

# Apple News

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## PUBLIC AFFAIRS

### House Focuses on Enforcement & E-Verify Legislation



House Judiciary Chairman Lamar Smith (R-TX) is pushing for mandatory E-Verify legislation and a vote is expected early this summer. Smith is holding a series of hearings which have covered E-Verify, worksite enforcement, and worker visas, including H-2A. USApple submitted joint testimony to the Committee along with our allies in the Agriculture Coalition for Immigration Reform (ACIR) and the National Council of Agricultural Employers (NCAE). The testimony outlines many of the problems with the H-2A program, from unreasonable wage rates and hiring requirements to delays and general unpredictability of the program.

USApple and other members of ACIR are meeting with House and Senate offices to make the strong case that E-Verify without reform will push agricultural production overseas and cost American jobs. Most apple Members of Congress are aware of the challenges facing agriculture and support a more balanced approach to the issue.

H-2A users continue to report an increase in paperwork and delays in the application process. USApple is working to address these problems and the ongoing issues with the Jamaican guest worker program. We are working closely with Members of Congress to resolve these issues so that apple growers dependent on the guest worker program can be more assured their workers can arrive without delay. Please contact USApple's Vice President for Public Affairs Diane Kurrle if you are having H-2A or other labor-related problems. 🍏

### BMSB Losses Reach \$37 million for Mid-Atlantic Apple Growers

Mid-Atlantic apple growers lost \$37 million last year from damage caused by the Brown Marmorated Stink Bug (BMSB), according to an estimate prepared by USApple. The estimate was requested by federal scientists researching ways to control the newly invasive pest. Despite the losses, the Mid-Atlantic region overall has continued to provide quality apples for the 2010 crop year. Included are the four states of Maryland, Pennsylvania, Virginia and West Virginia.

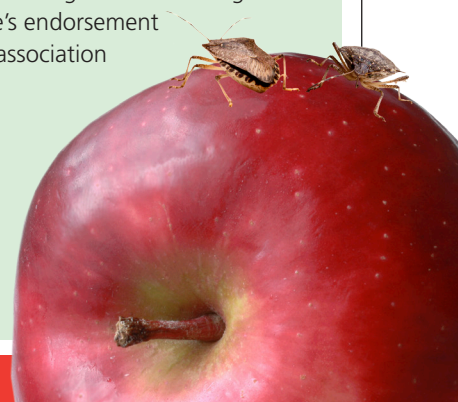
"The nearly unprecedented threat posed by the BMSB calls for an immediate and coordinated research program to address the potentially devastating impact of this newly invasive pest on U.S. agriculture," said Mark Seetin, USApple's Director of Regulatory and Industry Affairs, to USDA when describing the loss. "USApple strongly urges that additional federal resources be directed to this critically needed research effort."

In response to the threat posed to US agriculture by the BMSB, scientists at USDA's Agricultural Research Service (ARS) have developed a coordinated research effort. Due to limited emergency ARS monies for additional research, they are also seeking additional funding under the Farm Bill's Specialty Crop Research Initiative (SCRI). Under this USDA grant request, a

new \$9.7 million five year research program would accomplish several critical tasks:

- Understand the biology and life cycle of the BMSB in specialty crops
- Develop monitoring and management tools
- Establish effective management programs in specialty crops
- Integrate input from stakeholders (including growers) and research findings to create and deliver solutions

The SCRI proposal on the BMSB is broadly supported by the specialty crop industry with the goal of increasing the likelihood of approval. USApple's endorsement was the first of 71 industry and association letters submitted as evidence of public support. SCRI grants will be awarded this fall. Seetin is a member of USDA's BMSB Working Group and is a member of the advisory panel for the BMSB SCRI research project. 🍏



## GAP Harmonization Effort Enters New Phase



### Produce GAPs Harmonization Initiative

Development of a single GAP standard for produce is close to completion. USApple serves as an advisor to the United Fresh Produce GAP Harmonization Initiative. Multiple audits currently used by the produce industry were evaluated and major points harmonized into this single GAP audit. Approximately

ninety percent of these audits are virtually identical, and the project developed provisions on the divergent issues in the remaining ten percent. Several pilot audits to test the new GAP standard have occurred on potatoes, apples, leafy greens and mushrooms. A list of recommended adjustments identified by the Pilot Program will be compiled. The result will be a new single harmonized GAP audit.

To develop this harmonized GAP program, USApple joined retailers, food service, other produce groups, USDA's Agricultural Marketing Service (AMS) and produce audit firms. The catalyst for this project was increasing recognition among buyers, growers and packer-shippers that multiple and often duplicative audits are costly and time-consuming

with burdensome paperwork, and do not measurably increase food safety. USApple strongly urged United Fresh to undertake the Produce GAP Harmonization Initiative for these reasons.

Critical to the success of the harmonization process is adoption of this GAP standard by the retail and food service industries. While several commercial buyers and USDA's AMS have publicly announced their intention to use the harmonized standard, a number of large retailers are evaluating its adoption as the basis for their produce food safety audits. The harmonized GAP standard has been submitted for benchmarking to the international standard-setting Global Food Safety Initiative. Approval will provide further incentive for its adoption. 🍏

## USDA's Fruit and Vegetable Advisory Committee Meets

At a recent meeting of USDA's Fruit and Vegetable Advisory Committee, topics included food safety, commodity purchasing programs, and working group reports.

**USDA's purchasing and procurement report** highlighted USDA efforts on the new Dietary Guidelines' "half-the-plate" recommendation with the three year goal of providing school lunches with half the plate containing fruits and vegetables. This will require USDA to *double the amount of fruits and vegetables* in current purchases each year.

**USDA/FDA Food Safety Initiative** – The Food and Drug Administration (FDA) is responsible for implementing new food safety legislation, the *FDA Food Safety Modernization Act*, but will delegate certain inspection and auditing functions to the USDA. FDA's guidance document on Good Agricultural Practices (GAP), the *Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables*, is being updated. The new version is scheduled to be released late this year.

**Standards for produce safety** – FDA is required to establish science-based standards for the safe production and harvesting of certain "high risk" fruits and vegetables (tomatoes, leafy greens and melons). The FDA anticipates completion of its proposed implementing rules by December 31.

**Imports: Food Safety** – FDA has significant new authority over food imports. Five percent of the U.S. food supply is imported, including 60 percent of fresh fruits and vegetables and 80 percent of seafood. On imported food safety, the legislation:

- requires importers to perform supplier verification to ensure imported food is safe
- authorizes FDA to refuse admission to imported food if the foreign facility or country refuses to allow an FDA inspection 🍏



## USApple Meets with Nationally Recognized Magazine Editors across the Country to Promote U.S. Apples and Apple Products

USApple Education Committee Chairman Lee Peters, Fowler Farms (NY), Director of Consumer Health and Education Allison Parker, and noted chef/cookbook author Robin Asbell traveled to Birmingham, AL and Des Moines, IA in late March and early April to meet with editors of some of the top consumer publications. The goal of the meetings was to promote apples and apple products, particularly the health benefits of consumption, for use in articles in print and online.

The USApple team met with editors at Hoffman Media, LLC (specializes in publications targeted to the women's market such as *Sandra Lee Semi-Homemade*, *Southern Lady*, *Taste of the South*, and *Cooking with Paula Deen*), and Time, Inc. (publications represented included *Southern Living*, *Coastal Living*, *Cooking Light and Health*) in Birmingham and with the Meredith Corporation (including representatives from *Better Homes and Gardens*, *Mid West Living*, *Successful Farming*, *Living the Country Life*, *Parents*, *Family Circle* and *Ladies Home Journal*), and August Home Publishing Company (known primarily for *Cuisine at Home*, *My Home My Style* and *Woodsmith*) in Des Moines.

Asbell (who also participated in last year's media tour in New York City) prepared some easy apple pairings (3 different varieties, one topped with gremolata and Serrano ham, another topped with aged gruyere and sage, and the highlight, an "adult" caramel apple (topped with goat



Parker, Amy Aabot of Harvest PR and Asbell

cheese, caramel and sea salt), apple Panini sandwich bites (brie, tarragon and apple and nutella apple and hazelnut), and an apple juice bellini (apple juice, chopped apples and Prosecco) for the attendees to enjoy while Parker and Peters discussed everything from general industry information to health benefits to tips and tricks for apples and apple products. Attendees also left with a crate of different fresh apples to try as well as apple sauce and butter. Each attendee received a folder with recipes, health benefit information, and recent press releases to further inspire their apple story ideas.

Immediately following their visit with Meredith Corporation, one of the editors posted a blog about our visit, which you can find here: <http://www.livingthecountrylife.com/blogs/betsys-backyard/2011/04/07/an-apple-a-day/>. For questions or more information, please contact Parker at [aparker@usapple.org](mailto:aparker@usapple.org) or 800-781-4443. 🍏



Lee Peters and Allison Parker meeting with Time Inc.



# Apple Merchandiser of the Year Nominations Now Accepted

Deadline: May 11, 2011



NATIONAL APPLE  
MONTH

## THE PRODUCE NEWS

COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897

This spring, **National Apple Month (NAM)** and *The Produce News* will honor the retailer who has done the best job of merchandising apples and apple products. This year's recipient will join the ranks of:

King Soopers	Meijer
Publix	Sweetbay Supermarkets
Wegmans	H.E. Butt
Stop 'N' Shop	The Great A & P Tea Company

You are invited to submit your nomination for this honor. While considering retailers that you do business with, give serious thought to the following:

- How the customer handles your apples/apple products from the time they leave your docks until the consumer purchases them in the store.
- Level of merchandising support provided by the customer for apples/apple products.
- Promotional efforts to position apples and apple products prominently for the consumer.

All chains and wholesalers are eligible for nomination. **ALL information will be handled with the strictest of confidence.** The announcement and presentation will be made at the headquarters location of the winner where a \$1000 prize will be donated in the winner's name to a charity of their choice. In addition, the winner will receive national recognition in trade publications as well as at the 2011 Apple Crop Outlook and Marketing Conference in August in Chicago, IL.

To nominate your best customer, email or call Allison Parker at [aparker@usapple.org](mailto:aparker@usapple.org) or 800-781-4443 for a nomination form. Nominations must be received by **Wednesday, May 11th, 2011**. Feel free to share this announcement with coworkers, colleagues and friends. 🍏

### Remember to Renew

*Don't forget!*

Send in your membership renewals today! Your individual membership support is vital to having an apple voice on Capitol Hill! For information contact Melaine Sprigler at [msprigler@usapple.org](mailto:msprigler@usapple.org)

## RECIPE OF THE MONTH Apple Puff Omelet

*Perfect for Easter brunch or breakfast  
with that special someone.*



2 large apples  
¼ C sweet butter or margarine  
¼ C brown sugar  
1 t ground cinnamon  
4 large eggs  
¼ C sugar  
¼ t cream of tartar  
1 T confectioners' sugar

Preheat oven to 450 degrees.

Peel, core and thinly slice apples.

Heat butter or margarine in a medium-size skillet and sauté the apples for 5 minutes over low heat.

Mix together brown sugar and cinnamon. Sprinkle over apples.

Toss and continue to sauté apples for about 10 minutes, until they caramelize. The mixture will be thick and syrupy.

Spoon mixture into an 8X8-inch baking dish and keep hot in the oven.

Separate eggs. Whisk yolks and the granulated sugar in a small bowl until fairly thick.

In a large bowl, beat egg whites with cream of tartar until stiff and shiny. Fold into yolk mixture, a third at a time.

Pour egg mixture over the apples and bake for 8–10 minutes. The omelet will be puffed and golden.

Remove from the oven and sprinkle with confectioners' sugar. Serve immediately.

**Makes 4 servings**

**Nutrition Info:** Each serving contains 300 calories, 44 g carbohydrate (15% Daily Value), 3 g fiber (12% Daily Value), 3 g protein, 14 g fat (22% Daily Value), 8 g saturated fat (40% Daily Value), 135 mg cholesterol, and 40 mg sodium (2% Daily Value).