

EDUCATION

Study Looks at Apple Antioxidants

Antioxidants is one of the new “buzz” words in healthy eating. Commonly found in fruits and vegetables, these substances are thought to be effective in helping to prevent cancer, heart disease, and stroke. A new study funded by the Canadian government looks at the antioxidant content of some of the top apple varieties, and found apples to be a good source.

“Consumers can look to this new research as another compelling reason to enjoy even more apples!” said USApple President and CEO Nancy Foster. “Along with their high antioxidant content, apples are widely available, easy to store and represent a great value for consumers. These attributes make apples an outstanding option for consumers looking for a healthy dose of antioxidants.”

While some mainstream media coverage of the study, conducted by Dr. Rong Tsao, a research scientist for Agriculture and Agri-Food Canada, focused on whether one apple variety had more antioxidants than other, the overall message is that all apples contain antioxidants.

In the study, the red delicious variety had the highest level of antioxidants in the varieties tested.

“Choosing an apple with a high [level of antioxidants] in the flesh and skin can potentially produce more health benefits,” said Dr. Tsao. “But eating any apple is better than eating no apple at all.”

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PUBLIC AFFAIRS

USApple Fights to Maintain Chinese Antidumping Order

The U.S. Commerce Department and the International Trade Commission (ITC) should extend the import duties currently in place as part of the antidumping order on non-frozen apple juice concentrate from China for at least another five years, urged USApple in a recent petition to the agencies.

“We strongly urge the U.S. government to continue the antidumping order and the associated duties on imported Chinese apple juice concentrate,” USApple President and CEO Nancy Foster wrote to the ITC in response to its scheduled review of the order. “If

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See You in Chicago . . .



Dedicated in 1927 in the Beaux-Art tradition, the historic Buckingham Fountain is a landmark in the city of Chicago. The Windy City is also home to the **2005 Apple Crop Outlook and Marketing Conference**, which will be held August 18-19 at the Four Seasons hotel. See page 2 for more information on this “Can’t Miss” event. There is still time to register! 🍏

Don't Miss Outlook 2005

There is still time to register for the apple industry's premier annual conference -- but don't delay! The U.S. Apple Association's **2005 Apple Crop Outlook and Marketing Conference** will be held Aug. 18-19 at Chicago's Four Seasons Hotel.

USApple's annual conference blends market outlooks and networking for the premiere gathering of the apple industry in the United States, and perhaps the world. Domestic and international Apple industry leaders, representing all segments of the apple industry—production, processing, sales and marketing—attend each year. This year's event is sponsored in part by the BASF Corporation, Bayer CropSciences and Syngenta.

For more information, contact USApple at (800) 781-4443 or register online at www.USApple.org.

2005 Apple Crop Outlook & Marketing Conference

**August 18-19, 2005
Four Seasons Hotel
Chicago, Ill.**

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"There is a benefit to having a wide selection of apple varieties," noted Foster. "Different varieties offer consumers a choice in taste and texture in apples. They also allow for great flexibility in the use of apples in products and recipes."

There are many variables, including maturity and ripening, that could cause differences in antioxidant levels in apples.

For more information on this study or the health benefits of apples, contact Wendy Davis at (703) 442-8850 or via email at wedavis@usapple.org. 🍏

Kellogg's "Bad Apple" Ads Bad for Kids

Children need to be taught good eating habits as early as possible, but that is more difficult when healthy apples are called "grouchy, sour, meddling and scheming." That is the theme of an ad campaign for Kellogg's Apple Jacks, and USApple wrote to the company requesting a change.

"Apples and apple products provide outstanding nutritional value and flavor," wrote USApple President and CEO Nancy Foster in a letter to James Jenness, CEO of the Kellogg Company. "Consequently, we are concerned about the negative apple image portrayed by the 'Bad Apple' character in your Apple Jacks promotion campaign." In the commercials, "Bad Apple" tries to stop the Jamaican-influenced cinnamon stick, called "CinnaMon," from reaching the bowl of cereal first. USApple urged Kelloggs to change the "negative apple image portrayed by the character."

"In order to fight the childhood obesity epidemic and aid in the prevention of disease, we invite you to partner with us in healthy promotion of apples and apple products," wrote Foster. "Our current research and education information could offer an opportunity for your outreach efforts with regards to health and nutrition for children."

Kellogg responded directly to USApple to discuss the issue. A Kellogg executive assured no disparagement of apples was intended in the campaign. The company's pre-sale consumer sampling did not indicate any negative feelings toward apples



"Bad Apple" is the star of commercials for Kellogg's Apple Jacks cereal. USApple called for Kellogg to remove the negative portrayal of apples.

from the advertisements. However, the company promised to continue to monitor the issue via consumer feedback.

Kellogg agreed to consider options such as including additional apple nutritional information on its consumer website, but noted that no final decisions had been reached.

The Produce for Better Health Foundation (PBH) and the Center for Science in the Public Interest (CSPI) also took Kellogg to task for the advertisements. "Kellogg is using the good name of apples to make parents feel better about the brand, but the company is actually disparaging this healthful food in its messages aimed at children," said Elizabeth Pivonka, president and CEO of PBH.

Kellogg issued a statement in response to the PBH and CSPI efforts. "Kellogg has a long-standing commitment to advertise in a responsible manner," the company said in a statement. "The current Apple Jacks campaign is designed to be a lighthearted and fun way to communicate the cinnamon great taste of the cereal. It is not intended to disparage apples or discourage children from eating apples." 🍏

EPA Considers Changes in Fungicides

U.S. apple growers need to have continued access to safe and effective crop protection products. Part of USApple's mission is to ensure that the growers' needs are addressed in changing government policies. The U.S. Environmental Protection Agency (EPA) is now reviewing EBDC fungicides.

EPA officials are considering changing usage patterns or reentry intervals for the use of meteram and mancozeb to mitigate perceived farm worker and ecological risks. The agency is presently negotiating with registrants on potential mitigation measures that could limit the use of these products.

USApple is working with the industry and the registrants to limit the adverse impact of these changes as much as possible.

EPA is considering possible changes to the application rate, number of applications and reentry period. Meteram mitigation is likely

to include a reduction in the prebloom rate from 4.8 pounds of active ingredient per acre to 3.6 pounds and limiting the total number of seasonal applications to three instead of four. Growers have indicated that these possible changes should not cause a significant disruption in scab control. The extended season meteram use of 4.8 pounds of active ingredient per acre seven times per season is expected to remain unchanged, and the reentry interval of 24 hours will likely be maintained.

EPA is still considering the need for changes in the mancozeb label and continues to discuss this issue with the registrant.

These discussions are unpredictable, and require USApple to respond quickly to unanticipated questions or proposals. For more information on this action, contact Jim Cranney at (703) 442-8850 or jcranney@usapple.org. 🍏

INDUSTRY INFORMATION

USDA Begins Tracking Fresh Slices

Fresh sliced apples are one of the new hot topics in the industry. From the supermarket shelves to menus at McDonald's, its possibilities are being closely watched. Now the government is offering its first report on how much fresh apple slices mean for the industry.

In its July 2005 report, the USDA's National Agricultural

Statistics Service (NASS) included fresh slices for the first time.

About 47 million pounds of apples were utilized for slices during 2004, according to the NASS report. At an average price of \$184/ton, it makes this industry sector worth about \$4.3 million.

The government reportedly decided to begin tracking fresh slices after presentations by McDonald's and others at the 2004 Apple Crop Outlook and Marketing Conference in Chicago. 🍏



NATIONAL APPLE MONTH

NAM Offers Affordable Marketing Program

In its 100th year, the National Apple Month (NAM) program continues to deliver an affordable marketing program for use by the entire U.S. apple industry. Whether your customers are the smallest or the largest retailers, they know about NAM's fall program.

The program is designed to provide "events" or reasons for retailers and foodservice operators to merchandise or promote apples and apple products.

Financial support for the program comes from primarily two sources:

- ◆ Partner/Sponsors such as T. Marzetti, the National Peanut Board; and
- ◆ the domestic apple industry.

National Apple Month relies on the apple industry marketers, shippers, processors, state and regional associations, and individual grower members who recognize the value of merchandising apples and apple products at the point of purchase – retail supermarkets, supercenter stores and military commissaries. For every bushel of apples sold during the fall promotional period, National Apple Month spends one-tenth (\$.001) of a cent! Truly stretching every penny to its limit!

Look for membership materials from NAM in the mail. Support this vital program that reaches millions of consumers every week. NAM is an independently funded program, money from USApple does not fund the program.

For more information, contact NAM Director Kay Rentzel by telephone at (717) 432-0090, or at ksrentzel@aol.com. 🍏

USApple Urges Continuation of Duties

Antidumping (from page 1)

the order is lifted, the unlimited apple juice concentrate imports from China and falling prices could well result in the extinction of the U.S. domestic apple juice concentrate industry.”

In addition, elimination of the antidumping order would put an even greater economic strain on America’s apple growers.

“The antidumping order has been successful in stabilizing the U.S. apple juice concentrate market and keeping some Chinese exporters from using artificially low prices to capture market share,” noted Foster. “But without this protection, the predatory, low-price activity seen in the 1990s would likely return.”

Chinese concentrate firms have continued to add capacity to their existing production base. Since the United States is one of the largest concentrate markets in the world, there is ever increasing incentive to export to the United States. In addition, while China’s production capacity is increasing, its domestic

consumption is low – forcing Chinese apple juice concentrate producers to export.

Revocation of the antidumping order would make the United States an even more attractive market since other nations will continue to impose duties on Chinese concentrate. The European Union imposes a 25.5 percent tariff on apple juice concentrate and Canada has a tariff of 8.5 percent. With no tariffs in the U.S. market, Chinese product may flow from these markets into the United States in an effort to maximize profitability by avoiding the Canadian and EU duties.

The low prices and unlimited supplies from China could result in fewer juice apple purchases by processors. If the antidumping order is not maintained, apple growers will face the consequences in the form of lower juice apple prices and few juice apple sales. USApple is urging the ITC and the Commerce Department to maintain the antidumping order to prevent this harm to growers. 🍏

USAPPLE MEMBERSHIP

Membership Deadline Nears

Membership does have privileges, but the final deadline for renewal is now very near. Members who have not renewed their individual USApple memberships will be dropped from the active rolls.

Individual USApple membership provides direct value through consumer education/marketing, public affairs and industry information programs. Members also receive password-protected access to USApple’s new toolkit, complete with new recipes, nutrition information and other consumer friendly resources. All of the materials are available online at www.USApple.org.

If you have any questions about membership in USApple, please call Shannon Schaffer at (800) 781-4443 or email sschaffer@usapple.org. 🍏

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