

# Apple News

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## PUBLIC AFFAIRS

### North Carolina Apple Grower Supports Specialty Crops Before Congress

North Carolina apple grower Kenny Barnwell testified before the U.S. House of Representatives on July 30 on the “Future of Specialty Crops for Small Farmers.” Speaking to the House Subcommittee on Rural Development, Entrepreneurship and Trade, Barnwell stressed the importance of research, federal nutrition programs and the federal crop insurance program to sustain a healthy apple industry. He also highlighted challenges he and other growers face from foreign competition, increased production costs and government regulations. Barnwell’s Congressman, Rep. Heath Shuler (D-NC), chairs the Subcommittee. Barnwell’s orchard is in North Carolina’s apple-rich Henderson County.

USDA Deputy Secretary Kathleen Merrigan also testified about the Farm Bill’s Specialty Crop Block Grant Program, the Fruit and Vegetable Snack Program and a number of other USDA loan and grant programs serving the specialty crop industry. When asked about how to increase the amount of fruits and vegetables and other healthy foods offered in school meals, she cited the success of the recently launched fresh sliced apple pilot program and the Department’s commitment to expanding the program this coming year. 🍏



North Carolina apple grower Kenny Barnwell testifies before Congress.

### It’s August, Time to Meet Your Members of Congress



The House and Senate have left town for their August “recess,” which means most Members have returned to their home state to hold town hall meetings and visit constituents. This provides a valuable opportunity to discuss top apple priorities right in your community where the impact of policy decisions is felt most. Please take the opportunity to attend any public meetings hosted by your Representatives and Senators even if that Member of Congress is already “with us” on key issues.

For example, it is critical that they continue to hear from constituents on the need for a legal, stable and reliable agricultural workforce – so they can carry that message back to Capitol Hill. Many members of Congress who have stood up for our industry by voting

against “enforcement only” provisions or cosponsoring the AgJOBS bill now find themselves targeted by anti-immigration groups, so it’s important that they hear from both sides.

Tell them that a slowing economy has not produced any more “U.S. workers” and the apple industry is still heavily dependent on a migrant workforce and a broken, inefficient guest worker program. Let them know that apple and other labor-intensive agriculture industries cannot wait any longer for real reform, and that without it we could see a day in the near future where we are importing our food.

If you would like specific talking points on agriculture labor or other key apple industry issues, please contact Diane Kurrle at [dkurrle@usapple.org](mailto:dkurrle@usapple.org) or 800-781-4443. 🍏

## U.S. House Passes Landmark Food Safety Legislation, Greatly Expands FDA Food Safety Authority

On a vote of 283 to 142, the U.S. House of Representatives in late July voted overwhelmingly to fundamentally change the nation's food protection system by passing H.R. 2749, the "Food Safety Enhancement Act of 2009."

The bill calls for a commodity-specific and risk-based approach to food safety – a position actively promoted by USApple. It would significantly expand FDA authority for food safety and require the agency to establish mandatory food safety standards for the safe growing, harvesting and packaging of "high

risk" fruits and vegetables. FDA would also have to update its GAPs guidance for all fruits and vegetables.

In addition, the bill calls for more stringent traceability standards, increases reporting requirements of food handling, processing and storage facilities, and assesses various fees. It also continues the delegated authority relationship of FDA with USDA and state departments of agriculture.

The bill now moves on to the U.S. Senate, but immediate action is unlikely due to the chamber's full fall agenda, which includes climate change and health care reform. 🍏

## FDA Issues Drafts of Food Safety Guidance for Leafy Greens, Melons and Tomatoes

The Obama Administration recently issued draft food safety guidance for leafy greens, melons and tomatoes, providing a glimpse of what may be ahead for all produce categories. The guidance is intended to cover the entire supply chain, from production and harvest to processing, distribution and user handling at retail or foodservice.

"We must set as our highest priority the creation of enforceable standards for food safety that prevent the food Americans eat from ever becoming contaminated," said FDA Commissioner Margaret Hamburg. While not mandatory, Hamburg said "these new food safety guidelines will facilitate the development of enforceable food safety standards and ensure a safer supply of fresh food for all Americans."

This announcement indicates a strategy shift, she said, from a food safety system that often has been reactive to one that is based on preventing food-borne hazards.

In addition to incorporating approaches that are commodity-specific and risk-based, the new guidelines incorporate general lessons learned since release of FDA's 1998 *Guide to Minimize Microbial Food Safety Hazards* for Fresh Fruits and Vegetables. USApple's Technical Food Safety Task force is reviewing the new guidelines regarding possible implications for apples.

Details can be found at [www.fda.gov](http://www.fda.gov). 🍏



## EDUCATION

### USApple Promotes Apple Recipes

USApple's education and research program actively promotes the use of fresh apples in all types of recipes. Whether it is breakfast, lunch, dinner or just a snack, apples are starring in recipes everywhere.



Recipe of the Month:

#### Apple Tortellini Salad

- 1 package (9 ounces) refrigerated or frozen cheese-filled tortellini
- 3 medium sweet-tart apples, cored and sliced (about 2 cups)
- 2 cups shredded salad greens
- 1 cup sliced fresh strawberries
- 1/2 cup thinly sliced celery
- 1/2 cup sliced scallions
- 2 tablespoons toasted pine nuts (optional)

#### Dressing:

- 3 tablespoons frozen apple juice concentrate, thawed
- 3 tablespoons light corn syrup
- 2 teaspoons brown sugar
- 1 teaspoon apple cider vinegar
- 1/4 teaspoon garlic salt
- Ground white pepper, to taste

#### Dressing:

Combine apple juice concentrate, corn syrup, brown sugar, vinegar, garlic salt, and pepper in a screw-top jar; shake well and refrigerate.

#### Salad:

Cook tortellini according to package directions. Drain, and cool by rinsing pasta under cold water. Shake gently to drain thoroughly. In a large mixing bowl, combine tortellini, apples, salad greens, strawberries, celery and scallions. Toss salad gently with chilled dressing. Sprinkle with pine nuts, if desired, and serve.

Makes 6 to 8 servings.

## USApple Participates in PA Field Day, Meets With Young Growers Group

USApple's Todd Hultquist and Mark Seetin joined apple and specialty crop growers from across the mid-Atlantic for the 2009 Penn State University Fruit Research and Extension Center Grower Field Day

held in Biglerville, Pennsylvania. The day was spent exploring the latest trends in orchard management, care and research in areas such as sustainable and organic fruit production, orchard automation and pest control.

The day provided a special opportunity for USApple to meet with the Young Growers Alliance (YGA), a new generation of specialty crop growers seeking to develop progressive approaches for meeting future growing and marketing challenges through educational opportunities, community involvement, field trips and networking events. Launched in Pennsylvania in 2005, the group's membership now stretches from



USApple Director of Communications and Membership Todd Hultquist meets with members of the Young Growers Alliance at a field day hosted by Penn State University Fruit Research and Extension Center.



Members of the Young Growers Alliance (l to r): Leighton Rice, Katie Hess-Reichard, Katy Lesser.

New England to the Carolinas, and has generated interest in other apple growing regions around the country.

USApple is exploring the creation of a national young growers program that would provide leadership development opportunities, including participation in USApple's annual Capitol Hill Day in March and Outlook conference in August. 🍏

## USApple Recognizes Outgoing Chairman Bruce Grim for Leadership and Vision



Bruce Grim

USApple Chairman of the Board Bruce Grim will conclude his one-year term on August 22, following the election of his successor at USApple's August Board meeting. It has been an eventful year for Chairman Grim, with the implementation of a comprehensive new USApple membership program, the launch

of new task forces and program initiatives, active engagement between apple businesses and the Obama Administration and Congress, and the planning – with several significant changes – of USApple's upcoming Outlook conference.

A longtime orchardist, Grim is the executive director of the Washington State Horticulture Association, in Wenatchee, Washington, and is the manager of the Marketing Associations, which includes Washington Apple Grower's Marketing Association, Washington Pear

Marketing Association, Mid-Columbia Pear Marketing Association and the Northwest Cherry Marketing Association. These four organizations were formed under the Caper-Volstead Act, which allows agricultural producers to discuss supply and price issues.

A former chairman of the Washington Apple Commission, Grim has visited apple growing regions all over the world and has led apple production consulting projects in both hemispheres, including several former Soviet Republics.

Earlier in his career, Grim spent eight years in private law practice with the Salem, Oregon, firm of Douglas, Grim, Carson and Dickey, PC.

Grim holds a bachelor's degree in economics from Washington State University and a law degree from Willamette University College of Law.

**On behalf of the USApple Board of Directors, membership, staff and allied industry partners, thanks, Bruce, for a very exciting year. We are truly grateful for your thoughtful leadership and broad vision. 🍏**



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## NATIONAL APPLE MONTH

# National Apple Month Announces 2009 Partnerships for Fall Promotions

The National Apple Month Fall Retail and Military Display Contests kick off September 1 with support of national brands Marzetti® Caramel Apple Dips, Smucker's® Natural Peanut Butter and Jif® Natural Peanut Butter.

The competition helps drive apple sales by generating innovative marketing ideas and triggering additional impulse purchases. In addition, the cross promotion provides a strategic opportunity for the apple industry, along with Marzetti, Smucker's and Jif, to fulfill consumer desires for more delicious and healthier food experiences.

Marzetti and Smucker's are multi-year National Apple Month partners and will promote their products alongside fresh apples and apple products in produce departments at supermarkets and military commissaries across the country between September 1 and November 30, 2009. Jif is joining the

promotion with their Natural Peanut Butter Product.

The Marzetti, Smucker's and Jif sales forces will support the National Apple Month Fall Display Contests with advertising and in-store merchandising throughout the promotion period.

National Apple Month is able to package a highly successful promotional event for the apple industry to add to their marketing mix to boost apple and partner product sales during the peak apple harvest months.

"Marzetti's caramel apple dips, Smucker's Natural Peanut Butter and Jif Natural Peanut Butter make natural partners for the National Apple Month competition," said Fred Hess, Hess Bros. Fruit Company, Chairman of the National Apple Month program.

For more information on National Apple Month, contact Kay Rentzel at (717) 432-0090 or [ksrentzel@aol.com](mailto:ksrentzel@aol.com).

