

Political and Economic Briefings On Tap For APA's 2002 Washington Seminar

Briefings and dialogue on the latest political, economic, and regulatory issues await APA members and guests this fall in Washington, D.C. It's APA's 2002 Washington Seminar, set for November 21-22 at the historic Willard Inter-Continental Hotel on Pennsylvania Avenue in the Nation's Capital.

APA is assembling another top-notch program that traditionally provides apple processing and allied industry executives with a broad overview of national issues affecting their business environment.

Political pundit Charlie Cook leads off the program again this year, with his up-to-the-minute analysis of the recent national elections and political scene. It's Charlie's 10th appearance at an APA Washington Seminar, and this year's presentation should be one of his best.

Issues to be highlighted include follow-on political briefings from Republican and Democratic Congressional committees, a look at how the reauthorization of the Child Nutrition Bill will affect apple product sales, and an update on the Bush Administration's

expanded program to address possible bio-terrorism in the nation's food supply.

An economic overview from one of Washington's top economists has been planned, along with a review of the just-released GAO report on USDA food assistance programs and its impact on the apple processing industry (see story in this newsletter).

APA has asked Bush Administration officials to provide a private issues briefing in the historic Indian Treaty Room of the White House. A similar program was planned last year, but thwarted by the events of September 11. High security and ongoing international intrigue determine the success of such an event. All efforts are underway to make it possible.

Coupled with such an unparalleled meeting program is a gala Thursday evening in the Willard's renowned Crystal Room, Washington's most beautiful venue. It's an opportunity to meet, greet, and converse with friends, colleagues, and business associates. Register today!



The historic U.S. Capitol anchors Pennsylvania Avenue, 14 blocks from the Willard Inter-Continental Hotel, site of APA's 2002 Washington Seminar.

Apple Products May Benefit From GAO Report

A new report from the U.S. General Accounting Office (GAO) calls for the federal government to increase consumption of fruits and vegetables, including apple products, in USDA food assistance programs. Apple products could serve as a fruit source for federal guidelines under the report recommendations.

Reps. Sam Farr (D-Calif.) and Jo Ann Emerson (R-Mo.) requested the GAO report, asking for an overview of the health benefits of fruits and vegetables, and requesting a federal action plan to increase consumption.

The completed report to Congress made the following recommendations:

- Ensure that the Food Guide Pyramid stresses the need for fruits and vegetables, especially deeply colored varieties;
- Have USDA fully support the *Healthy People 2010* objectives for fruits and vegetables;
- Request that USDA and DHHS work together under a Memo of Understanding to implement Five-A-Day for Better Health commitments;
- Coordinate the fruits and vegetables programs with other federal agencies, including the Centers for Disease Control and others;
- Have all federal agencies consider the recommendations of nutrition experts in their food assistance and feeding programs.

A copy of the GAO report is available at: <http://www.gao.gov/new.items/d02657.pdf>.

Canada Defers On Five-A-Day Ban



After threatening to ban U.S. shipments of fruits and vegetables and their products bearing the *Five-A-Day for Better Health* logo, the Canadian Food Inspection Agency has deferred taking action for the immediate future.

The agency cited the need for Health Canada, the federal department responsible for developing new nutrition rules and regulations, to first finalize new requirements for food products sold in Canada. Government officials say that this could take several years to complete.

Canadian health officials are still reviewing comments received on its initial proposal released in 2001. Rationale for banning products with the U.S. logo was that Canadians already consume more than five servings of fruits and vegetables each day, and that the logo might cause them to reduce their intake.

Once the new regulations are placed in effect, U.S. food processors would have to comply with them in order to ship products across the border. The rules would also require bilingual labeling in both English and French.

Smyth Companies Name New COO

Anthony L. Parker has been named chief operating officer of Smyth Companies, Inc. He assumed his new duties on September 1, 2002, replacing veteran executive James A. Vest.

Parker began his career with Piedmont Label Company, Inc. in 1990, managing the transformation of the firm's prepress department from an analog to a digital environment. He has been director of digital technology for all Smyth Companies since 1998.

Smyth Companies, Inc. is the third largest sheet-fed label manufacturer in the U.S., and is based in Bedford, Virginia. In addition to Bedford, it has manufacturing facilities in Minneapolis, St. Paul, and Austin, Minnesota.

Nancy E. Foster Named USAA President



Veteran association executive and public affairs professional Nancy E. Foster has been named President and CEO of the U.S. Apple Association (USAA). She replaces Kraig R. Naasz, who left

the association in May to become president of the Washington, D.C.-based Fertilizer Institute.

Foster assumed her new position on September 15, at USAA's recently relocated offices in Vienna, Virginia, and met soon after with APA staff to coordinate apple industry issues.

APA's executive staff has had a 15-plus-year working relationship with the new USAA president, dating from her service with the National Council of Farmer Cooperatives, American Soybean Association, American Dietetic Association, and most recently at CropLife America, a national association representing manufacturers and distributors of pest management products. She plans to maintain the current close working relationship with APA and its members.

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FDA Calls for Comments On New HACCP Guidance

FDA has revised its current guidelines on potential hazards in juice and juice products. The agency issued initial regulations in January, 2001 that provided broad guidance for juice processors to assure safe food products. Comments were solicited from the industry.

Now FDA has provided more specific technical guidance for juice processors, including approved methods for achieving a five-log reduction in pathogens. The guidelines supplement and complement the original federal agency guidance.

Interested persons may access the complete 72-page document by going online at: <http://www.cfsan.fda.gov/~dms/juicgui3.html>. Contact person at FDA is: Dr. Michael Kashtock, 301/436-2022, a regular participant in APA's annual Raw Products Committee meetings.

FDA is accepting industry comments until November 12, 2002. After that, the agency will compile the information, and issue final guidelines after the first of the year.

Kenneth Guise Named APA Chairman



Knouse Foods Cooperative, Inc. president and CEO Kenneth E. Guise has been elected chairman of the Apple Processors Association. He is the association's fifth chairman, and fourth to have served as CEO of a major apple processing firm.

Guise began his food processing career with Knouse Foods in 1977, serving in various positions before being named vice-president/marketing and assistant general manager in 1984. He was named vice-president/general manager in 1988, executive vice-president in 1995, and president and CEO in 2000.

He is a native of Biglerville, Pennsylvania, and an honors graduate of Penn State University. Following graduation in 1971, he worked with Arthur Andersen & Company in New York City. In 1977, he received his MBA from Columbia University.

In addition to his leadership role with APA, Guise serves as a board member of the National Food Processors Association, and as a member of the board of trustees of U.S. Apple Association.

APA Welcomes Malnove, Inc.



APA is pleased to welcome a new Supplier firm to its membership. Malnove, Inc. is North America's largest independent non-integrated manufacturer of folding cartons, and works directly with APA members and the apple products industry.

Donald Scott, Malnove's vice-president of sales, will be the firm's APA representative. He is based in Jacksonville, Florida.

Malnove, Inc. has production facilities in Jacksonville, FL; Omaha, NE; and Clearfield, UT, and has provided quality packaging to the food and related industries since 1948.

President Bush Calls for Healthy Food Choices

In a major White House health and fitness initiative, President Bush has called for Americans to eat at least five servings a day of fruits and vegetables, including apple products. The initiative is a joint program with USDA, Centers for Disease Control, and the National Cancer Institute.

President Bush pointed out the strong link between fruit and vegetable consumption and health. He placed increased emphasis upon USDA feeding programs that now reach one in six Americans.

APA has long supported the *Five-A-Day for Better Health* program, which calls on Americans to eat at least five servings of fruits and vegetables every day, as part of a healthy diet. Processed apple products, such as apple juice and apple sauce, are included in the widely promoted nutrition program.

APA Residue Data Used in EPA Evaluation

The U.S. Environmental Protection Agency (EPA) completed its three-year review of organophosphates (OP), the most widely used pesticides for apples, earlier this summer. The agency broadened its review plan to rely on residue data provided by APA through its recently completed study of residues in processed apple products. Previously, EPA relied entirely on residue data from raw fruit.

EPA concluded that virtually all of the 1,000 assessments of OP tolerances were “consistent with the highest levels of safety.” It concentrated on residue exposure of apples and apple products with children, because they are the most sensitive sub-group of the U.S. population. It concluded that 99.9 percent of young children were estimated to be exposed to residues that are 45 times *lower* than the dose that did *not* cause harm to laboratory test animals. A final safety endorsement was left up to EPA’s Science Advisory Panel.

APA is pleased that its data were used by EPA to conduct this important residue assessment study. Additional information is listed on APA’s web site at: www.agriwashington.org/apa.

Next APA Meeting: Elbow Beach, Bermuda

Next stop for APA’s annual meeting is Bermuda’s most luxurious beachfront resort: Elbow Beach, known locally as the grande dame of Bermuda. Don’t miss the 2003 Annual Meeting – June 8-10, 2003.

Spread over 55 landscaped acres on one of the island’s most beautiful beaches, Elbow Beach Resort has been completely restored to its original elegance. APA members can choose between convenient main building accommodations and individual cottages. Fine restaurants, health club, seaside golf and tennis are all part of the package. Best of all, this European-style island is only two hours flying time off the U.S. East Coast.

APA traditionally designs an informative working program, coupled with memorable social and recreational opportunities. It’s a combination not to be missed. Mark your calendars!



Nestled within 55 acres of pastel pink beaches, 5 tennis courts and an Olympic sized pool, Elbow Beach Resort, is site of the APA 2003 Annual Meeting. It boasts 240 luxurious guest rooms, numerous dining options and is located only 5 minutes from downtown Hamilton.

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APA Issues Patulin Paper

As part of its continuing industry information program, APA has issued a fact sheet on patulin, a mycotoxin that may occur in moldy fruits, vegetables, and cereals. The toxic mold has been reported in apples and apple products.

APA’s fact sheet notes that not all fruit mold produces patulin, and that most contamination of fruit comes from surface mold. The paper points out that careful washing of fruit, or removal of moldy tissue, prior to processing helps to significantly reduce patulin. APA member processing firms all wash their fruit prior to pressing and processing.

This past year, FDA issued its own patulin policy guide, containing the agency’s current thinking on its enforcement process related to patulin adulteration of apple products. FDA concluded that consumers would face a negligible risk of adverse health effects of patulin when residue levels are kept at 50 ppb or above.

FDA’s policy paper listed specific recommendations for industry to detect and remove patulin during processing. APA’s fact sheet was written mainly for consumers, to inform them of patulin.

CONFIRMED Future APA Meetings

2003 Annual Meeting, June 8-10, 2003, Elbow Beach, Bermuda

2003 Washington Seminar, November 20-21, 2003, Washington, D.C.

2004 Annual Meeting, June 20-22, 2004, The Homestead, Virginia

2004 Washington Seminar, November 18-19, 2004, Washington, D.C.