

APA Washington Seminar
The Willard InterContinental Hotel
November 10-11, 2016

Thursday, November 10, 2016

12:00-2:30 PM	APA Board Meeting	Stone Room
1:30-3:00 PM	Registration	Pierce Foyer
3:00-3:10 PM	"APA Welcome"	Pierce Room
Tim Proctor, APA Chairman		
3:10-4:15 PM	"Impact of the National Elections"	
Eleanor Clift, The Daily Beast, The McLaughlin Group		
4:15-5:00 PM	"Sales and Communications"	
6:00-7:00 PM	Chairman's Reception	Crystal Room
7:00-9:30 PM	APA Dinner	Crystal Room

Friday, November 11, 2016

8:00-9:00 AM	Continental Breakfast	Pierce Room
Begin the day with coffee, apple juice, and refreshments		
9:00-9:45 AM	"2017 Business Economy"	
Dr. Michael Swanson, Senior Vice-President Wells Fargo & Company		
9:45-10:30 AM	"FDA's Food Industry Initiatives"	
Dr. Stephen Ostroff, Deputy Commissioner (Invited) U.S. Food & Drug Administration		
10:30-10:45 AM	Coffee/Apple Juice Break	
10:45-11:45 AM	"APA's Capitol Hill Challenges"	
Maggie Gentile, Food Directions LLC		
11:45 AM	Adjournment	

For schedule changes or e-registration forms, visit www.appleprocessors.org/meetings.



U.S. APPLE INDUSTRY IS BIG BUSINESS

The Wall Street Journal summed up America's apple industry as fall harvest approached. It valued the 2016 apple crop at \$4 billion, with 240 million bushels harvested (30.1 billion apples). It would cover all of Washington, D.C.'s 80 square miles.

There are 322,000 total acres in apple production (22 times the size of the Big Apple – New York City), with an estimated 7,500 apple producers. Most popular apple variety remains the Red Delicious, with 6.7 billion apples produced. Following are Gala (5.5 billion), Fuji (2.9 billion), Granny Smith (2.8 billion), and Golden Delicious (2.6 billion).

Most data comes from the U.S. Apple Association.

USDA FINALIZES "SMART SNACKS"

USDA has issued final standards for its "Smart Snacks in Schools" regulations designed to offer healthier food options to U.S. school children. The revised standards will cover vending machines, snack bars, and other sources of foods in schools outside of cafeteria meals.

Highlights include more fruits and vegetables; more emphasis on foods that are lower in fat, sugar, and sodium; targeted portions based upon age group; and some flexibility for special events such as birthdays. More than 250,000 comments were received on USDA's proposals during the past year.

FDA SEEKS TO REDEFINE "HEALTHY"

FDA is asking industry and the public to help it better define the term "healthy" on food labels. Goal is to help consumers more easily and quickly make food choices consistent with public health recommendations.

These recommendations have recently evolved with publication of the updated Nutrition Facts label and new federal 2015-2020 Dietary Guidelines, both of which APA has assisted.

FDA is concerned with fats, sugars, and the quantities of essential nutrients. The agency's deadline for comments is January 27, 2017. Inquiries can be addressed to Vincent de Jesus, FDA/CFSAN, at: 240-402-1450. E-mail: Vincent.deJesus@FDA.HHS.gov. Electronic comments can be filed at: www.regulations.gov by accessing and following instructions.



POLITICS AND BUSINESS ISSUES HIGHLIGHT APA'S WASHINGTON SEMINAR



Noted political pundit Eleanor Clift opens APA's 2016 Washington Seminar on November 10 with her insider's analysis of America's 2016 national elections. It promises to be a most revealing review of a changing political system, drawing upon her many years as a key player on national television shows such as The McLaughlin Report, and as a correspondent with Newsweek and The Daily Beast.

The November 10-11 program at Washington's historic Willard InterContinental Hotel then turns to critical business issues, including a professional review of the nation's business economy with Dr. Michael Swanson, senior vice-president of Wells-Fargo & Company, a regulatory briefing from one of FDA's senior officials, and an update on national issues directly affecting the apple and food processing industries by Food Directions LLC.

APA has provided this timely briefing in the Nation's Capital for its members for 30 years, beginning in the fall of 1987. It's a special membership benefit, bringing top selected government and industry officials together to chart business plans for the coming year. The program also includes opportunities to relax and renew valuable industry relationships.

Registration materials are included with this issue of APA-GRAM, or available from APA headquarters at: ab-all@agriwashington.org. Register today and secure hotel reservations by October 17 at (202) 628-9100. The event schedule can be found on page 4 of the APA Gram.



The Willard InterContinental Hotel is one of the most historic hotels in Washington, DC.

Mark Your Calendars!
APA ANNUAL MEETING
June 18-20, 2017



TIGHTER SCHOOL LUNCH STANDARDS



Final nutritional standards for school lunches went into effect on September 27, 2016. The tighter federal standards have been in the works since 2010, and were called for under the Healthy, Hunger-Free Kids Act that year.

USDA's Food & Nutrition Service (FNS) began proposing and implementing rules and regulations over the years, mandating 100% juices, lower fat content, higher nutritional standards, student nutrition education, and an overall school wellness program following latest federal nutritional guidelines for the nearly 31 million students across the U.S.

APA has been active in helping to develop the guidelines to encompass processed, as well as fresh foods.

GMO FOOD LABELING NOW FEDERAL LAW

President Obama signed S-764 into law on July 29, nullifying state laws requiring food labels to declare the presence of GMO's in all food products.

For more than a year, as states such as Vermont and California enacted laws covering foods sold in their respective states, APA and nearly 500 food and industry groups pushed for national legislation that would make GMO labeling voluntary.

Just before summer recess, Congress passed a compromise bill acceptable to all parties, and President Obama signed it into law. The compromise permits food manufacturers to choose between making GMO declarations on actual food labels, paste-on bar codes, 1-800 telephone numbers, or online. USDA has been assigned the task to draft specific rules no later than July 26, 2018, to go into effect probably in 2019.

But the issue is not a done deal. Vermont's Attorney General William Sorrell says "My office intends to take an active role as the labeling fight shifts from the legislative process to the regulatory process at USDA. It is unfortunate that corporate interests (food industry) were able to water down Vermont's clear disclosure standard."

USDA FRUIT & VEGETABLE COMMITTEE TO MEET

USDA's Fruit & Vegetable Industry Advisory Committee will meet in Arlington, Virginia on October 25 and 26. The Agricultural Marketing Service (AMS) group last met in April.

Purpose of the advisory committee is to provide recommendations and ideas to the Secretary of Agriculture on how USDA can tailor its programs to better meet the needs of the fruit and vegetable industry. All sessions are open to the public.

Questions on the agenda and other meeting details are available from Pamela Stanziani at 202-720-3334, Pamela.Stanziani@AMS.USDA.gov.

APA EXPLORES NEW COMMUNICATIONS OPTIONS

APA is exploring plans for conducting a consumer educational program on processed apple products using major social media outlets and public relations.

Goals would include establishing APA as a reliable source for information on current issues, such as GMO's, food additives, apple nutritional benefits, fruit sugars, research, and responses to media reports.

Social media efforts would include Twitter, Facebook, Pinterest, Instagram, food blogs, and a continually updated web site packed with consumer information and resources. Materials would also be shared with APA members for additional local follow-up and distribution.

Initial plans came from 2016 Annual Meeting speaker, Michele Payn-Knoper, who encouraged strong "farm gate to food plate" communications to strengthen effective consumer marketing.

Members interested in participating should contact, Andrea Ball at andrea@planitworld.com or via phone at 202.785.6715.



FDA UNVEILS NUTRITION FACTS WEB SITE

APA members and food manufacturers can now go online for help in designing new nutrition facts food labels. Companies have until July 28, 2018 to comply.

FDA unveiled an industry web site on August 1 that promises to help food companies comply with the new requirements, including graphic illustrations of new label formats, tables showing daily values of required components, and average per-person consumption amounts. Also included are frequently asked questions and concerns.

You can visit the new site at the following address. <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocuments-RegulatoryInformation/LabelingNutrition/ucm385663.htm>

Contact: Blakeley Fitzpatrick, FDA CFSPAN, Nutrition Program Staff, at 240-402-5429



APA LISTS FEDERAL ISSUES

With passage and signing of the GMO labeling legislation, APA is now looking to a series of other national issues that affect the food industry.

These include:

- 1) Monitoring USDA's implementation of GMO label regulations;
- 2) Working with a broad industry coalition on next series of federal dietary guidelines;
- 3) Assisting with reauthorization of child nutrition regulations;
- 4) Providing input for school snacks and student wellness programs;
- 5) Keeping liaison with FDA on defining "natural" foods; and
- 6) Finalizing an effective social media program for processed apple products.

APA is assisted by Food Directions LLC, a Washington-based public affairs firm staffed with registered dietitians and food industry specialists



NUTRITION LABELS GO INTO EFFECT

After two years of study and fact-finding, FDA's new requirements for labels on packaged foods went into effect on July 26. The final rules require declaration of percent daily value of added sugar, serving size of the food that can be consumed on one eating occasion, listing of Vitamin D and potassium, and dual-column labeling.

The rules require final compliance by July 26, 2018 for manufacturers with \$10 million or more in annual food sales. Apple juice concentrate is included under "added sugars and syrups." FDA's full details are outlined: <http://s3.amazonaws.com/public-inspection.federalregister.gov/2016-11867.pdf>.

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APPLE PROCESSORS ASSOCIATION
1701 K Street, NW, Ste. 650
Washington, D.C. 20006
202-785-6715
www.appleprocessors.org

APA STAFF

Paul S. Weller Jr., President Emeritus
Andrea Ball, President
Beth Johnson, VP of Nutrition
Jacquie Ball, VP of Administration
Sondra Hosey, Finance Manager
Sarah Massey, Administrative Assistant