

USApple Association Highlights 2023-24

Steve Clement, Chair, USApple Board of Directors

08.16.24



U.S. Chief Agricultural Trade Negotiator Visits Orchard

L to R: Jim Bair; Ambassador McKalip; Corey McCleaf, Cherry Hill Orchards & Farm Market; Ryan Hess and Andy Figart of Hess Brother's Fruit Company.

Where the apple industry grows together



L to R: Ben Rice, Rice Fruit; Under Secretary Alexis Taylor, USDA

USDA Under Secretary Visits Packing House



L to R: Ben Rice, Rice Fruit; USDA Under Secretary Alexis Taylor; PA Ag Secretary Russel Redding; Diane Kurrle, USApple; Heidi Secord, Director of the USDA Farm Service Agency (FSA) in PA, Brenda Briggs, Rice Fruit.

National Media Hits

USA TODAY

Crisp, sweet, red, or green: Our visual guide to apple picking season this Fall

Jennifer Borresen and Annette Meade

The apple has a long history of being a favored fruit in America. Tales of Johnny Applesseed, going apple picking, the treat of an apple pie and the burgeoning market for craft ciders made from apples are just some of the ways the (mostly) red fruit has become part of our culture.

The U.S. Dept. of Agriculture recently predicted U.S. apple production for 2023-24 (August 2023-July 2024) will come in at 9.9 billion pounds, up 1.5% from a year ago.

Apple varieties number into the thousands with different types preferred for eating, making juice and cider, baking and processing. Growers are constantly experimenting with new varieties. One farm in western New York is growing about 7,000 different types in search of the next best-seller, according to Christopher Gerlach of the U.S. Apple Association.



CNN BUSINESS

October is prime apple season. Why did prices plunge?

By [Danielle Wiener-Bronner](#), CNN

🕒 5 minute read

Published 12:49 PM EST, Tue November 21, 2023



npr WAMU 88.5

DONATE

NATIONAL

Millions of U.S. apples were almost left to rot. Now, they'll go to hungry families

NOVEMBER 27, 2023 · 5:00 AM ET

HEARD ON MORNING EDITION

By Alan Jinich

▶ 3-Minute Listen



THE WALL STREET JOURNAL

OPINION LETTERS

Apple Growers Can Compete With China, if You Let Us

Growers supported full market access because of their confidence in producing a superior product.



Regarding Samuel Gregg's op-ed "[Tariff Men Won't Help America's Workers](#)" (July 18): U.S. apple growers had been competing with China since 2014 and winning, despite China growing 10 times as many apples as America. Growers supported full market access with China because of their confidence in producing a superior product. As a result, in only four years China went from buying almost none of our apples to become our sixth-largest export market. When the U.S. imposed tariffs in 2018, China retaliated with tariffs that crushed our exports. Farmers are a patriotic bunch and we understand that there are larger geopolitical considerations than apples, but that doesn't make the loss any less painful.

Jim Bair
President, U.S. Apple Association
Falls Church, Va.

Where the apple industry grows together

Cinnamon Applesauce Recall



USApple

MEMBER ALERT

October 30, 2023

FDA Recall of Branded Puree Pouches Due to Elevated Lead Levels

We are monitoring and gathering information about the recent [FDA recall](#) of branded apple puree pouches due to elevated lead levels. At the moment, we do not think an industry-wide response is warranted, since the recall and news coverage surrounding it is focused on one specific brand. We have made contact with the manufacturer's communications firm to learn more about the origin of the contamination and will report back if appropriate.

If you are receiving any questions from your employees or customers, feel free to use the below:

1. This is an illustration that FDA's recall system works to remove products of concern from the marketplace. The apple industry and our national trade association, USApple, support getting the word out so that these specific products from this particular manufacturer are not consumed.
2. Though this is a serious situation, it is an outlier event, and it is important to keep in mind that the recalled products represent a very small segment of the market.
3. The FDA publishes an annual report on certain contaminants found in U.S. food



USApple

MEMBER ALERT

November 7, 2023

Apples not the source of contamination in recent puree recall

As you may have seen in national news, [two additional companies](#) selling cinnamon applesauce pouches recalled their products due to possible contamination with lead. They are:

- [Schnucks](#)
- [Weis Markets](#)

USApple has been in communication with manufacturers and the FDA since last week to understand the source of the contamination. The first company to recall their products, [WanaBana](#), has confirmed to USApple after an in-depth analysis that apples **did not cause** the lead contamination that resulted in their recall of apple cinnamon fruit puree pouches. WanaBana says, "the investigation is currently **focusing on cinnamon** as potentially being responsible for this issue, as **all other ingredients have been now cleared.**"

Schnucks has **also identified cinnamon** as the contaminated ingredient in their product. [According](#) to Schnucks, there were "elevated levels of lead found in the cinnamon raw material."

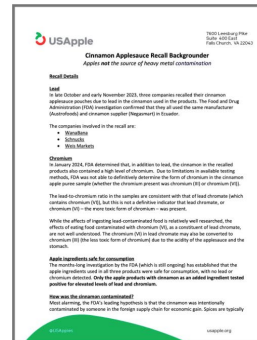


USApple

MEMBER ALERT

January 8, 2024

Cinnamon Applesauce Recall Update: Chromium



FDA's investigation into contaminated cinnamon used in cinnamon applesauce pouches imported into the U.S. continues. FDA announced that the cinnamon in the recalled products also contained a high level of chromium (in addition to lead).

USApple has updated our Backgrounder with the latest information about chromium. You can find it on our [website](#). You can also download it as a [PDF](#).

We will continue to monitor this issue and provide updates. Feel free to direct any media inquiries to USApple's Director of Communications [Lynsee Gibbons](#).



USApple

MEMBER ALERT

March 7, 2024

FDA Finds Elevated Levels of Lead in Ground Cinnamon Products in U.S. Retailers

In an FDA alert, the agency is advising consumers to throw away and not buy certain ground cinnamon products, due to elevated levels of lead.

Since the cinnamon applesauce recall began in October 2023, USApple has urged regulators and reporters to focus on the cinnamon. We're glad to see that in response to the cinnamon contamination in the applesauce, the FDA initiated this targeted survey of ground cinnamon products from discount U.S. retail stores and analyzed the samples for lead and chromium. It found six distributors whose products had elevated lead levels ranging from 2.03 to 3.4 parts per million. For context, the current FDA guideline for lead in applesauce is 10 parts per billion (or 0.01 parts per million).

While it's unnerving to learn more ground cinnamon products have been found to have elevated levels of lead, it's encouraging that FDA is conducting more testing and holding the cinnamon supply chain accountable.

- [Read FDA's alert here.](#)
- [Read USApple's Backgrounder on the cinnamon applesauce recall here.](#)

Where the apple industry grows together



L to R: Brett Baker, Vice Chair of USApple Board; Secretary of Agriculture, Tom Vilsack; Steve Clement, Chair of USApple Board.

Board of Directors Meets with Secretary of Agriculture



L to R: USApple Board Members: Bob Mast, Kristin Kershaw Snapp, James Foreman, Brett Baker; Secretary Vilsack's Senior Advisor for ag labor, Silvia Fabela; and Secretary of Agriculture Tom Vilsack.

Capitol Hill Day



NY delegation with Rep. Molinaro (R-NY)



PA delegation with House Agriculture Committee Chair, GT Thompson (R-PA)



MI delegation



WA delegation

Where the apple industry grows together

USApple meets with Secretaries of Labor and USDA



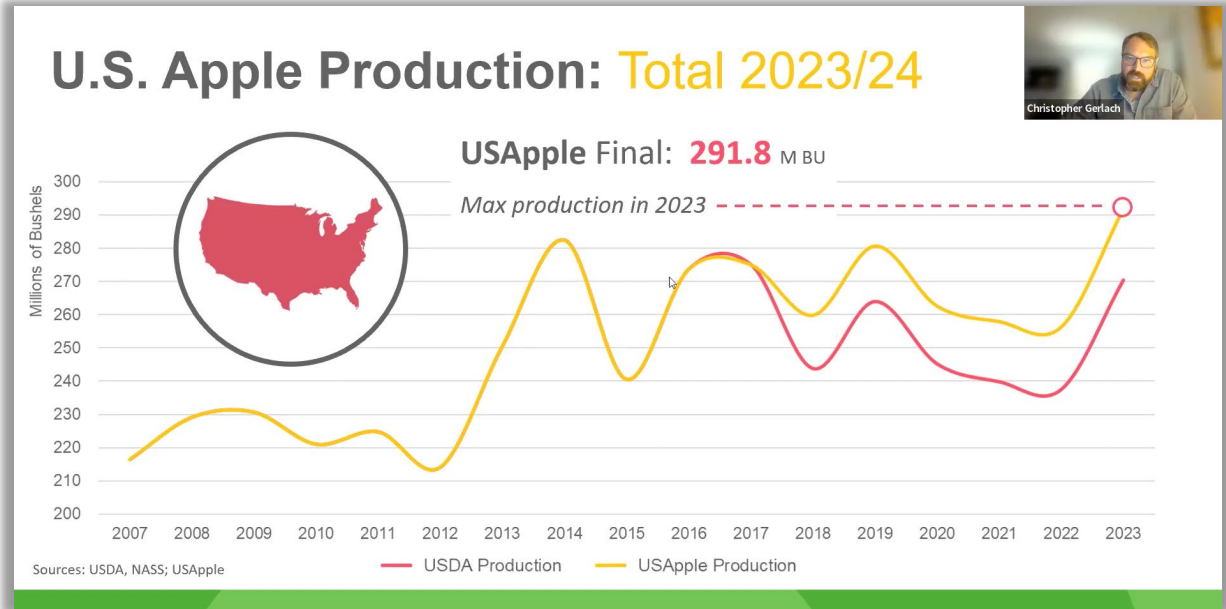
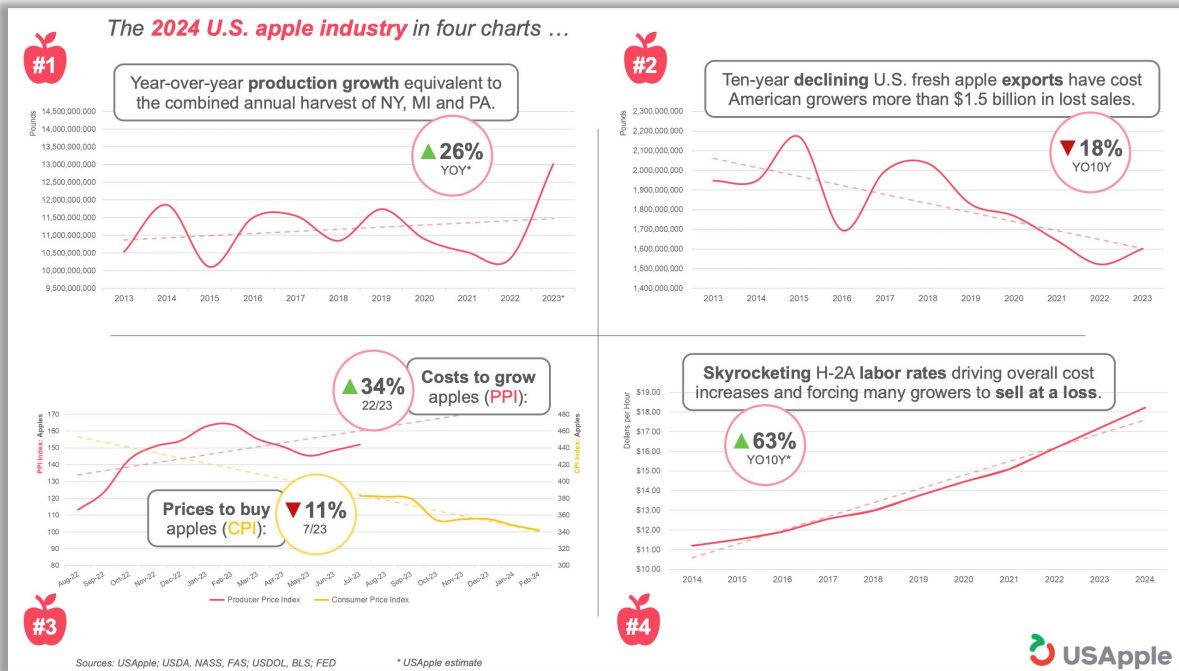
Jim Bair with Acting Secretary of Labor, Julie Su.



Jim Bair (L) shows Secretary of Agriculture, Tom Vilsack, an economic analysis of apple production costs.

USApple and a handful of agriculture groups discussed labor in a joint meeting with DOL and USDA.

USApple offers unparalleled business intelligence throughout the year



Where the apple industry grows together

USApple NextGen Fellowship: Class of 2024



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USDA Section 32 Purchase of Fresh & Processed Apples

In November 2023, USDA announced a Section 32 purchase of up to \$60 million of fresh apples and up to \$40 million of processed apples.

Outlook Conference

Trends in success:

- Record-breaking attendance
- Member-driven industry panels
- Unparalleled networking opportunities
- More and more sponsors
- Biggest revenue generator for USApple



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Thank you!

08.16.24