

APA 2002 Public Affairs Program Aimed at Improving Image, Profitability

An aggressive targeted public affairs program has been authorized by the APA Board of Directors to more effectively position the apple processing industry for the opening years of the 21st Century. The program was initiated at the end of 2001.

First off were plans to launch a project to document consumer opinions and expectations about apple juice and products. The project will likely include testing new product ideas and packaging concepts, as well as examine flavor elements important to apple juice and sauce. Goal of the project is to grow both the number of individuals who select apple products, and the amount of products they consume, by identifying characteristics that appeal to teenagers and adults. The project will be discussed at APA's 2002 Annual Meeting.

APA then pinpointed needed industry input into the federal government's review of agricultural pesticides needed to produce quality apples. Dialogue with top EPA officials and industry representatives noted data

needs and deadlines to assure availability of pesticides for the coming growing season. APA staff helped serve as liaison between government and private industry, monitoring EPA actions on organophosphates and carbamates used in apple production.



APA's public affairs program includes cooperation with FDA and CODEX on the occurrence of patulin in apple juice for human consumption. FDA issued a draft policy guide in early 2002, which APA has reviewed and reacted to on behalf of the apple processing industry.

Pomace from processing operations is another issue on APA's public affairs agenda. EPA notified the industry in late 2001 that it was re-evaluating its livestock feeds table, which regulates use of wet pomace in livestock feed. EPA is concerned about pesticide residues in wet pomace. The apple processing industry is just as concerned about disposal of mountains of pomace, which now is provided to local livestock producers for their use. APA has requested that EPA make no changes in its current regulatory table. **Cont'd on pg. 3...**

Greenbrier Resort Hosts APA 2002 Annual Meeting

APA takes its 2002 Annual Meeting to The Greenbrier Resort in White Sulphur Springs, West Virginia. Dates are Wednesday through Friday, June 12-14. Nearly 100 apple processing industry executives and guests are expected to attend.

It will be the eighth time that the famed four-star resort has hosted APA's annual meeting on its 6,000-acre reservation.

Theme of the 2002 Annual Meeting is: "21st Century Image," a look at how to position apple products to the ever-changing and increasingly demanding marketplace. Packaging and consumer trends are part of the mix.

Also a part of the 2002 Annual Meeting are APA's annual golf and tennis tournaments, and an evening "on the mountaintop" at Kate's Mountain Lodge.

Watch for more program details and registration materials in the near future, or call APA headquarters at: 202/785-6715 for more information. All are welcome.



The Greenbrier Resort offers an array of award winning cuisine. Sam Snead's at The Golf Club offers magnificent panoramic views of The Greenbrier's three, 18-

hole championship golf courses and features an open show kitchen where guests can watch expert culinarians prepare entrees and other foods in a wood-burning oven and a rotisserie.



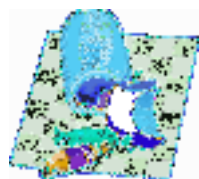
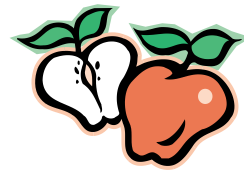
APA Convenes Raw Products Committee On March 21-22

For more than a decade, APA has hosted the apple processing industry's Raw Products Committee, which meets annually at the beginning of the new growing season. Members include apple procurement officials from major apple and food processing firms across the U.S.

APA's 2002 meeting is scheduled for March 21-22 at the Channel Inn on the Washington, D.C. waterfront, and is open to all industry representatives charged with securing raw fruit for processing operations.

The 2002 agenda includes briefings from EPA and FDA officials on re-registration of pesticides, toxic residues, patulin, pomace, government initiatives on food biosecurity, and new products for apple storage. Committee members also meet to discuss availability of apples, desired varieties, spray reporting, and grading consistency for bruises and brix.

Contact APA headquarters at: 202/785-6715 for program details and registration



Applesauce In A Tube

Just about anything can go in a tube, according to *Prepared Foods Magazine*. Even applesauce.

The industry magazine's editorial director, Lynn Dornblaser, says that Agrilink Foods is selling Birds Eye Squezzle Sauz Fruit-Flavored Applesauce in a 2.1-ounce tube. The new product comes in *Very Strawberry* and *Awesome Cinnamon Apple* fla-

vors, and is aimed at kids. It comes in a 24-tube box, and retails for \$4.98 in supermarkets.

Birds Eye's package uses a planet-dwelling slug on the box to encourage kids to try the product in either refrigerated or frozen form, noting that it makes a good substitute for more calorie-laden frozen treats.

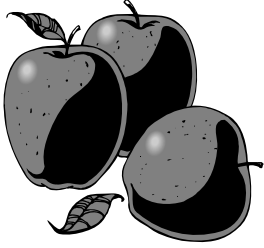
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Apples Linked to Lung Health



A new research study suggests another benefit of eating apples and apple products: reducing the risk of developing asthma.

Researchers at London's St. George's Hospital and the University of Southampton (England) have reported that people who eat at least two apples per week had a 22-32 percent lower risk of developing asthma than people who eat fewer apples. The research project tested 1,471 adults in the United Kingdom.

Dr. Dianne Hyson, a registered dietitian and nutrition researcher at the University of California-Davis Medical Center, noted: "This research adds to the growing body of science demonstrating that eating apples may improve health, including lung and heart health."

The UK studies suggest that consumers may also breathe easier, literally by eating apples or drinking apple juice, according to Julia Daly of the U.S. Apple Association. Researchers at the University of Hawaii and with Finland's National Public Health Institute both linked apple consumption with a reduced risk of lung cancer, in separate studies published in 1997 and 2001. The studies credit apples' high flavonoid content as the benefactor.

Former U.S. Apple CEO Named FAS Administrator

Former U.S. Apple Association (USAA) president Ellen Terpstra has been named administrator of the Foreign Agriculture Service. Terpstra served as CEO of USAA from 1993-98. She assumes her new post at USDA on March 1.

Terpstra has served as Congressional aide, negotiator at the U.S. trade office, and CEO of the USA Rice Federation, in addition to her nearly six years with the U.S. Apple Association. Her experience in commodity trade issues, and previous work with USDA Secretary Ann Veneman, put her in line for the FAS post. She attended APA's 1993 Annual Meeting and worked closely with APA members during her various trade group assignments.

APA Opposes Concentrate Juice Proposal

APA has joined other apple processing industry representatives to oppose USDA's proposal to revise U.S. standards for grades of apple juice made from concentrate. USDA's Agricultural Marketing Service (AMS) had proposed changing the standard, which industry felt unnecessarily favored the use of foreign apple juice concentrate.

The change in U.S. grade standards would not only set benchmarks for apple juice served in the U.S., but would become the standard for USDA's procurement of apple juice for its many commodity purchase programs.

"It is the experience and belief of APA that the currently existing U.S. grade standards are sufficient and inclusive of provisions necessary to protect growers, processors, and consumers," APA told USDA. "We see no inherent advantage in revising the grade standards at this time."

APA also called for appointment of the three processing members of AMS' new fruit and vegetable advisory committee to a sub-committee to study this and other processing-oriented issues before the government.

Other apple industry comments expressed concern for the well-being of U.S. growers, who might be adversely affected by a flood of foreign apple juice concentrate into the U.S. "Due to the world abundance of apple juice concentrate, a change in this current policy would negatively impact domestic growers," one industry group told USDA.

Printpack Receives Container Patent

Printpack, Inc.'s Rampart Packaging Division has received a U.S. patent for the design of its radius walled hot-fill container. The cup is popular for single-serve applesauce.

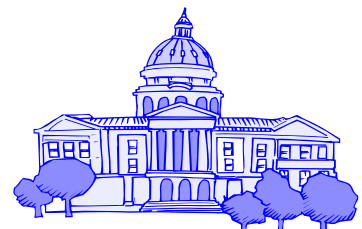
Printpack received U.S. Patent D453-094 in late January for the ornamental design for its hot-fill container. The patented cup is available in a 76mm diameter, 4.2-ounce format.

Contact Mike Worstell at: 757/229-9200 ext. 14238 for further information.

APA Public Affairs cont'd...

Use of concentrate in apple juice production is another issue on APA's public affairs agenda. Since most concentrate is foreign-produced and imported, large amounts can have adverse impact on U.S. domestic apple prices. Most APA member processors use mainly raw apples for fresh apple juice production, and are concerned about availability and viability of domestic apples. APA has opposed any changes that USDA may make in current U.S. standards for grades of apple juice from concentrate. APA's position is that the current U.S. standards are sufficient.

Other parts of APA's 2002 public affairs program include working with federal authorities on food bio-security, and with raw product (apple) procurement professionals to secure an adequate supply of quality fruit. In addition, APA's two meetings are open to the industry for up-to-the-minute briefings on issues, and dialogue with key policymakers. It's a busy agenda on behalf of an important constituency.





Canada Nixes “5-A-Day” Logo

The Canadian government has given the U.S. food industry until September 1, 2002 to remove the popular “5-A-Day” logo from fruit product labels, or else the food products will be held at the border. The logo was developed by the trade group Produce for Better Health to promote consumption of at least five servings of fruit or fruit products daily for better consumer health.

Canada says that the logo constitutes an implied health claim that is prohibited in Canada, and that five daily servings might be too low for the number of servings that Canadians currently consume.

A U.S.-Canadian task force has been formed to develop an entirely new logo for fruit and fruit products sold in Canada, Mexico, and the U.S. APA has advised its members to consider dropping use of the logo on products destined for Canada until an acceptable North American logo is released.

In the meantime, Produce for Better Health has designed a logo for U.S. domestic sales, and requested that it be on product labels as soon as possible.

FDA Issues Patulin Guide

The U.S. Food and Drug Administration (FDA) recently issued new guidelines on the agency’s intended enforcement process concerning patulin in apple juice and apple juice products.

The 13-page Compliance Policy Guide is the result of 18 months of study by FDA on how to test for, regulate, and enforce presence of the potentially toxic patulin in food products. It is an internal document, written for the FDA staff.

APA is developing a carefully researched “white paper” on patulin, for members’ use in answering questions from consumers and the industry.

Although FDA’s Guide has already been issued, the agency invites additional industry comments to its Office of Plant and Dairy Foods and Beverages. The Guide can be accessed online at: <http://vm.cfsan.fda.gov/~dms/patubckg.html>.



Click on APA’s Web Site

Want to know about APA meetings?

Need to reference recent food safety policies or association position papers?

APA’s new web site provides current updates and information about the association and industry issues. Contact Andrea Ball if you have information that you would like to contribute - aball@agriwashington.org.

**Visit the site directly at:
www.agriwashington.org/apa.html**

Congress Addresses Food Bio-Security



The nation’s food processors are being asked to assist Congress in developing effective food bio-security measures to protect the nation’s food supply. FDA is acting as

the point agency, and has identified points of vulnerability in food processing as: the facility, employees, computer system, suppliers, and receiving areas. APA was asked recently:

Is there any advantage in tamper-proof packaging?

Is there any usefulness in establishing a traceability system to trace products?

Part of Congress’ requirement is to require all commercial establishments that handle food to register with FDA. If registration is not made within 180 days, the food products will be subject to seizure.

APA is following the legislation closely, and is providing input from the apple processing industry.

APA Washington Seminar Returns to Willard Hotel

Mark your calendars for Thursday and Friday, November 21-22. That’s when APA will hold its 2002 Washington Seminar in the Nation’s Capital.

APA returns again to the historic Willard Inter-Continental Hotel on Pennsylvania Avenue, two blocks from the White House. The Fall Seminar provides an annual accounting of federal issues and initiatives of importance to the apple and food processing industries. Watch for program details later this year.