

INDUSTRY INFORMATION

U.S. Apple Growers Expect Bountiful Harvest Across Most Regions, Categories

About 241 million boxes of fresh and processed apples are projected for the U.S. in 2009-10, up from 233 million boxes last year and higher than the five-year average of 229 million boxes, according to the U.S. Department of Agriculture (USDA) annual apple forecast.

The total estimate from the U.S. Apple Association (USApple) for 2009-10, however, is 235 million boxes.

Both forecasts were presented at USApple's 2009 Apple Crop Outlook and Marketing Conference held in August in Chicago. Global analysts speaking at the two-day conference cited nearly optimal growing conditions in all growing regions as reasons for the robust projections.

The mild discrepancy between the two forecasts was attributed to the "hands on" nature of USApple's projections and the impact of

prolonged cool, wet weather in some growing regions after USDA released its projections and just before Outlook attendees met to make their regional assessments.

Fresh apple production will be up and apple sizes will be larger than last year, according to the USDA estimate. In the eastern U.S., led by New York and Pennsylvania, fresh production is pegged at 57 million boxes (56 million forecast by USApple). In the midwest, led by Michigan, fresh volumes are expected to be 32 million (33 million USApple). And in the west, dominated by Washington, fresh production is expected to be 151.5 million (145 million USApple).

Overall, apple demand nationwide remains strong, carryover supplies from the large 2008 crop are minimal and the conditions at harvest look relatively promising.

Complete details of the USDA and USApple forecasts, including

data on trade and exports, apple juice concentrate and processing trends, and sales trends for specific apple varieties are included in USApple's 2009 Apple Crop Production and Utilization Analysis, which was released at Outlook and is available from USApple upon request.

Note: These estimates were issued prior to recent damaging hail in North Carolina. USDA and USApple both estimated North Carolina's apple production at 2.7 million boxes. 🍏

Top 5 U.S. Apple Varieties

1. Red Delicious
2. Gala
3. Golden Delicious
4. Granny Smith
5. Fuji



New USApple Leadership Elected for 2009-10



USApple members recently approved the nomination of candidates to its 2009-10 Board of Directors and the Board, in turn, elected officers for the coming year. The selections occurred during the USApple Annual Meeting of Members and subsequent Board meeting held in Chicago, August 21-22.

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2008-2009 USApple Board of Directors

Back row: Jaime Williams, Kelly Henggeler, Dale Foreman, Chris Britton, Bill Dodd, Ned O'Neill, Tom Stokes. Center row: Jim Allen, Bob Price, Dan Boyer, Mike Wade, George Allan, Ken Guise, Dave Benner. Front row: John Wyss, Bill Zirkle, Julia Rothwell, John Graden, John Teeple, Joe Klein. Not pictured: Bryan Bixby, Bruce Grim, Darrel Oakes and Lee Peters.

Global Apple Leaders Explore New Strategies at 2009 Outlook Conference

Several hundred apple industry leaders from 30 countries converged in Chicago on August 20-21 for USApple's *2009 Apple Crop Outlook and Marketing Conference*. The annual event featured the unveiling of projections for the 2009 apple crop along with new data on consumer purchasing patterns and behaviors. In addition to crop projections for apple growing regions across the U.S. and around the globe, the conference featured presentations on new consumer and industry trends:

- **Consumer and technology trends guru Kevin Coupe** of www.MorningNewsBeat.com offered a spirited look at generational marketing, the rapid spread of social media services such as FaceBook and Twitter, and the dramatic changes in technology and purchasing behaviors that will drive business decisions in the next decade.

- **Apple products innovator Tony Freytag** of **Crunch Pak** provided a unique glimpse at the huge growth in fresh sliced apples and what other product innovations may lie ahead.

- **Perishables trends expert Steve Lutz** of **The Perishables Group** unveiled brand new data on consumer demands and produce consumption patterns.

- **A dynamic grower-shipper panel discussed the future of the Washington apple industry** by analyzing four distinct business models.

- **A roundtable discussion of apple juice concentrate** and processing issues offered critical insights into current and emerging trends in countries such as China, India and Mexico, as well as the U.S.

To order full conference proceedings, please contact USApple at 703-442-8850 or info@usapple.org. 🍏

Apple Awards Presented at Outlook

Several key industry awards were presented during *Outlook*:

Apple Man of the Year Bruce Grim— The Marketing Associations, Wenatchee, WA

Apple Grower of the Year Bill Zirkle— Zirkle Fruit Company/Rainier Fruit Company, Selah, WA

Apple Merchandiser of the Year King Soopers—A Kroger Company, Denver, CO

USApple would like to applaud and congratulate the recipients for their much-deserved recognition.

MEMBERSHIP USApple Leadership (continued)

The new slate of officers includes: **John Teeple**, Teeple Farms, Inc., Wolcott, NY, chairman; **Julia Rothwell**, Belding Fruit Storage, Belding, MI, vice chairman; **Dale Foreman**, Foreman Fruit and Land Company, Wenatchee, WA, secretary; **John Graden**, Dovex, Inc., Wenatchee, WA, treasurer; and **Bruce Grim**, The Marketing Associations and Washington State Horticultural Association, Wenatchee, WA, immediate past chairman.

Denise Donohue, executive director of the Michigan Apple Committee, was named to the Board seat reserved for state executives.

Three Board members will serve for the first time: **Ken Johnson**, Farmington Fresh, Stockton, CA; **Fred Leitz**, Leitz Farms, Sodus, MI; and **Mark Nicholson**, Red Jacket Orchards, Geneva, NY.

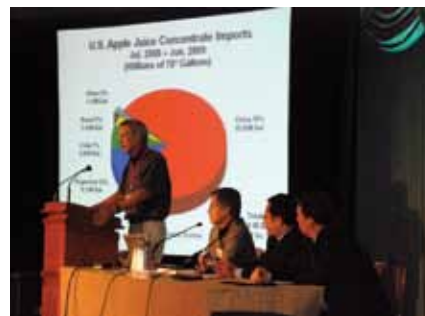
Continuing Member of the Board of Directors include **George Allan**, Allan Bros., Inc., Naches, WA; **Dave Benner**, El Vista Orchards in Fairfield, PA; **Dan Boyer**, Ridgetop Orchards, Fishertown, PA; **Chris Britton**, BK Partners in Modesto, CA; **Bill Dodd**, the Fruit Growers Marketing Association in Newcomerstown, OH; **Kelly Henggeler**, Henggeler Packing Co., Inc., Fruitland, ID; **Joe Klein**, Royal J. Klein & Sons LLC, Sparta, MI; **Ned O'Neill**, Joseph P. Sullivan in Ayer, MA; **Lee Peters**, Fowler Bros., Inc., Wolcott, NY; **Bob Price**, Price Cold Storage in Yakima, WA; **Tom Stokes**, Tree Top, Inc., Selah, WA; **Mike Wade**, Columbia Fruit Packers, Inc., Wenatchee, WA; **Jaime Williams**, Bowman Fruit Sales LLC, Timberville, VA; **John Wyss**, Gebbers Farms, Brewster, WA; and **Bill Zirkle**, Rainier Fruit Company, Selah, WA. 🍏



Kevin Coupe explains marketing opportunities with social media such as FaceBook and Twitter.



Dan Kelly of the Washington Growers Clearinghouse provides the pivotal 2009 apple crop forecast for the western region.



Tree Top executive Tom Hurson leads the apple juice concentrate and apple processing roundtable discussion to a large, attentive audience.

USApple Tours Michigan Apple Operations as Harvest Begins

USApple's Todd Hultquist, Diane Kurrle and Mark Seetin followed the *Outlook Conference* with an intensive three-day tour of Michigan apple operations coordinated by USApple Vice Chair Julia Rothwell and Michigan Apple Committee Executive Director (and USApple Board member) Denise Donohue. The apple orchards visited stretched from the shores of Lake Michigan in the southern part of the state to the pine-covered hills in the north, with much of the focus on the state's legendary "Fruit Ridge" just north of Grand Rapids. 🍏



Todd and Kelly Fox, The Fox Barn



Fred Leitz, Leitz Farms, new USApple Board member



Gary and Patty Bartley, Bartley Farms



Chris and Kimberly Kropf, Hart Farm; Diane Kurrle, USApple; Julia Rothwell, USApple vice chair, Belding Fruit Storage; Todd Hultquist, USApple; and Alicia Robinette, Robinette's Apple Haus & Cellars



Mike and (former USApple Chairman) Ed Wittenbach, Wittenbach Orchards



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USAPPLE

USApple Names Allison Parker as Director of Consumer Health and Education



Allison Parker

USApple is pleased to announce that Allison Parker, MS, RD, has joined the association as Director of Consumer Health and Education. Allison attended the recent *Outlook Conference* and USApple Board/committee meetings and formally began work at USApple on September 14.

Formerly a nutritionist for the Wegman's supermarket chain in the Buffalo, New York area, Allison is a registered dietitian and originally from upstate New York's apple growing region. In her position with USApple, she is responsible for working with consumer media to generate coverage that excites consumers to enjoy more apples and apple products. Allison will also manage USApple's health research program and be active on crisis communications in the event of an industry crisis. She will serve as the staff representative for the Education Committee and the USApple-APREC Joint Research Steering Committee (APREC is the Apple Products Research and Education Council).

Please contact Allison (703-442-8850 or aparker@usapple.org) with suggestions and questions about ways to promote the nutritional health benefits of apples and apple products.

Welcome Allison! 🍏

INDUSTRY NOTES



Do you have comments, questions or suggested story ideas for the next issue of *Apple News*? Contact Todd Hultquist at USApple:

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