

## PUBLIC AFFAIRS

### USApple Sees Opportunities in Child Nutrition

Armed with a new report finding that apples and apple products are the favorite fruit in a new federal feeding program, USApple is urging members of Congress to move apples and other fruits and vegetables “center of the plate” – both figuratively and literally – as the legislature begins the process of reauthorizing critical child nutrition programs later this year.

To assist efforts to boost the profile of apples and produce in national child nutrition policy, and in federal child feeding and nutrition education programs, USApple is urging Congress to:

- significantly increase federally-funded purchases of produce, including apples and processed apple products, for distribution through federal feeding programs;
- strengthen the federal infrastructure for purchasing, distributing, storing and preparing perishables;
- expand produce nutrition education among program participants; and
- promote research of produce health benefits.

“Our nation is facing an epidemic problem of obesity, especially among our schoolchildren,

*See NUTRITION, page 3*

## PUBLIC AFFAIRS

### USApple Comments on Canadian Residue Limits

USApple recently submitted comments to Canada’s Pest Management Regulatory Agency (PMRA) urging the Canadian government not to disrupt U.S. apple exports to Canada while it implements a new pesticide residue policy. Recently, Canada proposed to revoke the 0.1 parts per million (ppm) general maximum residue limit (GMRL) for food pesticide residues.

This default tolerance was a blanket tolerance that allowed pesticide residues up to 0.1 ppm in Canadian foods even though a maximum residue limit (MRL) for that pesticide was not established in Canada. The new policy will now require development of specific MRLs by commodity and the default tolerance will be revoked. The Canadian proposal calls for the revocation of the general MRL of 0.1 ppm followed by an appropriate transition period designed to allow development of new MRLs.

The Canadian apple market is second only to Mexico in its importance as a U.S. apple export market. According to U.S. Department of Agriculture (USDA) statistics 4.9 million bushels of fresh apples were shipped to Canada from the 2001 crop, while 8.9 million bushels were shipped to Mexico, the leading U.S. apple export destination.

As PMRA develops a process and timeframe to implement its

*See MRLS, page 2*

### Industry Leaders Participate in Workshop



U.S. apple industry leaders recently joined USApple and its legal counsel, Ed Ruckert of McDermott, Will & Emery, for a workshop on the state of marketing orders in the legal system. Attendees pictured (l to r) Kirk Mayer of Washington Growers Clearing House, Jim Allen of New York State Apple Association and Kent Lewis of Virginia Department of Agriculture.

## NATIONAL APPLE MONTH

# National Apple Month Provides Affordable Marketing Program

In its 96<sup>th</sup> year, the National Apple Month 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 the fall National Apple Month marketing program.

The program is designed to provide the “event” or reason for retailers to merchandise or promote apples and apple products.

Financial support for the program comes from primarily two sources:

- partner/sponsors such as Marzetti's, The National Peanut Board, Pillsbury, Litehouse and Marie's; 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 the newest membership materials from National Apple Month in your mail. Support this vital program that reaches millions of consumers every week. National Apple Month is an independently funded program and membership/support dues of the U.S. Apple Association do not fund this program.

For more information, contact National Apple Month Director Kay Swartz Rentzel by telephone at (717) 432-0090, or at [krentzel@usapple.org](mailto:krentzel@usapple.org). ■

## Proposed Change To Canadian MRLs

### MRLS (from page 1)

GMRL tolerance revocation, USApple submitted comments to urge the agency to proceed in a manner that does not disrupt trade of apples from the United States to Canada.

USApple also encouraged PMRA to provide a clear description of the process it intends to follow and adequate time for implementation of such a complex endeavor.

This includes a description of when the GMRLs would be revoked, the implementation time for new crop specific MRLs to be established, and the interim solution as it pertains to apples.

USApple is working jointly with the Minor Crop Farmer Alliance which has designated this a high priority issue.

For more information on USApple's position on Canadian MRLs, contact USApple Vice President Jim Cranney at (703) 442-8850 or via e-mail at [jcranney@usapple.org](mailto:jcranney@usapple.org). ■

## Pennsylvania Industry Leaders Gather on Capitol Hill



*Pennsylvania industry members gathered on Capitol Hill to meet with their state's Senators and Representatives in conjunction with USApple's Spring board and committee meetings.*

*Pictured (l to r): USApple Trustee Ken Guise of Knouse Foods Cooperative, Peach Glen, Pa.; Dave Benner of El Vista Orchards, Fairfield, Pa.; Diana Aguilar of Pennsylvania Apple Marketing Board, H. Lee Showalter of Five Forks Fruit, Waynesboro, Pa.; and USApple Chairman John Rice of Rice Fruit Company, Gardners, Pa.*

## Outlook 2003 To Be Held Aug. 21-22

USApple's 2003 Apple Crop Outlook and Marketing Conference will be held Aug. 21-22 at Chicago's Fairmont Hotel.

USApple's conference combines market outlooks and networking, and is the premiere gathering of the apple industry in the United States, and the world.

Apple industry leaders from the U.S. and around the world, representing all segments of the apple industry – production, processing, sales and marketing – attend each year.

"USApple's meeting is proven to provide attendees with significant value year after year," says USApple President and CEO Nancy E. Foster. "The Outlook Conference consistently offers attendees the first glimpse at U.S. and international crops and markets and presents them an edge in the competitive global market."

The 2003 conference will again feature outlooks for the U.S., European, Chinese, Canadian and Mexican crops. Other sessions will focus on apple processing demand, apple juice concentrate issues, regional crop discussions and more.

The conference will also include the association's annual business meeting, and presentation of the industry's three top awards: the American Fruit Grower magazine's Apple Grower of the Year, The Packer/The Grower publications' Apple Person of the Year, and Produce Business magazine/National Apple Month's Apple Merchandiser of the Year.

USApple will distribute registration information later this spring.

For more information on sponsorship opportunities at Outlook 2003, contact USApple Industry Information Manager Adam Sullivan at (800) 781-4443 or [asullivan@usapple.org](mailto:asullivan@usapple.org). ■

## *Apples Are Favorite of USDA Pilot Program*

### **NUTRITION (from page 1)**

and we know that eating more fruits and vegetables can be part of the solution to that problem," said USApple President and CEO Nancy Foster. "Apples and processed apple products can play an important role in improving our nation's health, aiding our industry's health in the process."

USApple board and committee members and state apple industry leaders urged their members of Congress to elevate produce in federal nutrition policy during congressional visits organized by USApple in March. USApple government affairs staff is continuing to communicate the association's priorities in visits to congressional members and staff and other activities in the weeks and months ahead.

USApple is also working with a produce industry coalition, spearheaded by the United Fresh Fruit & Vegetable Association (United), to advance the produce industry's child nutrition program policy and priorities on Capitol Hill. United and USApple are also working in coordination with the National Alliance for Nutrition and Activity, a coalition of more than 200 nutrition, public health, physical activity and food organizations to elevate federal nutrition policy and programs.

Scheduled for reauthorization in 2003 are key child nutrition programs including the National School Lunch Program (NSLP) and the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). NSLP provides nutritionally balanced lunches to more than 25 million children each school day, while WIC provides supplemental nutritious foods and nutrition education to more

than 7 million at-risk Americans each month, including infants and children, and pregnant and lactating women.

### **Apples are Favorite in New USDA Program**

USApple's child nutrition efforts got a big boost last month with release of a new federal report finding that apples are the favorite food in a new school feeding program established in the 2002 farm bill. USApple is advocating for a significant expansion of this pilot fruit and vegetable giveaway program, through which the U.S. Department of Agriculture (USDA) is providing \$6 million this year to 107 schools in Indiana, Michigan, Iowa, Ohio and the Zuni Indian Tribal Organization, to purchase fruits and vegetables to give away to students during the school day.

A report just released by USDA found that apples and apple products were the items most purchased by schools with pilot program funds during a two-month period evaluated by the agency. Fresh-market apples valued at \$97,803 were purchased by 95 of the 107 schools in the two months studied. Dried apple chips were the third most-purchased dried fruit, with 20 schools purchasing product valued at \$6,597 over two months. Fruit juice was also a significant purchase, with 22 schools purchasing \$5,570 worth of juice, although data aren't available on what proportion of those funds was spent on apple juice and cider.

For more information on USApple's child nutrition government affairs activities, contact Foster by telephone at (800) 781-4443, or via e-mail at [nfoster@usapple.org](mailto:nfoster@usapple.org). ■

## USDA Purchases Additional Apples

The U.S. Department of Agriculture (USDA) recently announced plans to purchase 85,700 cartons of fresh apples for donation to child nutrition and other domestic food assistance programs.

This bonus purchase will be in addition to the 134,000 carton School Lunch Program purchase made last fall. USDA has also purchased 1.0 million cases of processed apple products and has pending invitations to purchase an additional 257,500 cases of apple juice and applesauce.

"We are pleased with USDA's assessment of this year's surplus in fresh apples and its decision to assist apple growers by making an additional purchase," said USApple President and CEO Nancy E. Foster. "In addition to supporting our industry, USDA is providing America's families with a healthy and nutritious food item."

USApple worked diligently with key allies in Congress to garner increased purchases of apples and apple products by

USDA. Specifically, Reps. Doc Hastings (R-Wash.) and Maurice Hinchey (D-N.Y.) were joined by 44 of their House colleagues, while Sens. Patty Murray (D-Wash.) and John Warner (R-Va.) along with 15 of their colleagues in the Senate wrote Agriculture Secretary Ann Veneman in March urging USDA to purchase additional apples and apple products.

This purchase will help remove fresh apple surpluses in the U.S. market due to reduced export demand in Mexico and other important export markets.

Periodic USDA purchases of apple products, such as applesauce, apple slices and apple juice, are also important to the U.S. apple industry and provide a healthy and nutritious choice in domestic feeding programs.

For more information on USDA purchases or to find out which Senators and Representatives signed letters, contact USApple President and CEO Nancy Foster via telephone at (800) 781-4443 or via email at [nfoster@usapple.org](mailto:nfoster@usapple.org). ■

## Disaster Assistance Available

Sign ups begin soon for the recently passed disaster package passed as a part of the Agricultural Assistance Act of 2003. Sign-ups are being held through local Farm Service Agency (FSA) offices starting June 6.

The U.S. Department of Agriculture has announced payment limitations of \$80,000 per producer and a \$2.5 million gross income cap for eligible producers. All U.S. apple growers that suffered qualifying weather-related quantity and/or quality losses during either 2001 or 2002 are eligible for the disaster payments. Apple growers may obtain an application from any county Farm Service Agency (FSA) office.

Growers can contact their local FSA office, call USApple at (800) 781-4443, or visit us online at [www.usapple.org](http://www.usapple.org) for more information. ■

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