

# Conference Program

**Thursday, August 24**

**8:30 AM - 4:00 PM**

**Registration** | Vevey Foyer

**1:00 PM - 2:45 PM**

**General Session I** | Vevey Ballroom

Sponsored by **DECCO** 

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## Welcome & Opening Remarks

*Jim Bair, President & CEO, USApple*  
*Kaari Stannard, Secretary, USApple Board of Directors*

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## NAFTA Update: Mexico's Perspective

*Karen Antebi, Economic Counselor, Trade and NAFTA Office, Ministry of the Economy of Mexico*

This session will address the trade relations between the U.S. and Mexico, the importance of NAFTA, and the vision forward.

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## NAFTA – Making a Good Thing Better

*John Cruickshank, Consul General, Consulate General of Canada in Chicago*

This session will review NAFTA successes and looking at opportunities and potential pitfalls in renegotiations.

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## 2017 U.S. Apple Crop

*Mark Seetin, USApple*

**2:45 PM - 3:00 PM**

## Networking Break

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**3:00 PM - 5:15 PM**

## Apple Grower of the Year Award Presentation

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## How Do You Like Them (NAFTA) Apples?

*Veronica Nigh, International Trade and Environmental Issue Economist, American Farm Bureau Federation*

Usually, when the success of trade agreements is discussed, the measure of success is the value and volume of exports. Often, imports are not discussed, and when they are it is in a negative manner. Indeed at times, imports can be challenging, but in many situations can complement domestic production, allowing farmers in both the United States and exporting countries to grow simultaneously. In many ways, that is the story of the apple industry under NAFTA.

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## 2017 Mexican Apple Crop

*Leighton Romney, Paquime*

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## 2017 Canadian Apple Crop

*Tom O'Neill, Norfolk Fruit Growers' Association*

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## Apple Juice, Concentrate & Processing Panel

*Rene Alarcon, Doehler North America Fruits & Vegetable*  
*Michael Choi, Zhonglu America Corp.*  
*Tom Hurson, Tree Top*

## Thursday, August 24

5:15 PM - 5:45 PM

### U.S. Regional Apple Crop Discussions & Regional Director Elections

#### Eastern Regional Discussion | St. Gallen

*Moderator: Mark Nicholson, Red Jacket Orchards, Inc.*

Connecticut, Delaware, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, West Virginia

#### Midwest Regional Discussion | Montroux

*Moderator: Mike Rothwell, BelleHarvest Sales, Inc.*

Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Ohio, Tennessee, Wisconsin

#### Western Regional Discussion | Vevey Ballroom

*Moderator: Jon DeVaney, Washington State Tree Fruit Association*

Arizona, California, Colorado, Idaho, New Mexico, Oregon, Utah, Washington

6:00 PM - 7:00 PM

### Opening Night Reception | Vevey Foyer

(dinner on your own)

*Apple Person of the Year Award Presentation*

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**THE PACKER**

## Friday, August 25

7:30 AM - 10:30 AM

Registration | Vevey Foyer

8:30 AM - 10:45 AM

General Session II | Vevey Ballroom

Sponsored by **DECC** 

### USApple State of the Industry & Business Meeting

*Jon Alegria, Chairman, USApple Board of Directors*

### Reassuring Consumers About the Safety of All Produce So Facts, Not Fears, Can Guide Shopping Choices

*Teresa Thorne, Executive Director, Alliance for Food and Farming*

In spite of decades of nutritional studies showing that a plant-rich diet prevents disease and prolongs life, only 1 in 10 Americans eat enough produce each day. Now peer reviewed research is showing that safety fears are becoming another barrier to increased consumption. Allowing misinformation about produce safety to stand unchallenged undermines public health initiatives that encourage healthy eating as well as efforts to improve the lives of Americans. Concerned with the potential impact of negative and confusing messaging, the Alliance for Food and Farming (AFF) sought input from consumers to learn what information would help them in making fact-based decisions about the food they eat and serve their families. In a series of research projects undertaken in 2016, information from national health experts, toxicologists and government agencies was shared with consumers. Learn what science-based information reassures consumers about the safety of their produce and how the AFF educational outreach efforts are effectively countering misinformation about fruit and vegetables so that facts, not fears, can guide consumers' shopping choices.

# Conference Program

## Friday, August 25

### Ask the Experts: Media Panel Discussion on Today's Newsroom

*David Eddy, Editor, American Fruit Grower*

*Shannon Dininny, Editor, Good Fruit Grower*

*Gregory Johnson, Editor, The Packer*

*Eric Nieman, Associate Publisher, Produce Business Magazine*

*Gary Pullano, Managing Editor, Fruit Growers News*

A new addition this year, veteran members of the agriculture trade press will discuss the overarching influences and public perceptions impacting consumer produce consumption. From labor and immigration demands to innovative marketing concepts, the media panel will field questions from the audience on what drives content and makes a story or grower profile newsworthy.

10:45 AM - 11:00 AM

### Networking Break

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11:00 AM - 12:00 PM

### 2017 Chinese Apple Crop

*Michael Choi, Zhonglu America Corp.*

### 2017 European Apple Crop

*Phillipe Binard, World Apple & Pear Association*

### 2017 South American Crop

*Rene Alarcon, Doehler North America Fruits & Vegetables*

### 2017 U.S. Regional Crop Outlook

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### Announcement of 2017 U.S. Apple Crop Forecast

12:00 PM

### Adjournment

12:00 PM - 1:30 PM

### USApplePAC Luncheon

(Visit registration desk for details. Separate ticket is required.)

*Tom Bevan, Co-founder and Executive Editor, RealClearPolitics*