

*June 2005*

# ***NHC NEWS***

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

### ***Ernie Falk***

On July 31, 1947, Ernest Falk witnessed the signing of the Articles of Incorporation for the newly formed Northwest Horticultural Council. Since that date and until his retirement in 1981, Mr. Falk was a leading light in the affairs of our tree fruit industry.

A University of Washington Law School graduate who became a member of the Washington State Bar Association in 1928, he found himself in Yakima during World War II as a Department of Justice attorney helping to arrange for the purchase of private property which later became the Hanford Reservation. Staying in the area after the war, Mr. Falk decided that he would offer his legal services to the local tree fruit industry, with this work leading to his eventual appointment as manager of the NHC. His legal training was viewed as important in advocating for lower freight rates for fruit shippers before the Interstate Commerce Commission, which at the time heavily regulated the setting of transportation charges imposed by railroads on shippers. His travel to Washington, D.C. on transportation issues naturally led to his representation of the industry on other matters of interest with ties to the nation's capital. Trade policies, environmental issues, agricultural labor, marketing orders were all among the subjects Mr. Falk followed during his days at the NHC. In addition, Ernie Falk initiated the first overseas marketing effort by the industry in conjunction with the Foreign Agricultural Service of USDA. Thanks to his efforts, the NHC was one of the first cooperators in foreign market development with the United States government. At the time he retired, our industry had one full time representative offshore who was stationed in England. Since then, responsibility for export promotion has been placed away from the NHC and expanded upon by the Washington Apple Commission, Northwest Cherry Growers and the Pear Bureau Northwest.

Mr. Falk was a contemporary and friend of two giants of United States Senate history. Warren Magnuson and Henry "Scoop" Jackson knew him throughout their Senate careers as the representative of the state's tree fruit industry. He knew and was close to Speaker of the House Tom Foley from Mr. Foley's days on Senator Jackson's staff.

Mr. Falk was a friend and colleague of most of the industry's leaders throughout the post-war era. He enjoyed close working relationships with such people as Joe Naumes of Medford, Dick Duckwall and Jim Klahre of Hood River, John Bloxom and Chuck Boone of Yakima, and Paul Thomas and Bob Prince of Wenatchee.

In his coat, tie and glasses, Mr. Falk looked like a quiet college professor. This able advocate of our industry and good man passed away toward the end of May at the age of 98.



### ***Marketing Orders***

The Supreme Court has cleared away the thick legal underbrush of conflicting opinions surrounding the validity of mandatory promotional marketing orders for agricultural products and in a clear six to three decision, proclaimed them to be legal. On May 23 the *Livestock Marketing Association* case was handed down which should settle most, if not all, First Amendment questions involving the various tree fruit promotion groups, whether state or federal, in our industry.

### ***Travel***

#### ***Chris Schlect***

**June 2-3**– Annual meeting of the Pear Bureau Northwest and meetings of the Pacific Coast Canned Pear Service and Oregon Bartlett Pear Commission, Portland, Oregon.

**June 7** – Charity golf event of the Washington Apple Education Foundation, Desert Canyon, Washington.

**June 26-30** – Meetings of the USAApple Working Group on China and the board of the National Endangered Species Act Reform Coalition, Washington, D.C.

#### ***Mark Powers***

**June 4-11** – U.S.-Taiwan Technical Bilateral meetings, Taipei, Taiwan.

#### ***Mike Willett***

**June 2-3** – Annual meeting of the Pear Bureau Northwest and meetings of the Pacific Coast Canned Pear Service and Oregon Bartlett Pear Commission, Portland, Oregon.