

INDUSTRY INFORMATION

On Your Mark, Get Set, Go to Outlook 2003!

The 2003 Apple Crop Outlook and Marketing Conference is the place to be Aug. 21-22. Outlook 2003, the single largest gathering of apple industry members in the United States this year, will take place at the Fairmont Hotel in Chicago, and will be attended by members from all segments of the apple industry – production, processing, sales and marketing.

The U.S. Apple Association (USApple) announced its line-up of speakers last month, which includes experts on U.S., European, Chinese, Southern Hemisphere, Canadian and Mexican industry trends, as well as the U.S. pear industry. Other speakers

include industry change and consumer trends experts.

The conference begins Thursday, Aug. 21, with general session presentations, followed by breakout discussions of regional crop outlooks. The general session will resume Friday morning, Aug. 22, and conclude at noon.

This year's major conference sponsors include Bayer Crop-Science and Syngenta Crop Protection. Other key sponsors include Agrofresh, Atlas Pacific, BASF Corporation, Cerexagri, Crompton Corporation, Dow AgroSciences, Dupont Crop Protection, Makhteshim Agan, Mott's, Farm

See OUTLOOK, page 2



Belrose's Des O'Rourke presents an overview of China's Impact on World Trade at USApple's 2002 Apple Crop Outlook and Marketing Conference. O'Rourke will be on hand this year to share his insight on the upcoming Southern Hemisphere crop.

PUBLIC AFFAIRS

Charlie Cook To Keynote USApple-PAC Fundraiser

Political Strategist Charlie Cook, editor and publisher of *The Cook Report*, will provide the keynote address at this year's USApple-PAC breakfast, benefiting USApple's political action committee (PAC). The breakfast will be held Aug. 22, at Chicago's Fairmont Hotel in conjunction with Outlook 2003. Join us for this great event, and show your support for USApple's government affairs activities on behalf of the nation's apple industry.

As one of the most sought-after political experts, Cook has appeared on all the major network news shows, including NBC's *Meet the Press*, ABC's *This Week* and *Nightline*, CBS' *Evening News with Dan Rather* and PBS' *NewsHour with Jim Lehrer*. Cook is also an analyst for NBC News as well as CNBC and MSNBC, appearing regularly on CNBC's evening program, *Capitol Report*.

Cook is widely regarded as an astute, impartial analyst of the Washington political scene, and is one of the nation's leading authorities on U.S. elections. He is a political analyst for the National Journal Group, where he writes weekly for *National Journal* magazine and *CongressDailyAM*.

Cook uses his encyclopedic

See COOK, page 3

PUBLIC RELATIONS

Apples Eligible for New Anti-Cancer Statement

U.S. apples and apple products can now be labeled with a new statement promoting their cancer-fighting capabilities, and USApple is encouraging industry members to pass the good news on to American consumers.

The new "dietary guidance statement" unveiled last month informs consumers that, "Diets rich in fruits and vegetables may reduce the risk of some types of cancer and other chronic diseases." It is the result of a collaborative effort between the National Cancer Institute, the government sponsor of the "5 to 9 A Day – For Better Health" program, and the U.S. Food and Drug Administration (FDA).

The statement can be used on packaging and signage, and in advertising and other materials. One hundred percent apple juice and cider, and processed apple products containing no added sugars or fats, are also eligible to

use the statement.

"Every consumer needs to know how easy it is to eat more healthfully with delicious, versatile apples, and this new tool can help us in that education process," said USApple nutrition specialist Julia Daly. "We encourage our industry members to use the statement in consumer-targeted materials, to help their customers choose apples for better health."

The new dietary guidance statement is the result of an FDA program launched late last year. The Consumer Health Information for Better Nutrition initiative is designed to make more and better information about foods and dietary supplements available to consumers, to help them make sound dietary decisions and improve their health.

For more information, contact Daly by telephone at (800) 781-4443, or via email at jdaly@usapple.org. ■

MEMBERSHIP SERVICES

Court Approves 3.5 Cent Wash. Assessment

The Washington Apple Commission (WAC) received good news July 23, when U.S. District Judge Edward Shea approved the proposed settlement between WAC and Washington state apple growers to allow WAC to collect a 3.5 cents-per-box assessment on all apple varieties.

This settlement allows WAC to continue funding vital industry organizations, such as USApple, Northwest Horticultural Council, Northwest Fruit Exporters and Washington State Horticultural Association. The court gave WAC a deadline of June 1, 2004, to incorporate the settlement agree-

ment into state legislation. The collection will begin Sept. 1, on all varieties except Golden Delicious, Red Delicious and Fujis. The new assessment rate will begin Oct. 1, for these varieties.

In related news, WAC also appointed Yakima grower Dave Carlson as interim manager, following the departure of former WAC President Welcome Sauer July 15. Carlson is owner and general manager of Carlson Orchards Inc., and has been a member of WAC's board since 2000. According to a recent news release, there are no immediate plans to search for a permanent manager. ■

PUBLIC RELATIONS

Apple Slices To Be Tested in Happy Meals

McDonald's Corp. will soon give some parents the option of requesting fresh-cut apple slices in their kids' Happy Meals, rather than french fries. The h-apple-y meal

option will be test marketed in three



www.mcdonalds.com

markets, not identified by the company. Parents will be asked to pony up 20 cents more for the healthier fare, answering the age-old question about at what price comes better health.

Fresh-cut slices will be provided to U.S. test-market stores by Performance Food Group, whose companies include Fresh Express.

For more information, contact USApple's Julia Daly at (800) 781-4443, or via email at jdaly@usapple.org. ■

OUTLOOK (from page 1)

Credit Services, Gowan Company, Knouse Foods, MacroPlastics, Tree Top, Valent BioSciences, Vance Publishing, and Zhonglu Fruit Juice.

Apple industry members can register on-site, with registration fees beginning at \$375 for USApple members.

Information is available on the USApple's Web site at www.usapple.org, or by calling USApple at (800) 781-4443. ■

Marzetti's Joins National Apple Month as 2003 Title Sponsor

USApple's National Apple Month retail promotion program has just gotten an added boost with the addition of T. Marzetti's®

as the 2003 title sponsor for its fall retail display contest. Marzetti's, with a full line of apple dip and apple crisp products, joins the apple industry's national generic promotional program as the 2003 title supporter of what promises to be another highly successful apple promotion.

"The National Apple Month retail promotion program provides us with a great opportunity to help drive produce sales by coming up with innovative marketing ideas and triggering additional impulse sales," said Marzetti's Senior Marketing Manager Carla Laylin. "Our objective is to fulfill consumers' desires for more delicious food experiences while improving their diets. This cross-promotion is a great opportunity for both of us."

Marzetti's will support National Apple Month with its sales force, in-store point-of-purchase materials and nationwide retail store coverage throughout the three-month promotional window, September through November.

Also new to the National Apple Month promotion this year, Get Fit Foods joins the fall retail display contest with its message of three apples a day for better health. The Get Fit Foods retail marketing



NATIONAL APPLE MONTH

program will promote the National Apple Month campaign by providing in-store merchandising support to retail stores nationwide.

National Apple Month bundles all of this into one convenient package, designed to boost apple sales and promote healthy diets during harvest, the peak U.S. apple season.

"Marzetti's Apple Dip and

Marzetti
Since 1896

Apple Crisp, and Get Fit Foods

make natural

partners for the National Apple Month fall retail display contest," said program director Kay

Rentzel. "We're very pleased to team with Marzetti's and Get Fit Foods to expand this exciting fall promotion."

Industry support in urging retailers to feature and merchandise apples and apple products helps National Apple Month provide a tremendous value to the industry's marketing efforts.

National Apple Month is the apple industry's only national, generic apple promotion, held each fall during harvest. What started out as a National Apple Week promotion has grown to a three-month campaign under the auspices of National Apple Month. The program is independently funded by industry organizations and individuals, and does not utilize USApple funds.

For more information on National Apple Month, program sponsorship or industry membership, contact Rentzel by telephone at (717) 432-0090, or via e-mail at krentzel@usapple.org. ■

Cook Addresses USApple-PAC Breakfast



Political Strategist Charlie Cook

COOK (from page 1)

knowledge of American politics, memorable stories, quick wit and important insights to provide his audiences with timely information about the changing political climate.

USApple-PAC enables the apple industry to better promote its positions on food safety and pesticide regulation, farm labor reform, international trade and other critical issues.

The cost of breakfast is \$100 per person and reservations are due by Aug. 18. Contributions to USApple-PAC must be drawn from a personal bank account, as federal law prohibits corporate or business contributions. Only U.S. citizens and green card holders may donate funds to USApple-PAC.

For more information about the USApple-PAC, or to receive an invitation to the fundraising breakfast, contact USApple Director of Administration and Finance Brenda Cordova by telephone at (703) 442-8850 or (800) 781-4443, or via e-mail at bcordova@usapple.org. ■

Daly: Giving New Meaning to “An Apple A Day”

Following is a profile of USApple Vice President of Public Relations Julia Stewart Daly, who currently directs the association’s nutrition research and promotion program and crisis communications activities, in addition to other communications tasks.

What’s your background?

A Virginia native, I received my bachelor’s in economics from the University of Virginia. I was introduced to agriculture immediately, working for the forest industry’s national association in Washington, D.C. Later, I consulted for a nationally-known firm providing crisis communications services to Fortune 500 clients.

I joined USApple (then the International Apple Institute) in 1993 as communications director, overseeing the public relations and membership services staffs, and crisis communications activities. Four years ago, I got to tap into my personal interest in health and



fitness to help refocus and expand our public relations program to concentrate on nutrition research and promotion.

What is the most satisfying aspect of working in the apple industry?

Believing I’m making a difference in peoples’ lives, and our industry’s livelihood. Everyone has read about the serious threat to public health being caused by the growing obesity epidemic, and the related increases in cancer, heart

disease, diabetes and other diseases. As producers of the icon of health, the apple industry is in a great position to help improve our nation’s physical health by encouraging Americans to eat more apples and apple products – and to improve the economic health of our industry in the process.

And we’ve got a great story to tell! Few if any other foods can tout the “whole body” range of health benefits that recent research suggests that apples may provide. I am profoundly honored and privileged to manage this life-altering program.

What do you feel is important for the future of the apple industry?

On the demand side of the equation, we’ve got to work together to grow consumption. Americans are falling far short of the recommended “5 to 9 A Day,” and are no where near “an apple a day.” We’ve got lots of opportunity to grow consumption, and lots of delicious and versatile foods – fresh and processed – with which to grow it. Health promotion is something every member of the apple industry can, and should, get behind. I’m here to help make that happen! ■

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