

APA ANNOUNCES SUPPORT FOR SCHOOL NUTRITION RULE

APA issued strong support for USDA's proposed nutrition standards covering all national school breakfast and lunch programs. USDA's Food & Nutrition Service (FNS) oversees and manages federal food programs, while its sister agency, Agricultural Marketing Service (AMS) procures foods, such as processed apple products.

The FNS call for comments is the last in a long series of processes that began two years ago with hearings to update and strengthen federal nutritional standards. APA has been a constant participant from the beginning. The standards will implement new federal nutrition guidelines officially adopted in January, 2011.

In its comments, APA told FNS child nutrition chief, Julie Brewer, that "These ground-breaking regulations will significantly alter school meals as we have known them, and will result in children receiving more nutritious meals..." APA's statement went on to say: "What students learn to eat at school can form their lifetime eating habits."

APA made several recommendations to the proposed FNS rule, including focusing on actual foods instead of target nutrients, separating fruit and vegetable meal components, increasing the amount of fruits and vegetables served, requiring students to choose a fruit or vegetable in order to get federal assistance, disallowing snack-type fruit or vegetable products, providing technical assistance to school food service staff, and offering federal nutritional education to schools and students.

USDA ASKS AG COMMUNITY TO EDUCATE CONGRESS

As debate in Congress heats up in anticipation of the 2012 Farm Bill, USDA Secretary Tom Vilsack is calling on the agricultural community to educate Members of Congress on the importance and successes of the U.S. food and agricultural sector. USDA began the effort by launching its "Know Your Farmer, Know Your Food" program earlier last year.

Vilsack now proposes that both producers and processors host Members of Congress and their staffs at their facilities, brief Members in their offices, and present facts and figures on their part of the industry. USDA will provide briefing materials. The 112th Congress includes 101 freshmen members, many unfamiliar with the food and agricultural sector.

USDA PLANS \$158 MILLION FOR SCHOOL FRUITS & VEGETABLES

USDA's Food & Nutrition Service (FNS) plans to provide schools with \$158 million to purchase fresh fruits and vegetables during the 2011/2012 school year. The figure comes to an estimated \$75.00 per student in qualifying schools, and could expand federal food assistance to an additional 950,000 students.

The monies will go to state agencies for selected low-income elementary schools in the 50 states and territories. According to USDA, the assistance will provide free fresh fruit and vegetables to children throughout the school day. "Every time our kids eat a piece of fruit or a vegetable, they are learning healthy eating habits that can last a lifetime," says USDA Secretary Tom Vilsack.

USDA says that its new rules to update nutritional standards for school meal programs make the first major improvement to the nutritional quality of school meals in 15 years. Both fruits and vegetables will be served daily.

INDUSTRY GROUP SEARCHES FOR BPA SUBSTITUTE



Despite the food packaging industry's belief that bisphenol A (BPA) is safe in food-containing can linings, efforts are accelerating to find an acceptable substitute.

Members of the North American Metal Packaging Alliance (NAMPA) are leading the charge, according to Chairman John Rost. He reported at APA's 2010 Washington Seminar that safe can linings are necessary for food products, and that all tests show BPA to be safe and effective.

The can packaging industry is being targeted by Sen. Dianne Feinstein (D-Calif.), who has introduced the "Ban Poisonous Additives Act of 2011," to ban BPA in reusable food and beverage containers. The legislation would permit waivers if a substitute cannot be found, but would require a strict warning on food labels.

A BPA ban was left out of 2010 landmark food safety legislation that was signed into law.



BLUE-RIBBON FACULTY OF SPEAKERS SIGN ON FOR APA'S 2011 ANNUAL MEETING

A faculty of top-notch professionals has signed on for APA's 2011 Annual Meeting, its third in the Inter-Mountain western U.S. Dates are June 26-28 at the luxurious four-diamond lakeside Coeur d'Alene Resort in southwestern Idaho.

Sen. Maria Cantwell (D-Wash.), veteran member of the U.S. Senate Small Business Committee, has been invited to lead off the discussions, which include an overview of the Northwest's fruit industry, insider looks at business credit and future water supplies, how to ensure success through "ecomagination," latest consumer trends and expectations, and an eye-opening presentation on colleague and employee relations.

A highlight of the two days of business presentations is "Helping People to Succeed," a hard-hitting plan by motivational speaker Michael Brandwein to ensure success in the workplace that translates to better sales and marketing. Northwest Horticultural Council's Mark Powers presents a fact-filled overview of the Pacific Northwest's billion-dollar fruit industry, while Northwest Farm Credit's Tom Nakano tells what the industry can expect from the credit market in 2011 and beyond. Former U.S. Interior Department official Mark Limbaugh draws on his fruit industry experience to address critical future water supply issues.

Tuesday morning's program includes GE Energy's Katherine Brass and her highly successful program of "Ecomagination," that combines new technology commercialization and energy conservation for one of the world's largest companies. Concluding the morning is major market research firm Nielsen's Henry Ward, who draws back the curtain on what American consumers are currently expecting – and buying – in food and consumer products. It's a program with something for everyone.

Industry networking is always an important part

of APA's annual meetings, and a special evening out on Lake Coeur d'Alene is planned for Monday evening. A cruise across the lake to the lush Casco Bay Gardens for dinner is on the agenda, as well as the traditional Chairman's reception and dinner on Tuesday evening in the resort's main ballroom. APA's annual Golf Tournament on Monday afternoon includes the resort's famed "floating hole." Its award-winning spa has a treatment for all ages.

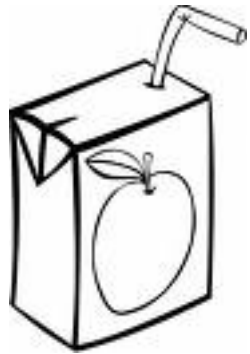
Lake view rooms have been reserved for APA members, each with elevated bed, sitting area, and LCD TV's for maximum relaxation. APA resort rates include MAP, which includes a full daily breakfast and dinner for all guests.

Full registration materials are included with this issue of APA-GRAM. This is a meeting that you won't want to miss. See you in beautiful and rustic Coeur d'Alene.



Coeur d'Alene Resort overlooks the lake.

Industry News
**SMYTH COMPANIES
PURCHASES LABEL PRINTER**



In its quest to become the nation's foremost label printer, Smyth Companies, LLC has purchased Dow Industries of Wilmington, Massachusetts. Smyth Companies is a long-time APA supplier member. The 133-year-old Smyth firm is a leading producer of package labeling for consumer goods, and will now employ over 400 people in four states.

The 35-year-old Dow firm will expand Smyth's outreach in the eastern U.S. market, while bringing its award-winning flexographic printing process into the newly combined firm.

Clients of the combined firm will include food and beverage, personal care, household care, and health and beauty product manufacturers.

In addition to the ads, Mott's is handing out juice samples to youngsters (ages 2 to 5) during workout sessions. Mott's spent \$14 million on U.S. measured media last year (excluding online), per The Nielsen Co.

**APPLE GROUPS OPPOSE
CANADIAN BIOTECH APPLES**

Two major U.S. apple groups have registered opposition to a Canadian company's application for USDA to approve two new biotech traits in apples. The proposed traits are reported to prevent sliced apples from quickly browning when exposed to air.

The Northwest Horticultural Council and the U.S. Apple Association say that U.S. consumer resistance to biotech apples c GSA ISSUES CALL FOR 100% JUICE

APA's multi-year work to beef up federal nutritional guidelines has paid off in still another way.

The U.S. General Services Administration (GSA), which operates or contracts for all federal cafeterias and concessions, has issued a directive calling for 100% fruit juice to be served in its facilities. GSA operations serve over two million civilian employees and contractors. The guidelines also apply to vending machines in federal facilities.

GSA's directive notes: "These new guidelines translate the 2010 Dietary Guidelines for Americans into clear and definitive standards that food service operators can follow

**GSA ISSUES CALL
FOR 100% JUICE**

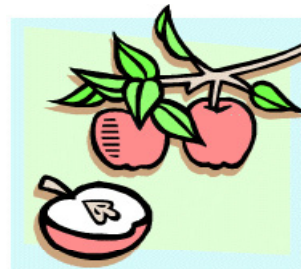
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GSA's directive notes: "These new guidelines translate the 2010 Dietary Guidelines for Americans into clear and definitive standards that food service operators can follow to make their operations healthier and more sustainable."

GSA also notes that it hopes that its action will set a precedent to follow for the rest of the country. The full copy of the federal directive can be accessed at: wellness@gsa.gov. Contact: Aimee Whiteman at 202-501-9106.

**USDA CHARTS COST
OF FRUITS & VEGETABLES**



American consumers can satisfy the federal government's daily recommendations for fruits and vegetables for no more than \$2.50 per day. That's the finding of USDA's Economic Research Service (ERS). ERS has estimated the average price at retail stores

of a pound and an edible cup equivalent (or, for juices, a pint and an edible cup equivalent) of 153 commonly consumed fresh and processed fruits and vegetables. This is in concert with Federal dietary guidance advising Americans to consume more vegetables and fruits. According to ERS, the price of food, along with taste, convenience, income, and awareness of the link between diet and health, shape consumers' food choices. USDA used 2008 Nielsen Homescan data to report that average prices range from less than 20 cents per edible cup equivalent to more than \$2.00 per edible cup equivalent. ERS also found that in 2008, an adult on a 2,000-calorie diet could satisfy recommendations for vegetable and fruit consumption in the 2010 Dietary Guidelines for Americans (amounts and variety) for an average price of \$2.00 to \$2.50 per day, or approximately 50 cents per edible cup equivalent. The full report is available on the ERS website: <http://www.ers.usda.gov/Publications/EIB71/>.

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The average U.S. consumer consumes an estimated 33.3 pounds of processed apples annually.

The Apple Processors Association represents the companies that make these products and the suppliers who support their efforts. From orchard to table, APA members are committed to quality production and "appealing" apple products.

Research Processing Facts » | Join Today » | Attend a Meeting »

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The **APAGram** newsletter is published by the

APPLE PROCESSORS ASSOCIATION
1666 K Street, NW, Ste. 260
Washington, D.C. 20006
(202) 785-6715
(202) 331-4212 fax
www.appleprocessors.org

Paul S. Weller, President
Andrea Ball, Editor

STINK BUGS ARE NEW CONCERN

The ugly Brown Marmorated Stink Bug has moved into eastern apple orchards, and is already reducing crops by as much as 25 percent, according to government and university researchers. Georgia researchers estimated 2010 damage as high as \$27 million.

Stink bugs were introduced into Pennsylvania in 1996 from the Far East, and have migrated into eastern orchards and fields, attacking apples, peaches, and even corn. They inject a sucker into fruit, leaving a cork-like dried-out pulp, and causing the fruit to lose up to 100 percent of its value. Grape growers are also concerned, as the smelly bugs can be sent into crushers and ruin batches of quality wine.

APA is monitoring the new invasive species, expressing its concern with the negative impact of the pest, and working with allied commodity groups to encourage protection research and development of pesticide controls.

**APA REDESIGNS AND
EXPANDS**

www.appleprocessors.org

A completely new and redesigned web site will be launched by APA in early May. The greatly expanded website will include consumer information, a Facebook feed, nutritional facts about processed apple products, association meeting information and registration materials and membership information.

The new APA site has been in the planning stage for many months, and provides easily accessed links to archived materials. New and colorful graphics are designed to encourage use of stored information.

APA members are encouraged to check out the new web site after May 1 at: www.appleprocessors.org, and to access it regularly to follow issues and association news.

To follow APA on Facebook, search Apple Processors and "like" the organization.

**NEW DIETARY GUIDELINES
OFFICIALLY RELEASED**



The Secretaries of Agriculture and Health & Human Services officially unveiled the "Dietary Guidelines for Americans" on January 31. The new policy document emphasizes balancing calories in and calories out

and the nutritional density of foods as ways to manage weight and health for modern-day Americans.

APA had worked on the revised guidelines, along with other commodity and health groups, for nearly two years. Fruits and vegetables play a key role in the official recommendations, with positive notes, such as; • 100% fruit juice is not associated with body weight in most persons • avoid non-pasteurized foods • fruits and vegetables are associated with reduced risk of chronic diseases • make half of your plate fruits and vegetables.

A call-out box in the guidelines outlines advantages of unsweetened apple sauce. APA has prepared a summary of the new guidelines for members. Check the APA web site or e-mail: pweller@agriwashington.org. A full copy of the guidelines is available at: www.dietaryguidelines.gov.