

Outlook 2020 Conference Program

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#AppleOutlook2020

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Welcome

USAPPLE MEMBERS, FRIENDS AND GUESTS

Hello USApple members, friends and guests!

Welcome to the 2020 Apple Crop Outlook & Marketing Conference – now in its 125th year of bringing the apple industry together to learn, network and renew friendships.

We regret that the global pandemic is preventing us from greeting each other in person. But we also know that providing our safe and wholesome apples is essential to consumer health and so it's imperative that we continue this meeting even if it means doing so in an online format. We will power through, together.

This conference program has been crafted to provide the most up-to-date information on key issues important to you. It's likely there has never been a year with more at stake. We've put together an agenda to provide perspective and clarity, and hope you agree this is the best program of speakers we've ever presented.

The U.S. Apple Association is proud to be working on your behalf. Our success is driven by committed volunteer leaders and passionate staff. We truly work best when we work together.

Again, welcome to Outlook 2020!



Jim Bair
President and CEO
U.S. Apple Association

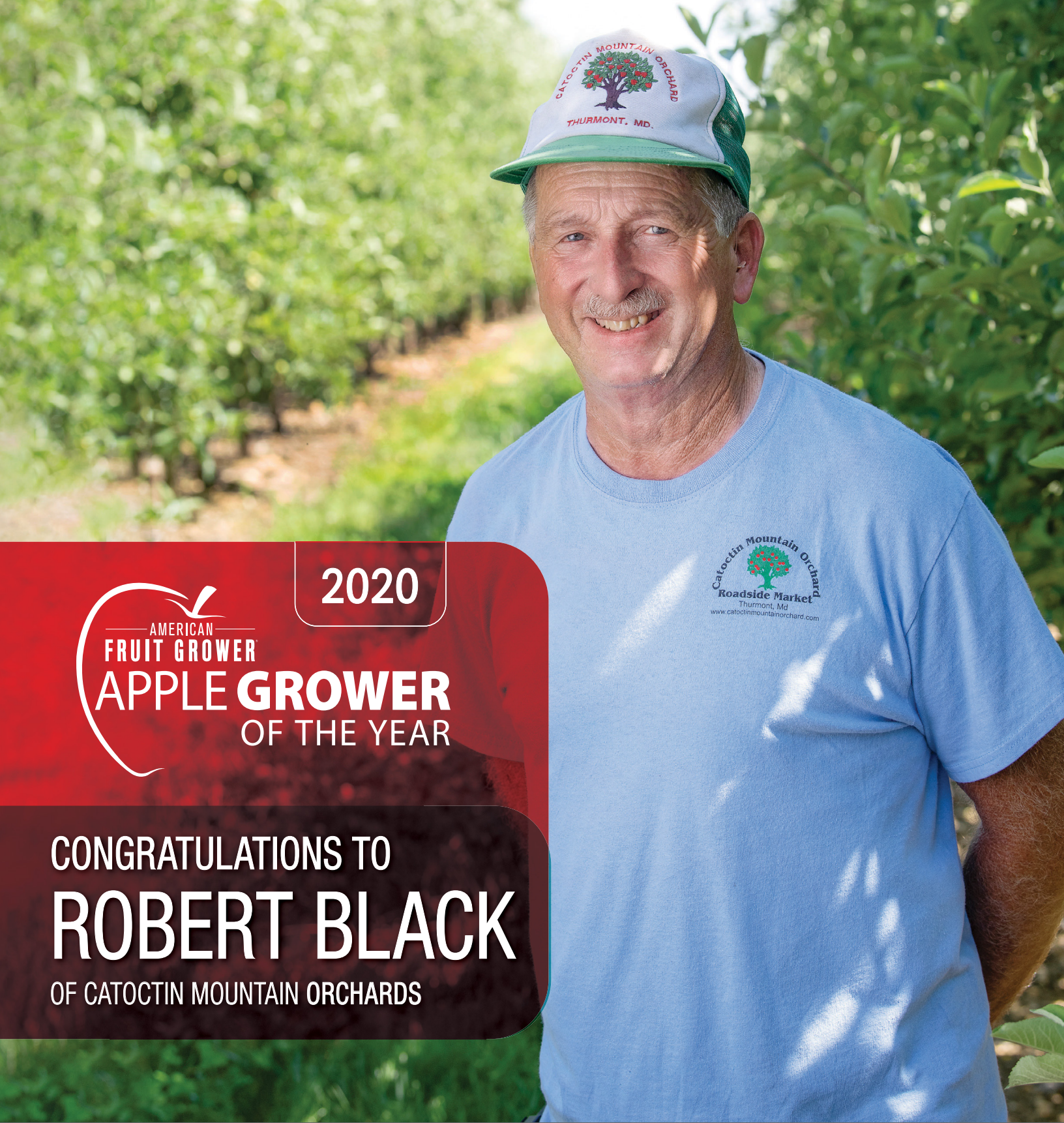
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2020 PRODUCTION & UTILIZATION ANALYSIS

This annual compendium is the only source of current U.S. and international apple statistics. Data is collected and published by USApple.

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2020

AMERICAN
FRUIT GROWER

APPLE **GROWER**
OF THE YEAR

CONGRATULATIONS TO
ROBERT BLACK
OF CATOCTIN MOUNTAIN ORCHARDS



FROM THE EDITORS AND STAFF OF
AMERICAN
FRUIT GROWER
GrowingProduce.com



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Conference Schedule

THURSDAY, AUGUST 20 – 11:00AM – 4:30PM (EDT)

- **Welcome and Opening Remarks**
Jim Bair, President & CEO, USApple
Jessa Allen, Vice President, Membership & Events, USApple
Tracy Grondine, Vice President, Communications, USApple
- **Why We Fear the Food We Eat**
Jack Bobo, CEO, Futurity
SPONSORED BY: FruitSmart
- **Consumption in the Post-Outbreak Normal**
Darren Seifer, Food & Beverage Industry Analyst, The NPD Group, Inc
SPONSORED BY: Pace International
- **2020 U.S. Apple Crop**
Mark Seetin, USApple
SPONSORED BY: Knouse Foods
- **Apple Grower of the Year Award**
SPONSORED BY: American Fruit Grower and Valent U.S.A.
- **2020 Chinese Apple Crop**
Michael Choi, Zhonglu America Corp.
- **2020 South American Crop**
Rene Alarcon, Doehler North America Fruits & Vegetables
- **New Era for Smarter Food Safety**
Dr. Mark Moorman, Food and Drug Administration, Director of the Office of Food Safety
SPONSORED BY: AgroFresh
- **U.S. Regional Apple Crop Discussions & District Director Elections**
 - **Eastern Regional Discussion**
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**
Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Ohio, Tennessee, Wisconsin
 - **Western Regional Discussion**
Arizona, California, Colorado, Idaho, New Mexico, Oregon, Utah, Washington

FRIDAY, AUGUST 21 – 11:00AM – 4:00PM (EDT)

- **State of the Industry / USApple Annual Business Meeting**
Jeff Colombini, Chairman, USApple
- **Current Mergers and Acquisitions Trends in Tree Fruit**
Michael Butler, Cascadia Capital LLC, Co-founder and Chairman
Matthew Corbett, Fiera Comox, Partner, Agriculture
Nate Fulton, PayneWest Insurance, Ag Director
Toby McKay, International Farming Corporation
Baptiste Tellier, Fall Line Capital, Director
- **Apple Person of the Year Award**
SPONSORED BY: The Packer
- **2020 European Apple Crop**
Phillipe Binard, World Apple & Pear Association
- **Farm Credit System Outlook**
Todd Van Hoose, Farm Credit Council
- **2020 Canadian Apple Crop**
Don Werden, Norfolk Fruit Growers' Association
- **2020 Mexican Apple Crop**
Leighton Romney, Paquime
- **The Intersection of Foodservice and the Apple**
Frank Swanson, Sr. Mgr, Produce Operations, US Foods
SPONSORED BY: Keyes Packaging
- **2020 U.S. Regional Crop**
- **Announcement of 2020 U.S. Apple Crop Forecast**
- **Adjournment**

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Keyes Packaging has responded to industry demand to reduce plastic packaging by producing a fiber tray designed for consumer retail packages. We also have a euro footprint fiber tray designed to handle more bruise sensitive varieties, allowing you to eliminate foam tray usage.

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- Suzanne Wolter, VP Sales and Marketing



3715 State Hwy 97A N, Wenatchee, WA 98801
Tel: (509) 663-8537 | sales@keyespackaging.com



KeyesPackaging.com

Speaker Bios



RENE ALARCON
Commercial Manager

Doehler North America Fruits & Vegetables

Rene Alarcon, part of the Doehler Group since 2014, specializes in procurement of agro-industrial products from South America, based in Santiago, Chile. With more than 25 years experience with the Argentinean and Chilean agriculture industry, including commercial and general management positions in different leading companies in the agribusiness. Rene graduated in 1990 as an Industrial Civil Engineer from Universidad de Chile.



PHILIPPE BINARD
Secretary General

World Apple & Pear Association

Philippe Binard is the General Delegate of Freshfel Europe, the European Fresh Produce Association, the organization representing the fruit and vegetables sector in Brussels to the European Union. Freshfel has a membership across the supply chain from grower down to retail. Philippe is also the Secretary General of WAPA, the World Apple and Pear Association, representing 18 leading apples and pears producing countries around the world. He took this additional position in 2001 when the Association was created. Philippe (Belgian nationality, 1961) has a legal background from the University of Leuven (1984). During his career he was also the General Delegate of CIMO (European Fruit and Vegetables Importers Association) from 1991 to 2002, of ECBTA (European Banana Trade Association) from 1992 to 2007. Since 1996, he is also the Secretary General of SHAFPE (Southern Hemisphere Association of Fresh Fruit Exporters).



JACK BOBO
CEO

Futurity

Jack Bobo is the CEO of Futurity, a food foresight company that works with food and agriculture organizations to better understand emerging food trends and consumer behaviors so they can position themselves to thrive in an ever more complex world. Jack previously served as the Chief Communications Officer and Senior Vice President for Global Policy and Government Affairs at Intrexon Corporation. In 2015, he was named by Scientific American as one of the 100 most influential people in biotechnology. Prior to joining Intrexon Jack worked at the State Department for 13 years as a senior advisor on global food policy, climate change and agricultural trade. He is an accomplished communicator, having delivered more than 400 speeches in 60 countries on the future of food, the role of science and technology in sustainably and nutritiously feeding the world and how to build consumer trust. Prior to his career at the State Department, he was an attorney at Crowell & Moring LLP. He received a JD, an MS in Environmental Science, a BA in psychology and chemistry and a BS in biology from Indiana University.

Speaker Bios



MICHAEL BUTLER
Co-founder and Chairman
Cascadia Capital LLC

As the Co-founder and Chairman of Cascadia Capital, Michael manages the firm and co-leads the firm's Food & Agribusiness practices. Michael has been involved in more than 100 transactions while at Cascadia Capital. Prior to co-founding Cascadia, he served as a Managing Director at Lehman Brothers responsible for global equity sales and equity syndicate. He also served on the firm's Equity Commitment Committee, Equity Syndicate Committee and Private Equity Commitment Committee. Before joining Lehman Brothers, Michael was a Principal with Morgan Stanley & Company, where he was responsible for divisional global product and risk management and was a member of the division's Operating Committee. He has been involved in numerous equity financing transactions for both public and private companies. Michael holds a BA in Political Science from the University of Washington and an MBA in International Finance from the Wharton School of the University of Pennsylvania.



MICHAEL CHOI
President
Zhonglu America Corporation

Michael Choi is the President of Zhonglu America Corporation, a 100 percent owned U.S. subsidiary of SDIC Zhonglu Fruit Juice Company – the oldest and one of the biggest apple juice concentrate producers in China – with annual output of 40 million gallons of fruit/vegetable juice concentrates. By acquiring Appol sp. in Poland in 2018, the company supplies both medium/low acid apple juice concentrates from China, and high acid apple juice concentrates and NFC from Poland.

Until he joined Zhonglu Group in 1997, Michael worked as an independent juice concentrate trader for several years. He was one of the first people who introduced Chinese apple juice concentrate to Europe. He graduated from Korea University with a bachelor's degree in Business Administration and started his professional career with a Korean-based multinational company, Daewoo Corporation, in its trading division.



MATTHEW CORBETT
Partner, Agriculture
Fiera Comox

Matthew Corbett is a founding partner of Agriculture at Fiera Comox (founded in 2016). Fiera Comox is building a globally diversified portfolio of agricultural investments and currently has an assets under management of more than \$500 million, including its partnership with Auvil Fruit Company in Washington state. Matthew was previously a founding member of PSP's Natural Resources group where he undertook ~\$2 billion of direct investments. Notable transactions include the creation of the Hewitt Cattle joint venture (Australia). Matthew sits on the Board of Auvil Fruit Company. Matthew received an MBA from McGill University and a BSc from Queen's University.



NATE FULTON
Ag Director
PayneWest Insurance

Nate Fulton is the Agribusiness Specialty Practice Director for PayneWest Insurance. He joined PayneWest in August 2017 and is responsible for developing insurance and risk management solutions to serve the diverse agribusiness ecosystem in the Northwest. He works with ag focused colleagues across PayneWest's 28 offices in Washington, Oregon, Idaho and Montana to serve over 3,000 ag clients. Prior to joining PayneWest Insurance, Nate was the Business Development Officer for Wells Fargo's Central Washington Commercial Banking Office. Nate earned his Economics degree from the University of Washington as well as a Marketing Certificate from the University of Washington Extension. He is also a graduate of Class 39 in the AgForestry Leadership Program. He is a Central Washington native with deep roots in the tree fruit industry having worked for his grandparent's apple growing and packing business in Omak during his high school and college years.



TOBY MCKAY
Vice President – PNW Ag Services
International Farming Corporation

Toby McKay manages International Farming's (IFC) Pacific Northwest property portfolio, which includes significant Washington State tree fruit investments. IFC is a privately-owned institutional asset manager that partners with farmers to help maximize farm profitability through progressive farming techniques. Founded in 2009, IFC has family roots in North Carolina agribusiness that date back to 1827. They apply their deep knowledge of agriculture, in-house agronomy & technology solutions, capital expenditure programs and global relationships with best-in-class growers to unlock the value of farmland and related operating entities.



DR. MARK MOORMAN
Director of the Office of Food Safety
Food and Drug Administration

Mark Moorman is the Director of the Office of Food Safety at the Food and Drug Administration where he leads a team of professionals focused on improving the safety of our food supply. Prior to joining the FDA, Mark was the Senior Director of Global Scientific & Regulatory Affairs for the Kellogg Company in Battle Creek, Mich. with responsibilities for emerging food safety and nutrition technical and regulatory issues. Prior to joining the Kellogg Company in 1998, Mark spent 10 years with Silliker Laboratories as the Technical Director of Microbiology responsible for assisting clients with microbiological food safety and quality issues. Mark has his undergraduate and PhD degrees from Michigan State University in Microbiology and Food Science.

Speaker Bios



LEIGHTON ROMNEY
Chief Executive Officer
Paquimé Group

Leighton Romney is currently CEO of Paquimé Group, a group of companies that produce, import and distribute apples, peaches and other fruits throughout Mexico. He has degrees in Business Administration and Marketing. Leighton has been involved in the apple industry all of his life from growing up on the farm to serving on several advisory boards that help establish private and public policy for the fruit business. Marketing is his passion, and he loves to spend time with customers. He is a member of the Board of Directors for the State of Chihuahua Agricultural Council, President of COPARMEX a national organization of business owners and entrepreneurs, and a board member of his local peach growers association.



MARK SEETIN
Director, Regulatory & Industry Affairs
U.S. Apple Association

Mark Seetin joined USApple in 2009 to represent the apple industry's issues to federal regulatory agencies and manage USApple's industry information program. He works with regulatory and technical issues involving apple production and marketing, including research, crop protection, food safety, imports, federal government purchases, crop insurance and biotechnology. Mark previously served with the American Stock Exchange, working extensively in the areas of energy and natural resources. A former farmer, Mark served as the Commissioner of Agriculture for the State of Minnesota and as a consultant to the Natural Resources Conservation Service of the Agriculture Department and to the Energy Department.



DARREN SEIFER
Food & Beverage Industry Analyst
The NPD Group, Inc

As a food & beverage industry analyst at The NPD Group, a leading market research company, Darren provides insights based on NPD's food-related research to organizations and companies across the country. Prior to joining NPD in March 2007, he was an analyst with Information Resources, Inc (IRI). At IRI Darren spent more than seven years examining consumer packaged goods trends, and worked with a variety of industry leaders covering dozens of food and beverage categories. He has authored a number of NPD food and beverage research reports that cover topics such as consumer dynamics surrounding meal delivery kits, concerns and strategies related to genetically modified foods, the profile of the organics consumer, the impact of Baby Boomers and Millennials on America's eating patterns, and the unique consumption behaviors of Hispanics in the U.S. Darren is also a contributing writer for several food and beverage trade publications and shares his thoughts on food and beverage trends at www.npd.com/blog.

GOOD FRUIT GROWER



Good Fruit Grower produces the tree fruit and grape growing industry's most respected editorial coverage, from deeply targeted technical articles and educational features to informative images, videos, graphics and charts.

The magazine and its accompanying website, ***goodfruit.com***, are the industry's leading resource for news and research. Our mission, since 1946, is to help growers thrive in a highly competitive global industry, and our magazine is the most comprehensive educational resource, covering the growing, packing and marketing of tree fruit (apples, cherries, pears and stone fruit) as well as wine and juice grapes and blueberries.

THE ESSENTIAL RESOURCE

Speaker Bios



FRANK SWANSON
Sr. Manager, Produce Operations
 U.S. Foods

Frank Swanson began his produce career as an Agriculture Department produce inspector and then as a produce buyer for the Defense Department. He later joined Kraft Food service as the company was starting its produce program; he has since continued to be employed by this and other heritage companies that today make up US Foods, a leading foodservice distributor that partners with approximately 300,000 restaurants and food service operators. As National Senior Operations Manager for Produce at US Foods, Frank helped develop the Cross Valley Farms brand and established specifications to support the fresh produce program nationwide. He has served on various Produce Marketing Association committees, as well as on the Board of Directors of the Southeast Produce Council (SEPC) and as Chairman of SEPC's Foodservice Committee. He is a graduate of Upper Iowa University.



BAPTISTE TELLIER
Director
 Fall Line Capital

Baptiste Tellier is a Director at Fall Line focused on farm management, data analysis and deal sourcing. Prior to Fall Line, he managed the creation and implementation of a best practices program across more than 200 farmers for Nestle in order to achieve higher and more consistent quality from its supplier base. He is also a former farm operations intern at The Mitchell Farm where he ran several agronomic studies regarding corn yield. Baptiste has direct farming experience on three continents and has an MS in Agronomy and a BS in Agricultural Engineering from AgroParisTech University.



TODD VAN HOOSE
President and Chief Executive Officer
 Farm Credit Council

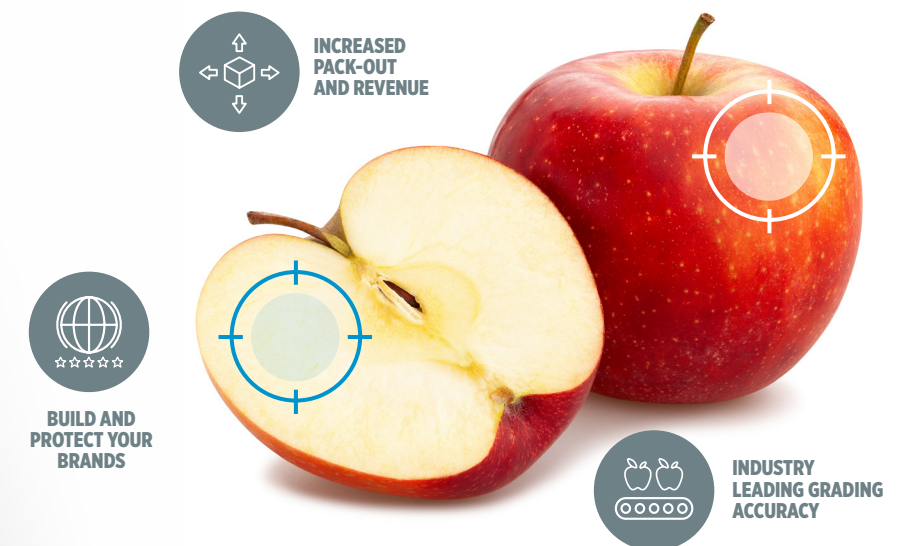
Todd is President and CEO of the Farm Credit Council, where he leads the national trade association's efforts to represent the Farm Credit System's interests before Congress, the administration, and various federal regulatory agencies. He also serves on a variety of leadership bodies within Farm Credit, including the Presidents' Planning Committee and the Business Practices Committee. Todd has more than 30 years of experience navigating political and policy challenges in Washington, D.C., working in Republican administrations, on Capitol Hill, and for the Farm Credit System. Focusing on agricultural and financial services policy, Todd has worked directly on five Farm Bills, the Gramm-Leach-Bliley and Dodd-Frank banking bills, and a variety of other major legislation.

Since re-joining the Farm Credit Council in 2016 as CEO, Todd focused intensely on modernizing Farm Credit's approach to policy debates in D.C. Integrating traditional lobbying efforts with a cutting-edge communications campaign and a well-developed reputation management program, Todd's team at the Farm Credit Council today successfully promotes and defends Farm Credit's important mission to support rural communities and agriculture. Todd is a graduate of the University of Kentucky with a bachelor's degree in journalism and public relations.



DONALD WERDEN
Sales/Logistics
 The Norfolk Fruit Growers' Association

Don Werden has an extensive background in the agricultural industry in sales and marketing internationally and in Canada. He came to the apple industry 20 years ago when he joined The Norfolk Fruit Growers' Association with responsibilities in sales, logistics and administration. He is involved with export and domestic sales in both fresh and processing markets for the association which has nine producer members in Ontario. Werden has a B.S. in Agriculture from the University of Guelph with a major in Agricultural Economics.



KNOW EVERYTHING ABOUT EACH APPLE, OUTSIDE AND INSIDE. REACH YOUR PACK QUALITY AND YIELD OBJECTIVES CONSISTENTLY, WITHOUT HUMAN GRADERS.

We grow confidence.



Let our science, service and solutions help elevate your success this season.

AgroFresh gets you ready for any season! With over 20 years of proof, AgroFresh has built a reputation as a global leader in near and post-harvest solutions. AgroFresh solutions are backed by world-class research, real-world success, robust data and unsurpassed service. Go with a trusted leader.

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AGROFRESH

AgroFresh

Keith Culver, Commercial Director NAR

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AgroFresh (Nasdaq: AGFS) is a leading global innovator and provider of science-based solutions, data-driven technologies and experience-backed services to enhance the quality and extend the shelf life of fresh produce. For more than 20 years, AgroFresh has been revolutionizing the apple industry and has launched new innovative solutions in a variety of fresh produce categories from bananas to cherries and citrus to pears. AgroFresh supports growers, packers and retailers by providing near- and post-harvest solutions across the industry to enhance crop values while conserving our planet's resources and reducing global food waste.

Apple solutions by AgroFresh include but are not limited to Harvista™, SmartFresh™, ActiMist™, ActiSeal™, FreshCloud™, and Control-Tec™. Visit agrofresh.com to learn more.

BAYER



Dr. Frank Wong, Industry Affairs Lead

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Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2019, the Group employed around 104,000 people and had sales of 43.5 billion euros. Capital expenditures amounted to 2.9 billion euros, R&D expenses to 5.3 billion euros. For more information, go to www.bayer.com.



Trust the Bayer Apple Portfolio



For more information, visit www.CropScience.Bayer.us.

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aerobotics.com/campaign/washington-apples

Aerobotics provides intelligent tools to optimize apple farming practices. We use drone data to provide granular information at a tree and farm level, allowing growers to focus on trees/blocks that require attention and as a result, improve efficiency and farm productivity.

Aerobotics is a data analytics company made up of a diverse team of agronomists, data scientists and customer support specialists. We collect high-resolution imagery at a large scale and use artificial intelligence to extract tree counts, sizes and health. Apple growers use our insights for early-stage pest and disease detection, targeted scouting and reporting, precise applications and interventions where needed, visibility on missing trees for nursery orders and monitoring per-tree and zone health.

With our intelligent tools, growers can efficiently manage their farming operations, boost productivity via variable rate applications, reduce time spent and expenses, improve pruning efforts and have peace of mind when it comes to the health of their farm.

To date, we have helped growers manage over 81 million trees with customers in 18 countries, including USA, Australia, Africa and Europe.

HAWK AERIAL, LLC



Peter Vogl, Director Flight Operations
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Hawkaerial.com

Hawk Aerial provides Drone Aerial Services utilizing latest technology, high performance drones and cameras. We work in conjunction with Aerobotics to collect critical orchard data efficiently, safely and precisely.

Hawk Aerial has been servicing agricultural clients, and collecting data since 2015. We have flown thousands of accident free hours to provide the most accurate data collection service available. We are available to fly on your schedule, when your crops need to be surveyed, and we pride ourselves with providing the most experienced and knowledgeable FAA qualified pilots.

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BIRD GARD



Rick Willis
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BirdGard.com

Most of the largest apple producers in the U.S. rely on Bird Gard to eliminate birds and the damage they cause in their orchards. For a one-time cost of around \$300 an acre you can keep birds out for years. Bird Gard is so effective it is the ONLY method of bird control backed by a 1-year unconditional money back guarantee. If you are not absolutely thrilled with your results you can return it for a full refund of your purchase price.

FOX PACKAGING



Victoria Lopez, Marketing Manager
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Fox Packaging is a family-owned and operated industry leader in developing and distributing unique flexible packaging solutions for fresh produce packers and shippers throughout North America and Latin America. Fox Packaging has spent the last five decades pioneering one-of-a-kind bag options that reduce product damage, showcase the natural beauty of the product and provide a beautiful foundation for branding and artwork. Fox Packaging focuses on innovative and sustainable packaging, with a drive toward mindfully protecting fresh produce, communities, and the environment.

FRUITSMART, INC



Luca Da Ponte, Vice President of Sales
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FruitSmart is a Washington State fruit processor offering fruit juices, purees, concentrates, essences, fiber, seeds and seed oil. FruitSmart also offers custom blending and toll processing. Apple products include Cold Pressed, Not From Concentrate (NFC) Apple Juice, as well as, Apple Puree, Apple Concentrate, Apple Essence and Apple Fiber. All apple products are offered as conventional and organic. Visit us at www.fruitsmart.com.

GINTEC



Paul Lucas, CEO
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Manufacturer and supplier of irrigation, shade, insect, hail and specialty growing systems for apple, vegetables and specialty crops.

HELIOS NURSERY



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Sandy Dempsey, Sales and Operations
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Helios Nursery is a Washington State fruit tree nursery growing approximately 1.5 M nursery trees annually. It also owns and operates a rootstock propagation facility and tissue culture lab in McMinnville, Ore. and a 100-acre orchard in Washington.

Helios Nursery was one of the first nurseries to focus on growing the Geneva rootstock on a large scale and has developed a system for softwood cuttings in its greenhouse operation to increase availability. Having the best rootstock is just the first step. The second step is finding and promoting the best varieties.

In the fruit industry timing is everything from managing labor costs to maximizing profits. With this in mind Helios Nursery has worked hard to have access to varieties that mature throughout the season from early August varieties such as Wildfire™ Gala and Premier™ Honeycrisp to the later season varieties Firestorm™ Honeycrisp, EverCrisp® MAIA1 and Washington's newest Cosmic Crisp. Helios is also always working on new sports of the old standards.

Helios Nursery is a customer focused business and takes pride in working in partnership with growers throughout the United States. Being in partnership means working with growers to meet their individual fruit tree needs for both the upcoming planting season and the years ahead. Growing a profitable business in the fruit industry is a long-term investment and Helios Nursery is dedicated to being there to support that investment.

Sponsor Directory

ITALPOLLINA



Steve Fent, Great Lakes Regional Sales Manager
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Italpollina was started in the 1970's in Rivoli Veronese, Italy. In 2017, Italpollina built a new manufacturing facility in Anderson, Indiana. Italpollina manufactures natural biostimulants based upon 100% vegetal amino acids and peptides. These products promote stress reduction, plant health, root development as well as fruit production increases. We have products for all markets in agriculture plus turf and ornamental. The poly peptides help assimilate nitrogen and other nutrients into the plant for better fertilizer efficiency. The poly peptides are utilized through the foliage and roots. Italpollina products will fit into most nutrition programs to take your fruit quality to the next level and improve the overall health of the trees. We also utilize start of the art tools for measuring the soils and nutrient levels within the trees. We have organic and nonorganic products for all markets. Lets talk and see if there is a fit within your program.

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KEURIG DR PEPPER



Christian Freberg, Director, Commodities
Plano, Texas
972.673.6511
christian.freberg@dpsg.com

Keurig Dr Pepper (KDP) is a leading coffee and beverage company in North America, with annual revenue in excess of \$11 billion. KDP holds leadership positions in soft drinks, specialty coffee and tea, water, juice and juice drinks, applesauce, mixers, and markets the #1 single serve coffee brewing system in the U.S. The Company maintains an unrivaled distribution system that enables its portfolio of more than 125 owned, licensed and partner brands to be available nearly everywhere people shop and consume beverages. With a wide range of hot and cold beverages that meet virtually any consumer need, KDP key brands include Keurig®, Dr Pepper®, Green Mountain Coffee Roasters®, Canada Dry®, Snapple®, Bai®, Mott's® and The Original Donut Shop®. The Company employs more than 25,000 employees and operates more than 120 offices, manufacturing plants, warehouses and distribution centers across North America.

KEYES PACKAGING GROUP



Suzanne Wolter, VP Sales & Marketing
Wenatchee, Wash.
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swolter@keyespackaging.com
keyespackaging.com

The Original Green Company™, Keyes Packaging Group has been running a sustainable green business for decades and continues to maintain a commitment to responsible food and beverage packaging innovation made from recycled materials. Keyes Packaging produces environmentally friendly products for the packaging and shipping of apples, avocados, eggs and wine bottles. The Keyes manufacturing facility, located in the heart of North America's apple & pear growing regions, is the largest molded fiber plant on the West Coast. Keyes core business is serving North America's apple and pear industries. Keyes trays are designed to protect growers' most precious assets and have proven their cushioning properties for decades. Our trays are the no-compromise choice for strength and sustainability.

For more information about Keyes Packaging, please visit keyespackaging.com

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KNOUSE FOODS COOPERATIVE, INC.



David Cox, Jr., Director of Raw Fruit
Peach Glen, Pa.
717.677.8181
dacox@knouse.com

From a small beginning in April 1949, Knouse Foods Cooperative, Inc. has grown to become one of the largest apple-processing companies in the world. The firm was created when a group of prominent fruit growers in Pennsylvania, Virginia, West Virginia, and Maryland, feeling the need for more efficient marketing methods for their apples, joined forces to purchase the processing plants once owned by their leader, M.E. Knouse.

Knouse Foods Cooperative is owned by more than 100 fruit growers throughout the Appalachian region and a small number of growers in the state of Michigan. Many of these growers are fifth, sixth or seventh generation producing fruit of exceptional quality and taste. The growers provide a reliable source of high quality fruit. Through their cooperative structure, the growers have benefited both as producers and as owners of the processing company.

Knouse Foods is best known to the buying public under its brand names: Lucky Leaf, Musselman's, Apple Time, Lincoln, and Speas Farm. These brands are loved throughout the nation and found on more than 400 products including: apple sauce, apple slices, pie fillings, fruit juices, apple butter, and vinegar. Knouse also processes fruit for nearly every top-selling private brand and commercial food service group.

Sponsor Directory

MOSS ADAMS



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Moss Adams has provided industry-focused accounting and consulting services to members of the apple industry for more than 40 years, advising all areas of the supply chain—from grower through packinghouse, marketing, distributing, processing, and even retail. As the impacts of COVID-19 continue, Moss Adams is helping companies nationwide navigate change the way we always do: bringing West to business. More than a location, it's an ethos for business driven by innovative solutions, engaged collaboration, and forward-looking strategies. Through our involvement with organizations like USApple, we're committed to delivering strategies that can help support your workforce, reduce risk, improve cash flow, and rethink operations—so you can keep your business moving forward and even create future opportunity. In today's environment, business must stay nimble through staying up-to-date on the latest information surrounding new technologies, labor and workforce changes, and management considerations. Additionally, by gaining insight into key financial, legislative, and international complexities, your company can stay resilient and pursue new ideas with confidence.

NORTH BAY PRODUCE, INC.



Nick Osmulski, President
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nosmulski@northbayproduce.com

North Bay Produce, Inc. is an international, grower-owned, year-round, fresh produce marketing and distribution cooperative, headquartered in Traverse City, Michigan. The company's 29 stock holders are located in the United States, Mexico, Peru, Chile, Argentina, and Uruguay.

North Bay Produce, Inc. markets its produce to retailers, wholesalers, and food service distributors throughout North America, Europe, and Asia. Our consistent quality and service has enabled us to partner with some of the strongest customers in each market segment throughout each of these regions. We are consistently exploring new and developing markets to continue to expand our reach in the global market.

PACE INTERNATIONAL, LLC



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Pace collaborates with growers, packers, and agricultural organizations to develop innovative solutions to enhance, protect, and preserve fruit and vegetable quality. Pace is the leading provider of sustainable postharvest solutions and technologies, equipment and technical services that maximize efficiencies in packing operations and increase the value of crops being processed. Pace International, LLC is a subsidiary of Valent BioSciences LLC, a Sumitomo Chemical Company.

STORAGE CONTROL SYSTEMS, INC./LTD.



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Storage Control Systems, Inc./Ltd. is a manufacturer and supplier of atmosphere modifying and monitoring equipment. Established in 1982, the company has proven to be a leader in the United States and United Kingdom for PSA Nitrogen Generators, Gas Analyzers and Controllers, and Carbon Dioxide Scrubbers.

An airtight room is essential for proper controlled atmosphere storage of fruits and vegetables, especially with the recent recommendations for ultra-low oxygen environments. Our patented SafePod™ is leading the way to the next generation of ultra-low oxygen or dynamic controlled atmospheres (DCA), using your own fruit to dictate the optimal regime for each room, each year. Storage Control Systems, Inc. is also an authorized USA manufacturer of Salco Industrial doors, a company from the Netherlands which specializes in the manufacture of insulated refrigerator/freezer and gastight doors. Our factory in Sparta, MI uses the profiles from Salco to manufacture custom sizes to order at short lead times.

SCS has a team of qualified staff providing turnkey building solutions, utilizing our Kilowatch control systems for energy management, and Insulated Metal Panels with highly-specialized gastight sealing methods. Whether it be your next expansion, or if you are starting from scratch with flat ground, let the SCS team design your facility. We have full AutoCAD design services in-house which allow us to get the right floor plan and room sizes to fit your needs, and the catalog of solutions to make your facility the best it can be.

Sponsor Directory

TOMRA COMPAC



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TOMRA Compac is global leader in apple packhouse automation. Our solutions help apple packers maximize crop value and meet their customers' quality and safety requirements, while reducing the need for manual labor in the packhouse. We are close to our customers' fruit with Service operations and Customer Care Centers located throughout the Pacific Northwest, California, Michigan and the Eastern U.S.

TREE TOP INC.



**Cris Hales, Vice President,
Fruit Procurement & Grower Services**
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Tree Top is a grower-owned fruit processing cooperative founded in 1960 with its headquarters in Selah, Washington located in the heart of apple country. The company gained recognition with its premium apple juice in its early years, but has since acquired additional companies and fruit expertise to position the company as a market leader in fruit processing. Tree Top owns and operates eight facilities throughout Washington, Oregon and California close to its growers' farms and offers the widest array of fruit products and ingredients available.

Today, the company is the world's largest producer of dried apple products and is the primary supplier to the U.S. market, providing ingredients to most of the nation's top food companies. In addition, Tree Top produces and markets consumer packaged goods and fresh sliced apples to the foodservice industry and consumer retail markets.

VALENT U.S.A. LLC



Mark Mason, Tree Fruit Marketing Manager
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Valent U.S.A. LLC, headquartered in Walnut Creek, Calif., develops and markets products in the United States, Canada and Mexico that advance sustainable agriculture, protect crops, enhance crop yields, improve food quality, beautify the environment and safeguard public health. Valent products include a well-known line of quality herbicide, insecticide, fungicide and crop enhancement products for agricultural, seed protection and professional use. Valent is a leader in marketing and sales of traditional chemical products as well as sustainable and organic solutions. For more information about Valent or our full product line, please call 800-6-VALENT (682-5368) or visit www.valent.com/apples.

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