

# ***NHC NEWS***

## ***A Monthly Bulletin of the Northwest Horticultural Council***

### ***NHC***

Trustees of the Northwest Horticultural Council are scheduled to meet April 15 in Yakima to consider a budget for the council's new fiscal year that commences July 1. Other issues, such as altering the composition of the NHC's governing board, will also be considered.

This annual spring meeting has taken on added importance due to a decision made by the Washington Apple Commission on March 17 to stop funding the NHC as of the end of April. It was announced this was done because of a combination of factors, including a revenue shortfall at the commission plus a desire to fully fund the work of the U. S. Apple Association.

Without the WAC as a member, the Northwest Horticultural Council will either need to secure substantially increased funding from its other members, primarily the Wenatchee Valley Traffic Association and Yakima Valley Growers-Shippers Association, or make substantial cuts in its staff and program activities for the new fiscal year. For a good period of years, the Washington Apple Commission has accounted for approximately 50 percent of the operating budget of the NHC.

While disappointed that the full dues to the NHC for the current fiscal year will not be paid by the WAC, in the long run the shift may well be beneficial for our organization. It is difficult to square our public policy advocacy on behalf of growers and shippers with the now increased speech restrictions on mandatory promotion programs, such as the Washington Apple Commission. With the demarcation line very obscure between proper and improper expenditures for speech by a state's agricultural promotion commission, it makes sense to move to

a membership base that is comprised primarily of other voluntary tree fruit industry associations.

All said, it is well worth underscoring that for the first time since our formation in 1947 the Washington Apple Commission soon will cease to be a member of the Northwest Horticultural Council.



### ***On Associations***

“It is...necessary that [a government] not act alone.

In democratic peoples, associations must take the place of powerful particular persons whom equality of conditions has made disappear.

As soon as several of the inhabitants of the United States have conceived a sentiment or an idea that they want to produce in the world, they seek each other out; and when they have found each other, they unite. From then on, they are no longer isolated men, but a power one sees from afar, whose actions serve as an example; a power that speaks, and to which one listens.”

Alexis de Tocqueville  
Democracy in America



### ***ATAC***

The NHC's Mark Powers was elected chairman of the Agricultural Technical Advisory Committee (ATAC) for Trade in Fruits and Vegetables at a meeting on March 12 in Washington, D.C. Reggie Brown of the Florida Tomato Exchange was selected the committee's vice chairman. ATAC,

with thirty-four members, gives trade policy advice to both the Secretary of Agriculture and U.S. Trade Representative.



### ***Website of the Month:***

The NHC's website, [www.nwhort.org](http://www.nwhort.org), contains an extensive links section to other websites of interest to our work. This month's featured links area is "Portals to the World" under our export listings. In addition to the link to the "Portals" as hosted by the Library of Congress, there is the U. S. Department of State's "Background Notes" and the CIA's "The World Factbook". These three websites give unparalleled basic information on the many countries of the world.



### ***Travel***

**April 15** - Spring budget meeting of the NHC's trustees, Yakima, Washington.

### ***Chris Schlect***

**April 19-22** – Board meeting of the National Endangered Species Act Reform Coalition, Washington, D.C.

### ***Mark Powers***

**April 1** – Public hearings for U.S. Generalized System of Preferences' (GSP) African Growth and Opportunity Act (AGOA) annual product review, Washington, D.C.

### **In Memoriam**

Bruce Howe, 67, chairman of the Northwest Horticultural Council from 1988-1990.

[Scott Hatteberg of the Oakland A's] soon needs to stop thinking about playing and actually play. During the game he's as finicky as ever. He waits for pitches like a man picking through an apple bin at a grocery store, looking for the ripest. The first time up, the fruit's no good.

**Michael Lewis**  
***Moneyball***

***The Art of Winning an Unfair Game***

*The Northwest Horticultural Council represents the deciduous tree fruit industry of Idaho, Oregon and Washington on national and international policy matters of interest to growers and shippers. Its members are:*

- *Fruit Growers League*
- *Hood River Grower-Shipper Assn.*
- *Idaho Apple Commission*
- *Oregon Bartlett Pear Commission*
- *Oregon Sweet Cherry Commission*
- *Pacific Northwest Canned Pear Service*
- *Washington Apple Commission*
- *Washington State Fruit Commission*
- *Wenatchee Valley Traffic Assn.*
- *Yakima Valley Growers-Shippers Assn.*

*The NHC also advises the Winter Pear Control Committee (Portland) on certain issues related to food safety, crises control and international trade.*



- **Christian Schlect**, President
- **Mark Powers**, Vice President
- **Michael J. Willett, Ph.D.**, Vice President for Scientific Affairs
- **Vacant**, Director of Legislative & Regulatory Affairs

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