
- *Market Dynamics – Apple Sales Performance in the U.S.*
Steve Lutz, The Perishables Group
- *Orchards of Plenty – The Future of the Washington Apple Industry*
Panel of Industry Leaders

Apple Juice Concentrate Roundtable

In addition to spotlighting the critical new crop data and emerging marketing and technology trends, *Outlook* will feature a special roundtable discussion devoted to the apple juice concentrate industry segment. Moderated by Tom Hurson, Tree Top, Inc., the roundtable will address important apple supply and processing trends related to the production of apple juice concentrate.

Networking and Discussion Events

Networking events are also planned. As the premiere gathering of the global apple industry, *Outlook* attracts industry leaders from the United States and around the world, representing all segments of the apple industry, including production, packing, processing, sales, marketing and new products. It is an ideal forum for meeting and collaborating with other apple industry professionals.

Interspersed with these activities will be several other important events. Regional discussions about crop outlook, industry happenings and trends will take place for the Eastern, Midwest and Western regions. USApple will also present its Annual State of the Industry Report, and elections for the USApple’s Board of Directors will occur.

Production and Utilization Analysis Report

Outlook attendees will receive an exclusive copy of USApple's 2009 *Production and Utilization Analysis*, a "must have" statistical analysis of the apple industry. This publication – created specifically for *Outlook* and not available anywhere else – examines the latest apple volume, value, crop movement and utilization, and U.S. export and import trends. It also breaks down apple processing and fresh market forecasts, and features an international apple market outlook and general trade assessment, current and future.

Apple Industry Award Presentations

Capping off *Outlook* will be several prominent award presentations. The top three awards in the apple industry, the *American Fruit Grower* magazine's **Apple Grower of the Year**, *The Packer/The Grower* publication's **Apple Person of the Year**, and *National Apple Month's* **Apple Merchandiser of the Year**, will be presented.

Register Today!

Online registration for the *2009 Apple Crop Outlook & Marketing Conference* is now available. Discounted early registration rates are available until August 3. Discounted hotel rates at the Ritz-Carlton Chicago (A Four Seasons Hotel) are available through July 20, but attendees are strongly encouraged to book reservations as soon as possible. The discounted room block typically sells out quickly. Contact the Ritz Carlton-Chicago directly at (312) 573-5100 or (800) 621-6906 and mention “USApple Association Outlook 2009” to receive the special reduced room rate starting at \$255 plus tax for a single room

For more information on the, visit the *Outlook* website at <http://www.usapple.org/industry/outlookconference/index.cfm> or call the USApple office at (800) 781-4443.