

EDUCATION

National Breast Cancer Awareness Month & Apples

Is it just a coincidence that October is both National Apple Month and National Breast Cancer Awareness Month? USApple doesn't think so. Breast Cancer Awareness Month provides an opportunity to talk about the link between apples and reduced breast cancer risk in animals.

A study published this spring by food scientists at Cornell University found tumor incidence in animals treated with a known mammary carcinogen and then fed them whole apple extracts was reduced by as much as 44 percent. The phytonutrients in apples, rich in antioxidants, are credited for the cancer-fighting abilities. USApple funded a portion of the study.

"Women should be aware that apples can be easily implemented into a cancer-preventing diet," said Wendy Davis, a dietitian and USApple's director of communications & consumer health. "Disease-fighting antioxidants found in apples and apple products promote overall good health throughout life."

The study also found that apples may surpass dietary supplements in terms of effectiveness. "It suggested that consumers may gain more significant health benefits by eating more fruits and vegetables and whole grain foods than in consuming expensive dietary supplements, which do not

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INDUSTRY INFORMATION

October USDA Forecast Calls for Smaller Apple Crop

The latest apple forecast from the U.S. Department of Agriculture calls for a crop even smaller than was expected at the beginning of harvest. Interestingly, the USDA October numbers are almost exactly the same as the estimate from the 2005 Apple Crop Outlook and Marketing Conference.

USDA's final production forecast for the 2005 apple crop is 223.3 million bushels. This is "down 5

percent from the August 1 forecast and 10 percent below 2004," the department noted. "Decreases in production were shown for all seven forecasting states."

Washington state apple production estimates were revised downward to 128.6 million bushels, a drop of 4 percent from the August numbers and 11 percent below actual 2004 production. The state is

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Keeping U.S. Apples "Top of Mind"



The 2005 U.S. apple harvest is in full swing and USApple is tapping into the fall excitement to keep great-tasting, good-for-you apples, top of mind not for just consumers, but also Washington, D.C. policymakers. One way of accomplishing this goal is by providing apples for key events. These apples were given to an agricultural event in early October widely attended by Administration officials, Capitol Hill staff and others involved in farm policy.

Elvis is in the Orchard



Even “The King” likes apples. The young Elvis was “All Shook Up” by the apples at the Radio Disney/USApple event at the Davison, MI, Pumpkin Festival. See on page 3. 🍏

Breast Cancer Awareness

Breast Cancer (from page 1)

contain the same array of balanced, complex components,” said Dr. Rui Hai Liu, Cornell Associate Professor of Food Science, the study’s lead author.

Other studies have found apples may reduce the risk of cancer, heart disease and diabetes. In addition, other studies even show that apples may help dieters lose weight.

For more than two decades, National Breast Cancer Awareness Month has educated women about breast cancer.

For more information on this apple research and other studies visit us online at www.USApple.org or contact Wendy Davis at (703) 442-8850 or wdavis@usapple.org. 🍏

NATIONAL APPLE MONTH

Fall Display Contest in Full Swing

Another National Apple Month (NAM) retail display contest is now in full swing. More than 4,000 grocery stores, military commissaries and other foodservice operations are putting up their best displays to encourage consumers to purchase more apples and apple products.

NAM is a self-funded program that conducts the only nationwide generic apple promotion, under the umbrella of the U.S. Apple Association. USApple does not fund or conduct direct product promotional programs. Support for NAM comes from individual memberships and this year’s partners, T. Marzetti® and the National Peanut Board.

NAM provides a strong platform each year for promoting fall’s bountiful harvest and establishes that all-important early season momentum – with proven sales results. Last year’s fall promotion winners reported average overall sales in-

creases of more than 23 percent. Fresh apple sales increases ranged as high as 47 percent, while processed apple products experienced sales increase up to 41 percent.

The 2005 promotion has been changed to include more opportunities for prizes.

Display contest entries will arrive at the NAM office in mid-November and be judged by an independent panel of produce industry experts in January 2006.

For more information on NAM visit the USApple’s website or contact Kay Rentzel at (717) 432-0090 or ksrentzel@aol.com. 🍏



MEMBERSHIP/COMMUNICATIONS



From left, USApple’s Kevin Terry, Kay Rentzel and Mark Bowen, meet with Kay and Bruce Hollabaugh in their Pennsylvania orchard.

USApple staff recently took advantage of the busy season to see the industry in full swing. From the orchard to packing and processing to retail, Shannon Schaffer, Mark Bowen and Kevin Terry followed the apples through the system.

A special thanks to all those

who interrupted their heavy schedules to help educate the staff on the basics of the industry.

Included in the tour was a trip to Rice Packing Co. and the orchards, Knouse Foods Cooperative and Hollabaugh’s orchards and farm market. 🍏

USDA Forecast

Crop Size (from page 1)

estimated to produce about 58 percent of the U.S. crop in 2005. "The apple harvest in Washington continues under very good weather conditions," USDA reported.

"Growers are reporting fruit size smaller than last year due to a cool spring and a very warm August."

Michigan's crop size is pegged at about 16.7 million bushels, a drop of 15 percent from August and 8 percent under the 2004 crop. "Hot weather during July and August accelerated fruit maturity, but hindered color development," USDA said. "Harvest is running ahead of schedule for many varieties. Fruit quality is generally high, with excellent firmness and high Brix levels reported."

Overall production in the eastern U.S. is forecast to be down 9 percent below last season. North Carolina's production is forecast at 3.7 million bushels, a 9 percent drop from August; New York is expected to see a 25.3 million bushel crop, down 8 percent from the previous estimate; Virginia's forecast slipped 6 percent to 7.1 million bushels; West Virginia's new forecast is just over 2 million bushels, a 3 percent slip; and Pennsylvania is projected at 10 million bushels, a 2 percent change from August.

"In New York, fruit size is down due to hot weather and a lack of rain in August. High winds in eastern growing areas caused some fruit drop," reported USDA.

"Yields are down in Pennsylvania due to smaller apple sizes caused by dry conditions. Quality is reported to be generally good, with some increased insect pressure resulting from the warm, dry summer. Yield potential in Virginia was reduced by dry conditions in late summer and early fall. Hot, moist conditions in North Carolina increased disease problems in some blocks."

For more information contact Mark Bowen at (703) 442-8850 or mbowen@usapple.org. 🍏

EDUCATION

USApple/Radio Disney Partnership in High Gear for Healthy Halloween

From Seattle to New York City and from Michigan to Florida, USApple is crossing the country with Radio Disney to educate consumers about delicious and healthy apples and apple products the industry is producing.

The Halloween-themed events, which correspond with local festivals and other "high-traffic" events, are an opportunity to remind consumers that children and mothers alike can easily include apples and apple products in a healthy diet.

"This is the perfect partnership – USApple has a great health message to spread and Radio Disney has a powerful vehicle to get the word out," said Wendy Davis, a dietitian and director of communications & consumer health for USApple. "Radio Disney created activities for families attending these events, and worked apples and apple products into the fun."

Games, karaoke, and trivia and dance contests are just a few

of the ways Radio Disney has used to get the crowd interested in apples and apple products.

For more information about the Radio Disney partnership, contact Wendy Davis at (703) 442-8850 or email wdavis@usapple.org. 🍏



USApple is celebrating Halloween with Radio Disney. High energy events and promotions for children and mothers are taking place in five key markets across the country. 2005 Michigan Apple Queen Paula Fisher joins Miss Firecracker (Radio Disney Promotions/Marketing Director Lesley Howe) and Michigan Apple Committee's Gretchen Mensing at the Pumpkin Festival in Davison, MI.

USApple Helps Martha Stewart Celebrate Apples

Want to reach about 2.4 million members of your core audience at once? That is what USApple did through cooperation with The Martha Show, the new television program from Martha Stewart, during an Oct. 5 live broadcast.


USApple was originally contacted by producers from The Martha Show in July for preliminary

discussions about a totally apple-themed episode of the new program. USApple, in cooperation with the New York Apple Association and several other groups, pulled together information and ideas for possible on air segments.

The end result was a show featuring actress Jessica Alba making applesauce and apple turnovers, “the Fruit Detective” David Karp showing unique apple varieties, and USApple President and CEO Nancy Foster quickly discussing the state of the current crop and apple health benefits with Martha. Fly

Creek cider provided all audience members with cider.

“The show was a great opportunity to spread the word about apples,” noted Foster. “Martha Stewart has a large and loyal following that matches well with our target audience. It was a coup to get our message out on her show.”

Several USApple members donated apples, which were prominently displayed on the set. USApple thanks Leidel’s Apples of La Crescent, MN; Poverty Lane Orchard in Lenanon, NH; Pepin Heights Orchard in Lake City, MN; Columbia Fruit Packers of Wenatchee, WA; and Fowler Brothers of Wolcott, NY. 



USApple’s Immediate Past Chairman Jeff Crist joined President and CEO Nancy Foster and Wendy Davis, director of communication and consumer health, at the live broadcast of the The Martha Show.



USApple secured apples for The Martha Show, in addition to supplying ideas for the apple-themed show.



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