



# View from the Potomac

Diane Kurrle

Senior Vice President



# Your Apple Voice in DC

- What does advocacy mean?
- We identify and pursue common goals for a diverse membership
- Apple perspective to the White House, Congress and like-minded coalitions,

# Marketing Assistance for Specialty Crops

- December \$900 million
- April +\$1.3 billion
- USApple pushed for
  - Raise limit from \$125,000 to \$900,000
  - AGI waived if  $\geq 75\%$  of income from ag
  - Simplicity & CFAP2 >\$300 million to apple growers





# Industry Wins in the “Big Beautiful Bill” Act

- **2x funding** for the Market Access Program
- **Increased funding** for the Specialty Crop Research Initiative and Specialty Crop Block Grant Program
- **Improvements** to the Tree Assistance Program and crop insurance
- **Waived AGI caps** for growers earning  $\geq 75\%$  from ag for disaster & conservation programs

# Specialty Crop Farm Bill Alliance

- USApple Founding Member
  - Steering & Leg Committees
- Focus on Competitiveness
  - Research
  - Marketing
  - Export Promotion
- Equitable Treatment



Specialty Crop Farm Bill Alliance  
Legislative Committee at Senate Briefing



# H-2A Lawsuit: Judge Rules in Favor of USApple



- October 2024, USApple joined a lawsuit challenging the DOL's 2024 H-2A rule
- Lawsuit sought injunction against most burdensome provisions.
- November - federal court ruled DOL lacked authority to issue key parts of the rule
- Overturned provisions included a requirement that H-2A employers allow unionization



Trump Deputy Labor Secretary Keith Sonderling  
& USApple Incoming Chairman Steve Smith

# H-2A Regulatory Reform

- Unprecedented opportunities
- De-regulation mandate
- DOL & DHS as allies?
- What about the White House?

# H-2A & Workforce Reform Legislation



Congressman John Moolenaar (R-MI)  
with Diane Smith and Diane Kurrle

- AEWB Freeze
  - Moolenaar
  - Huizenga
- Broad Reform Efforts
  - House Ag Committee
  - FWMA
  - Dignity Act
- Other champions emerging



# Coalitions Amplify Our Voice



Ag Labor Coalition at the White House and Business Coalition  
at Speaker's Balcony

# USApple Capitol Hill Day



Pennsylvania Leaders with Sen. Dave McCormick and  
CEO Jim Bair and Officers with Trump USDA Trade Staff







New York Leaders with  
Rep. Josh Riley



Board Member Daniel Rowley  
with Idaho Senator Jim Risch



Michigan Leaders with  
Senator Elise Slotkin

# **Save the Date!**

## **Capitol Hill Day March 10, 2026**



*Where the apple industry grows together.*



**outlook** <sup>25</sup>



# Please Stay in Touch

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