
The Voice of the Apple Industry

ANNUAL REVIEW 2023



usapple.org

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Tap one of the circles above to seamlessly jump to different articles within this Annual Review. Each circle represents a unique topic, allowing you to navigate and discover information with a simple touch. Dive in and uncover a wealth of insight at your fingertips.

Ag Labor



USApple maintained a leadership role in the Agriculture Workforce Coalition and the National Council of Agricultural Employers. We advocated for common sense bipartisan agriculture labor legislation like the Farm Workforce Modernization Act.

Our team educated Members of Congress and the Administration about the challenges and expenses associated with the H-2A program, pushing back on countless regulations proposed by the Department of Labor and Department of Homeland Security that, if finalized, would add bureaucracy and expense to the H-2A program.

Trade

USApple was active in agriculture and business coalitions focused on opening markets and ending retaliatory tariffs. We told the apple story to key Administration officials. USApple successfully advocated for the removal of retaliatory tariffs by India, reopening this key market.



USDA Apple Purchase



2.85 MILLION CARTONS OF FRESH APPLES

At its Outlook Conference in August, USApple's Executive Committee identified the dire need for this action and charged the association's staff to advocate for it at the highest levels. USApple assisted in USDA's needs analysis by meeting with agency leaders to share its proprietary Industry Outlook report, the most comprehensive apple production and utilization dataset available.

Capitol Hill Day

Nearly 70 participants, representing 10 states, brought apple priorities to their Members of Congress during our Fly-In. The USApple Board spoke with a united voice at the White House, advocating for agriculture labor reform and the opening of export markets.



Media

IN THE NEWS

As the voice of the industry, USApple saw dozens of media mentions in produce and agriculture outlets, as well as mainstream media. We did extensive work with reporters to help shape stories that included our key industry messages.



THE WALL STREET JOURNAL published a Letter to the Editor highlighting issues with the H2A program.

CNN reported on apple prices, highlighting the role of international trade and the need for more exports, as well as rising production costs and pressures for growers.

NPR reported about the processing market surplus and a successful government purchase, highlighting the need for more exports.

USA TODAY published an article that heavily relied on data from USApple's 2023 Outlook Report and showcased the industry's impressive production statistics and wide economic impact.

WALL STREET JOURNAL



**USA
TODAY**
A GANNETT COMPANY

Strategy

CRISIS COMMUNICATIONS

From navigating a national recall to preparing the industry for a Netflix exposé on food safety issues, USApple used its comprehensive crisis communications strategy to minimize negative impacts on the industry.



Photo credit:
Left: sitthiphong
Right: Tada Images

Outlook 2023



We kicked off harvest season with a successful Outlook Conference – the highest attendance in more than 20 years! The conference program showcased diverse speakers and topics, including two member-driven panel discussions on product recall and sustainability, plus the always anticipated crop forecast. The addition of a welcome reception at The Chicago Sports Museum and use of the Core Connect meeting scheduling app increased the onsite networking opportunities.

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stiebs
Native Florida

Third Largest

Apple producer worldwide



10.5 Billion

U.S. Production in lbs

295,000

Acres of apple trees require pollination each year

26,000

U.S. apple producers represented

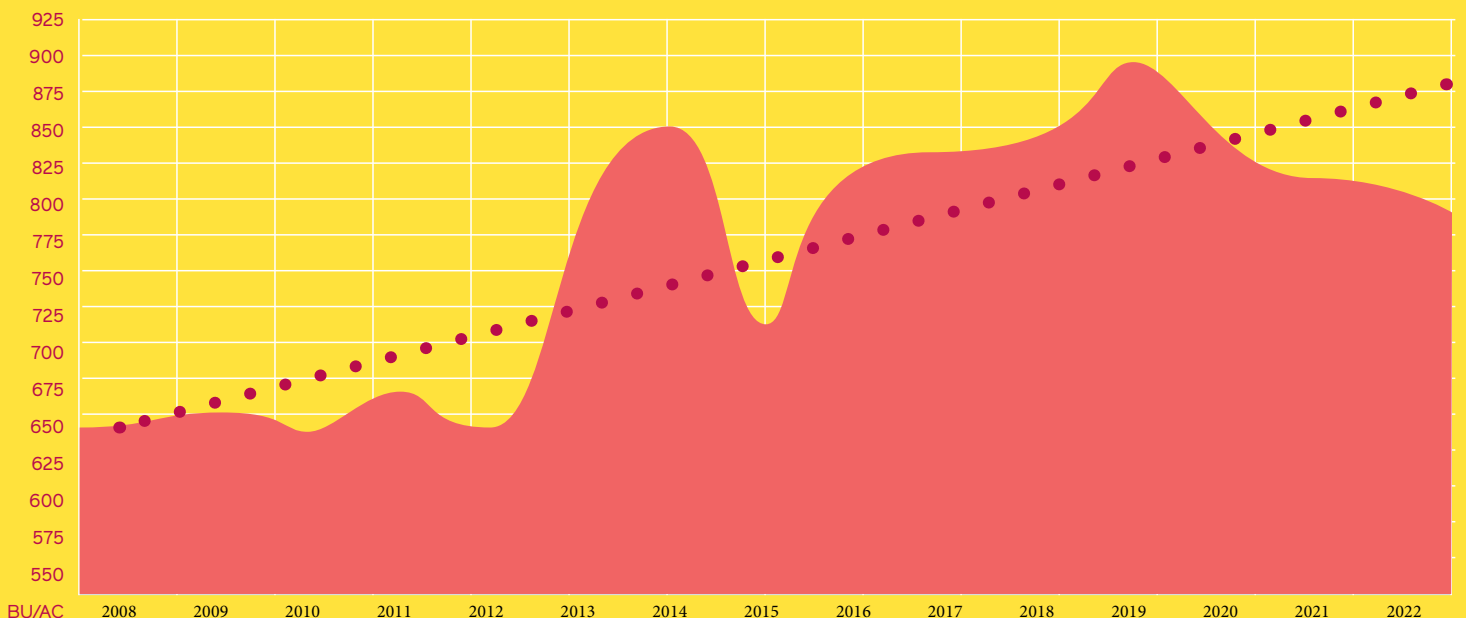
\$23 Billion

Economic Output

\$8 Billion

In total wages

U.S. Apple Yield



BU/AC

Sources: USDA, National Agricultural Statistics Service; USApple

● Current Trend

Farm Bill

USApple had a leadership role in the Specialty Crop Farm Bill Alliance, serving on the Steering Committee and co-chairing the Legislative Committee. We remain focused on expanding and improving key research, marketing, and nutrition programs.

We cultivated apple champions in the House and Senate who have led the charge to help growers.



Newton Database



POWERED BY USApple

NEWTON DATABASE & DASHBOARD

Newton is a one-stop shop for apple-related statistics. From annual production to monthly storages, Newton gives users the ability to view preset reports or create custom queries for download. Newton's dashboard also keeps users up to date on the latest trends in apple prices and trade.



Giving Back

APPLES 4ED

USApple awarded four schools Apples4Ed grants. Winners were selected based on proposals that demonstrated how they would use the funds to teach students about healthy eating. 2023 winners included: Fortis Academy in Houston, TX; Ben Franklin Elementary in Terra Haute, IN; Lilian Webster School in New York, NY; and Kent City Elementary in Kent City, MI.



NextGen



NEXTGEN
APPLE
FELLOWSHIP

Six up-and-coming apple leaders successfully completed the USApple NextGen Fellowship – an elite program providing hands-on professional development experiences. The Class of 2023 included: Aimee Peters, FirstFruits Farms; Emily Kropf, GreenStone Farm Credit Services; Jesus Rodriguez, Washington Fruit Growers; Kostas Batziakas, Crunch Pak; Jennie Strong, Washington Apple Commission; Ely Giroux, Chazy Orchards.

USApple on the Road

USApple staff visited orchards across Washington, Michigan, New York, Pennsylvania, and Virginia. Having boots on the ground during blossom, through thinning, and into harvest helps us better advocate for the industry.

