



The Voice of the Apple Industry

usapple.org

Annual Outlook Conference Is a Must-Attend Event

Connect and collaborate with leaders from every area of the apple industry

- Production
- Packing
- Processing
- Suppliers

Enjoy information from diverse speakers on a variety of topics

- Retail trends
- Issues impacting the industry
- Global crop forecast

Outlook attendees use Core Connect for networking

- Profile-matching to identify prospective business partners
- Scheduling tools for onsite meetings



Jim Bair with President Biden at signing of the Ocean Shipping Reform Act into law. They discussed ag labor and exports to India.

Capitol Hill Day

Convene with other apple leaders in Washington D.C.

- Meet with congressional offices
- Introduce national issues of concern
- Support the apple industry



Members connecting and networking at the annual Outlook conference.



Team USApple at the White House welcome ceremony for India's Prime Minister Modi hours before the announcement that tariffs on U.S. apples would be removed.

Advocacy Efforts to Support the Apple Industry

Representation on federal policy and regulatory issues

- A seat at the table with Congress and the Administration
- Nationwide network of apple advocates
- Coalitions with produce and agriculture groups

Work to resolve concerns with:

- U.S. Department of Agriculture
- U.S. Department of Labor
- U.S. Food and Drug Administration
- U.S. Environmental Protection Agency
- U.S. Trade Representative

USApple's In-Depth Industry Outlook Report

An annual deep dive into the business of apples in the U.S. and beyond

- Overview of U.S. apple production
- Crop volume and value each year
- Export and import data
- Varietal/regional analyses
- Movement forecasts
- International market outlook



Diane Kurrle with House Agriculture Committee Chairman GT Thompson (R-PA).

All the Industry Information and Resources You Need

From reports to extensive databases of apple-related news and information

- Newton – a one-stop-shop for apple data
- Apple Bites – bi-weekly e-newsletter with industry updates
- USAppleTracker – storage reports for both fresh and processed apples, EU inventory, export data, and more.
- Member Alerts – timely industry information
- Membership database
- Annual Outlook conference every August



Jim Bair calling on Congress to pass agriculture labor reform.

NextGen Fellowship Program

Emerging apple leaders selected annually for a year-long fellowship

- Hands-on experience with legislative issues
- Professional development
- Mentorship
- Networking with industry leaders
- Access to alumni network
- Community service



NextGen Fellows stop by the Lincoln Memorial during Capitol Hill Day.



Chris Gerlach featured on CBS Mornings segment about apple harvest, inflation and labor challenges.

USApple's Communications Support

Putting forward a collective industry voice

- Maintain a comprehensive crisis communications plan
- Execute ongoing social media campaigns
- Field media inquires and ensure accurate reporting about the industry

Develop talking points and backgrounders

- Agriculture Labor
- Arsenic / Lead
- Dirty Dozen
- Farm Bill
- Listeria
- Pesticides
- Product Recall
- Storage

Apples4Ed

Charitable program to support schools nationwide in promoting healthy student lifestyles

Empowers students, schools, and communities

- Funds healthy lifestyle initiatives in public schools
- Provides \$5,000 grants to five public schools



One of USApple's Apples4Ed winners receiving their awarded school grant.

By the numbers, the U.S. apple industry is a key economic driver, with more than 10 billion pounds of apples grown each year on average. The apple industry is responsible for 150,000 jobs, more than \$8 billion in total wages, and an economic output of \$23 billion.

The U.S. Apple Association (USApple) is a member-driven association that represents this impressive industry. Our membership encompasses 26,000 apple growers, nearly 40 state and regional apple associations, and more than 3,700 apple-related companies.

Join today at:
usapple.org/membership

150,000

Jobs

3,700

Apple-Related
Companies

\$8B

Total Wages

10B

Pounds A Year
On Average

\$23B

Economic
Output

40

State & Regional
Apple Associations

26,000

Apple Growers

