



Federal Nutrition Initiatives, Business Economy Featured at APA's 2003 Washington Seminar

Federal officials are proposing major changes to nutritional guidelines that impact on apple and other food products. APA will provide an in-depth look at these and other federal initiatives at its 2003 Washington Seminar, scheduled for November 13-14 in Washington, D.C.

APA's annual Washington Seminar is switching to the luxurious Fairmont Washington Hotel, in the city's West End at the edge of Georgetown. The four-star property will host all sessions of the Thursday-Friday meeting, including a Thursday evening gala reception and dinner dance.

Seminar faculty will include officials from Capitol Hill, USDA, and FDA, as well as private sector representatives with a business perspective on government efforts to meet changing consumer demands. At stake are federal proposals on child nutrition legislation, federal dietary guidelines, USDA's noted Food Pyramid,

and FDA's qualified health claims for food labels. Emphasis will be placed on fruit and vegetable provisions of the various initiatives.

APA is also adding a look at both the pending FY2004 federal budget, and the overall business economy to its program. Another feature of interest to APA members and guests is a progress report on APA's special packaging/new products project, designed to increase sales of both processed apple products and accompanying packaging.

No APA Washington Seminar would be complete without an annual political analysis of the nation's current and pending elections. Charlie Cook or his representa-

tive will be on the podium to take a humorous – and fascinating – look at the 2003-2004 election cycle.



The Fairmont Washington Hotel (lower left) is hosting APA's 2003 Washington Seminar on November 13-14. General sessions are scheduled in its Executive Forum amphitheater (upper left), while APA's board will meet in its Executive Board Room (lower right).

Cont'd on pg. 2...



APA 2003 Washington Seminar cont'd...

APA makes special effort each year to present a unique roundup of national issues affecting the apple and food processing industry. As in previous years, these presentations are combined with one of the Nation's Capital's finest hotels and ample opportunities for personal interaction with apple processing industry leaders. Both APA members and industry guests are welcome. Registration and hotel details are available from APA headquarters at: 202/785-6715. E-mail: aball@agriwashington.org.

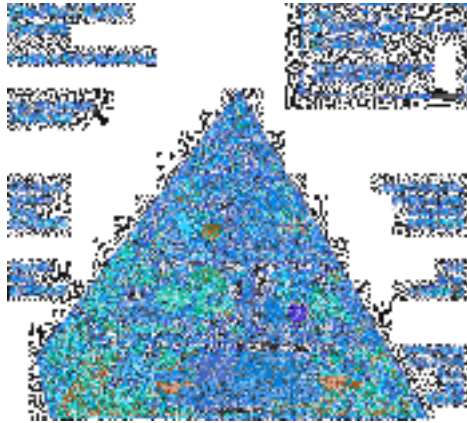
The **APAGram** newsletter
is published by the



1150 18th Street, N.W., Suite 275
Washington, D.C. 20036
(202) 785-6715
(202) 331-4212 fax

Paul S. Weller, President
Andrea Ball, Editor

U.S. To Revise Dietary Guidelines



Federal officials have begun a year-long process to revise the nation's dietary guidelines. The guidelines were last revised in 2000, and are used to establish federal food policies, to issue a federal food guide for consumers, and to evaluate health claims on food labels.

The Federal Government's Dietary Guidelines Advisory Committee began deliberations in mid-September with two days of presentations from both public and private sector representatives. Goal is to review each existing dietary guideline, to evaluate necessary

changes based on new research data and scientific evidence, and to issue a new 2005 Dietary Guidelines edition.

Information coming out of the dietary guidelines discussions will also be used to revise USDA's Food Guide Pyramid, which recommends consumption of basic food groups, including apples and apple products. APA has been active on both government documents, monitoring plans and progress, and providing testimony and industry recommendations to federal officials.

The dietary guidelines will focus on such key areas as caloric intake, portion size, changing eating habits, acceptable fat intake, sugar and sodium levels, and vitamin and mineral needs. APA members have until October 27 to join the association in making comments on both federal programs. Meetings will then continue through May, 2004, after which reports and revisions will be issued.

APA Meetings Review:

New Venues Selected For APA Meetings

Two luxurious hotel properties have been selected to host APA meetings in the near future. Both are new to the association's annual conference schedule.

APA's 2003 Washington Seminar will be held at the Fairmont Washington Hotel at the edge of Georgetown in Washington, D.C.'s West End. Dates are November 13-14. The 415-room luxury hotel has an atrium lobby and open interior garden, a full health club and pool facility, and one of the city's finest restaurants. APA's general sessions will be held in its Executive Forum amphitheater. The annual APA Washington gala reception and dinner is scheduled for the elegantly tiered Colonnade ballroom.

For the first time, APA will be going across the mountains to Hot Springs, Virginia for its Annual Meeting. The 2004 APA Annual Meeting is scheduled for June 16-19, 2004 at the historic Homestead Resort, spread across 15,000 acres in the Allegheny Mountains. A newly renovated spa, three spectacular golf courses, fine dining, and luxurious suites await APA members. Meeting venues include a welcome cocktail party in the Tower Suite, a creek-side lawn party, and an elegant dinner dance in the Crystal Ballroom.

Mark your calendars for these two unforgettable meetings with friends and colleagues from the apple processing industry.

Two New Members Join APA Ranks



APA membership continues to grow with the addition of Hartog Foods, Inc. and Georgia-Pacific's Packaging Division. Both are major suppliers to APA member processors.

Hartog Foods, Inc. joins as part of a new membership category of firms that supply concentrate to APA processors. The 40-year old company, based in New York City, provides juice concentrates, essences, purees, citrus oils, and flavor ingredients to food processors. It has procurement and sales offices in South America, Europe, and the U.S.

Georgia-Pacific is one of the nation's leading corrugated box manufacturers, with 50 plants throughout the country. The Packaging Division manufactures standard corrugated containers, water-resistant packaging, and high-finish and pre-printed packaging for point-of-purchase displays.

APA welcomes these new industry suppliers to its member ranks.



Bowman Apple Products Adds Hot-Pack Juice Line

A gala dedication ceremony in early September marked the opening of a new high-speed apple juice processing line at Mt. Jackson, Virginia-based Bowman Apple Products Co., Inc. The APA member processor spent more than a year planning, engineering, and installing the state-of-the-art computerized system.

Bowman's new processing line represents a major transition from packing apple juice in glass to the sophisticated process of filling a heat-set plastic container with a hot-filled product. The modern processing equipment includes a pasteurizer, automatic bulk depalletizer, bottle coder, rinser/filler/capper, fill height detection system, cooling tunnel, labeler, packer, case coder, and palletizer. All are guided by computers.

Company president Gordon D. Bowman II noted that many consumers favor juice products that are packed in containers that won't break, are easy to handle, and light in weight. His expandable system design ensures equipment compatibility, not only for hot-pack production, but also for expansion for other products in different sizes and shapes.

Bowman Apple Products Co., Inc. is the nation's largest producer of apple sauce and apple butter for the private label retail market, and also produces fresh-pressed apple juice and juice cocktails. It is a fourth-generation family-owned company.

Printpack Expands Plant Capacity



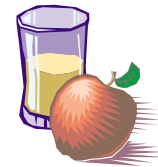
Printpack, Inc.'s Rampart Packaging Division has acquired a new manufacturing facility in Newport News, Virginia to expand its plastic packaging capacity. The five-year old plant was previously owned by Amcor, Inc.

The 100,000 square-foot plant will provide additional extrusion sheet and thermoforming capacity to enhance Rampart's rigid packaging production. The nearby Williamsburg, Virginia Rampart plant is nearing capacity, according to company officials.

Printpack provides plastic cups to APA members for single-serve apple sauce products. Officials say that the additional plant will allow the company to maintain uninterrupted supply to APA members, while providing additional resources to meet the demands for future growth.

Don't Delay!

Register Today!



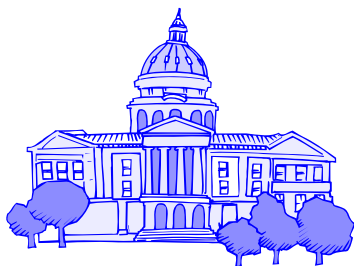
**APA's
Washington
Seminar**

Nov. 13-14, 2003

***The Fairmont,
Washington, DC***

Legislative Update:

APA Advocates Processed Fruits In Federal Programs



APA has been meeting with members of Congress to assure that processed fruit products are included in federal efforts to expand the overall use of fruits and vegetables in federal child nutrition programs. The association has also emphasized the need to specify 100% juice when referring to fruit or vegetable juice products.

It is doubtful that Congress will act on child nutrition legislation, except to extend the current Child Nutrition Act until 2004. It is also unlikely that the chairman of the Senate Agriculture Committee and the chairman of the House Education and the Workforce Committee will introduce any bill until January, 2004, because Members of Congress do not want legislation to lay idle for three to four months while Congress is on winter recess.

Congress has its focus on reducing the problem of childhood obesity, and Senators and Representatives have introduced numerous bills to advance the use of more fruit and vegetables in school nutrition programs. Several bills extend and expand the fresh fruit and vegetable pilot project that was mandated by the

2001 Farm Bill, that provides fresh fruits and vegetables as snacks to children in pilot schools in five states. Rep. Adam Putnam (R-Fla.) and others have introduced HR-2592, that broadly defines fruits and vegetables to include processed, as well as fresh fruit and vegetable products, and expands the use of fruits and vegetables through several activities, including grants, research, and rule changes in the WIC food package.

APA provided provisions in Rep. Fred Upton's (R-Mich.) bill to define the "5-a-day" definition of fruits and vegetables as including processed products without added sugar." That language was circulated to staffs from the Senate Agriculture Committee and the House Education and the Workforce Committee, which are drafting bills to reauthorize the child nutrition legislation. Several members will be asking that any reference to fruits and vegetables be based on the "5-a-day" definition.

Members of Congress are expected to consider the role of fruit juice in both school meals and the WIC program, as healthful foods are emphasized to stop the rise in childhood obesity. APA has shared considerable research with key Congressional staffs, showing that children who consume fruit juice versus fruit drinks and sweetened sodas have healthier diets, and are less likely to be overweight. Most federal nutrition programs will be revised and updated by the end of 2004.

APA Commissions Packaging/New Product Development

Will new product lines and innovative packaging increase sales of processed apple products? APA intends to find out through a special development project commissioned in September.

APA appointed a packaging steering committee earlier this year to evaluate replies to an earlier RFP, and to determine whether a special project on packaging would be beneficial for both processors and suppliers. After several meetings, and personal interviews with two professional product development and marketing firms, APA's committee selected Petrov New Venture Group of Mill Valley, California to undertake an extensive study of processed apple products and packaging.

Alex Petrov, principal of the firm, will personally facilitate the project. Plan is to research the market and available products and packaging, develop "opportunity platforms" that will serve as springboards for Petrov's unique "ideation" process, organize consumer insight groups with participating APA members as observers, and assemble a professional team of evaluators, including an industrial designer,

product marketer, researcher, food developer, and a professional chef. The team will translate all available data into practical concepts.

Petrov New Venture Group plans to deliver eight to ten new product and packaging concepts to participating APA members within eight to ten weeks. The firms are then free to further develop and implement the concepts, based upon their individual company interests and needs. APA's bottom line is to increase sales of both processed apple products and the packaging that accompanies them.

