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processing
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CORE REPORT®

Official Newspaper of the New York Apple Association

Volume 2, Issue 5

October 2013



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The New York Apple Association has teamed up with Radio Disney for a number of fall promotions.

A capital promotion

• Radio Disney, NYAA 'Blossom to Awesome' tour stops at Larkfest

By Molly Golden
molly@nyapplecountry.com

Saturday, Sept. 21, marked the first stop on the Radio Disney and New York Apple "Blossom to Awesome" tour at Larkfest in Albany.

Larkfest is Albany's most anticipated outdoor festival of the year and has drawn an average of 80,000 people in attendance.

Packed with all things apples and apple info, the Radio Disney team put on a fun-filled 4-hour event during the festival. Two Radio Disney tents, adorned with New York apple POS and Buy Local signage, sound system and music, along with the Radio Disney van and bounce house made up the "Kids



Radio Disney personalities promote New York apples at Larkfest in Albany last month.

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Retail Review

News from the retail marketing industry

Wegmans to require GAP audits from suppliers

Supermarket News

ROCHESTER, N.Y. — Wegmans Food Markets will require all produce farms that supply its stores to pass a Good Agricultural Practices inspection beginning Sept. 30.

The retailer started mandating GAP inspections for high-risk crops like spinach and melons in 2008 and has phased in the requirement for other produce suppliers since. Most suppliers already have passed a GAP audit, Wegmans said in a statement.

"These audits are the best way we have to know that a grower is following practices to minimize the chance of pathogens getting into the food supply," Bill Pool, food safety manager for produce, said in a press release. "We all want to keep earning our customers' trust in the safety of the fresh foods we offer."

Wegmans said several hundred growers have participated in the retailer's food safety education training sessions since 2005.

"Some of the smaller local growers we work with didn't have the same resources, so it took them longer," Pool said. "We've partnered with research universities and held training sessions to help educate smaller growers. Food safety concerns apply to farms of all sizes, and it doesn't really matter if the farm is conventional or organic. The FDA [Food and Drug Administration] Food Safety Modernization Act has an exemption for small farms, but we believe that rigorous food safety standards should apply to all farms we work with."

Aldi plans Texas warehouse

BATAVIA, Ill. — Aldi has agreed to build a new 650,000-square-foot warehouse and establish a new division

headquarters to serve its Houston-area stores, officials said.

Construction of the facility, to be located in Rosenberg, Texas, is expected to begin early next year, with completion in October of 2015, city officials said. The facility will support Aldi's growth in Houston, where it currently operates 12 stores.

"We are pleased to bring our Houston distribution center and divisional headquarters to Rosenberg," Scott Huska, Aldi's division vice president in Denton, Texas, said in a statement. "The location of the site is prime real estate for our distribution efforts, and will allow us to offer more grocery shoppers in the Houston area a smarter shopping alternative. We are proud to partner with our neighbors and look forward to continuing a long-term relationship with this community."

Aldi considered 30 sites in the region before selecting the Rosenberg site, city officials said. The city approved a 70 percent tax abatement on the building and equipment for 10 years, as well as a \$500,000 reimbursement for infrastructure and development costs once the project is completed.

The facility is expected to cost \$60 million and employ more than 150 workers.

Bi-Lo files IPO

Supermarket News

JACKSONVILLE, Fla. — The Southeastern United States stands to get an economic boost from state and local governments investing to attract businesses, which will serve to create a fertile growth environment for Bi-Lo and Winn-Dixie, the parent company of the chains said in filing for an initial public stock offering in September.

Filing under the name Southeastern Grocers LLC, the company also noted that the region's high penetration of discount operators like Wal-Mart and dollar stores indicate that such players are likely to pursue a higher rate of growth in other regions in the future.

"We believe we have developed

an effective strategy and shopping experience to compete with these formats, as evidenced by our consistent positive pro-forma comparable store sales growth over the past several years," Southeastern Grocers said in the filing.

The number of shares and price range for the IPO, which was previously reported to have been in the planning stages, has not yet been determined. The company is owned by Dallas-based private investment firm Lone Star Holdings.

The company could seek to raise up to \$500 million in the offering, according to reports.

In the prospectus, Southeastern Grocers also cautioned that it carries relatively high levels of debt and fixed-lease obligations, citing \$1.36 billion in total consolidated indebtedness and another \$1.1 billion in other current and non-current liabilities.

It is in the process of acquiring 155 Sweetbay, Harveys and Reid's stores from Delhaize Group, and another 21 Piggly Wiggly stores from Piggly Wiggly Carolina. It currently operates 685 supermarkets in Florida, Georgia, Alabama, Louisiana, Mississippi, South Carolina, North Carolina, and Tennessee, with net income of \$103.1 million on sales of \$8.6 billion in 2012.

Fresh produce sales up again for second quarter of 2013

The Produce News

For the second quarter this year, fresh produce sales are up compared to last year's figures. Organic fruits and vegetables lead the pack in growth with strong gains in sales and volume according to FreshFacts on Retail, a quarterly report from the United Fresh Produce Association that tracks retail produce sales and performance.

Fruits and vegetables saw gains in sales this quarter, driven by strong increases in retail prices. Fruits posted

the strongest growth in sales and retail prices, exceeding 2012 figures by 4.4 percent and 7.8 percent, respectively, but posted a 3.2 percent decline in volume sales.

The FreshFacts on Retail report, produced in partnership with the Nielsen Perishables Group and sponsored by Del Monte Fresh Produce, measures retail price and sales trends for the top 10 fruit and vegetable commodities, as well as value-added, organic and other produce categories.

Highlights of this quarter's report include the following:

- ◆ Eight of the top 10 fruits posted increases in dollar sales, driven in most cases by increases in retail prices.

- ◆ Apples dominated the fruit commodities in dollar growth with an increase of 18 percent in sales and 13.7 percent in retail prices, while volume sales increased nearly 4 percent.

- ◆ Seven of the top 10 vegetables are up in dollar sales this quarter, buoyed in many cases by increases to retail prices.

- ◆ Onions posted the strongest increases among the top 10 vegetables, exceeding last year's figures by 8.3 percent in sales and 10.4 percent in retail prices, but volume declined 1.9 percent compared to Q2 2012.

- ◆ Value-added fruits increased average weekly dollar sales 3.9 percent and value-added vegetables posted dollar gains of up 7.4 percent. Despite the price increase, value-added vegetables posted volume growth near 10 percent.

- ◆ Organic fruits and vegetables show strong growth this quarter, with increases in dollar sales of 34.9 percent and 16.2 percent, respectively.

Each FreshFacts report also features a quarterly spotlight on an industry segment or notable trend. This quarter, an investigation of product branding within produce departments provided insight into shifts in the number of unbranded, branded and private label products. Recent trends show that the presence of branded products and private labels is growing within produce departments.

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New York Apple Association staff: Front row, from left — Ellen Mykins, Molly Golden. Back row — Jim Allen, Cathy Jadus, Joan Willis.

New York Apple Assn.

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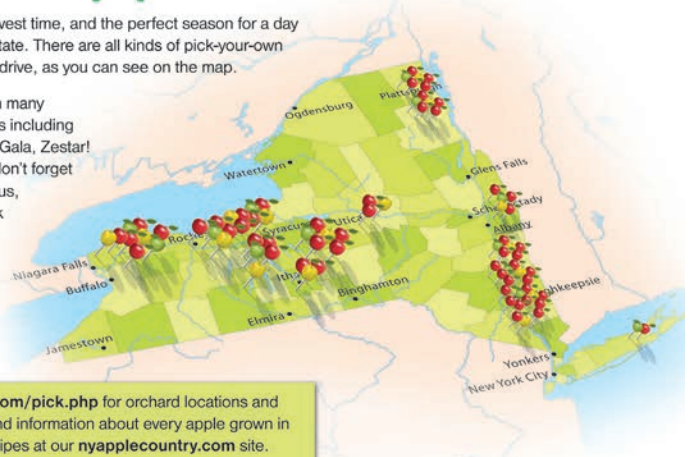
President's Message



Pick Your Own Fresh Apples Now!

It's New York Apple harvest time, and the perfect season for a day trip or family outing upstate. There are all kinds of pick-your-own orchards within a short drive, as you can see on the map.

Right now, choose from many New York State favorites including Honeycrisp, McIntosh, Gala, Zestar! and Ginger Gold. And don't forget to pick up some delicious, fresh-pressed New York apple cider, too.



Visit nyapplecountry.com/pick.php for orchard locations and directions. You'll also find information about every apple grown in New York and great recipes at our nyapplecountry.com site.



One in a series of New York Apple Association ads running in Metro NY this fall. Check out the other ad on Page 8.

Extra ! Extra! Read all about it!

• New York apples and cider at Greenmarkets; pick yours today!

By Jim Allen
jimallen@nyapplecountry.com

Since Sept. 1, we have been embarking on a major public awareness campaign in New York City to raise the awareness of New York apples and cider in city Greenmarkets and in support of upstate apple picking. Metro NY is a daily newspaper that



Jim Allen

hits more than 320,000 readers each day throughout Metro New York City. It is a free paper that is distributed by real people on the street. Something of a throwback to the days of the newsboys that walked the streets shouting headlines to readers.

See Allen, Page 14

Branching Out

Keeping up with the times



By Molly Golden

We live in a world that is ever changing. Most of us cannot keep up with the ever-changing world of technology; it seems that monthly our

cell phones want us to update the software on them. Do you ever question whether you should? I do. Sometimes the unknown is a bit daunting, taking a chance on changing the comfort-level of something you already know well; rather more importantly taking the time to learn how to use something new can be daunting. But life is all about chances. Growers

See Golden, Page 16

Win an Apple a Day for a whole year

• New York Apple Association holds \$500 sweepstakes

By Molly Golden
molly@nyapplecountry.com

On Friday, Sept. 13, the New York Apple Association launched, under the guidance of Mason Selkowitz Marketing, the Win an Apple a Day sweepstakes.

This is the first of three sweepstakes being run this season to promote New York apples and apple products, and most of all to drive consumers to visit



our website and Facebook page to learn more about where to buy fresh, great tasting New York apples.

In our radio campaign with Radio Disney and our social media campaign being run through Full Tilt Media, consumers are directed on how to enter the contest whether it is through the www.nyapplecountry.com website or on our Facebook page at www.facebook.com/NYApples.



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New York Apple Growers are giving away five (5) \$100 VISA® Gift Cards each month, Sept. 2013 through June 2014. Fill out and mail the entry form on the back, or enter on Facebook at facebook.com/nyapples. No purchase necessary.





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SCAN + ENTER ON FACEBOOK



New York apple cider promotion

By Jim Allen
jimallen@nyapplecountry.com

The New York Apple Association is pleased to announce a statewide fresh apple cider promotion starting in September and ending in June of 2014.

The promotion will target farm market and green market cider customers, by offering customers a chance to win a \$100 Visa™ gift card.

The NYAA will give away five \$100 gift cards each

month for a total of \$5,000 in cash awards.

To advertise the contest, the NYAA sent out cider neck hangers to cider sellers across the state; and all the marketers have to do is place the hanger on the cider jugs at the time of

sale.

Customers can enter by filling out the information and sending it to the address printed or by entering on our Facebook page.

Smart phone users can scan the QR code on the hanger and it will send them directly to the Facebook page and the entry form.

If you sell New York cider and have not received the neck hangers, please contact us immediately. Our database is only as good as the information that is provided to us, so there could be some gaps.

Governor promotes apples

ALBANY — Gov. Andrew M. Cuomo in September encouraged New Yorkers and tourists from neighboring states to “Taste NY” apples this year at over 654 apple orchards and support New York’s important apple industry this fall. Apple growers from across the state are hailing this year’s apple crop as the best



Cuomo

in many years following storm events that devastated many apple orchards in recent years.

“As the fall season arrives, the time has never been better to taste the variety of products from our vibrant apple industry,” Cuomo said. “New York’s apple growers caught a bad break with last year’s warm spring and early frosts, but 2013 is shaping up to be one of the best years yet for the industry. So whether it’s a homemade apple pie or an apple cider donut, there is a wide selection of delicious apple products to enjoy, and I encourage New Yorkers to visit a local apple orchard this autumn.”

New York typically ranks second in the nation for apple production, behind Washington state. Last year’s crop, however, was diminished mainly by an early warm spring that was followed by several frost events that killed the apple buds. The prospects for this year’s crop look very good thus far, and the Governor is encouraging all New Yorkers and tourists to buy New York apple products, visits u-pick orchards and help further the industry’s rebound in 2013.

Earlier this year, researchers at Cornell University announced two new apple varieties that had been developed in partnership with the New York Apple Growers. Dubbed SnapDragon and RubyFrost, the new varieties spent roughly a decade in development as well as a year-long consumer testing process before being released to the public. Both varieties will be hitting select NYAG farm stands this fall, and by 2015 are expected to be available in grocery stores across the state.

Information on locations where New Yorkers can purchase home-grown New York apple ciders, hard ciders and apple wines is also available at the “Taste NY” website, located at www.taste.ny.gov. Further information on New York’s apple industry and location of 654 apple orchards around the state can be obtained at the New York Apple Association’s website, located at www.nyapplecountry.com, and to find the nearest u-pick orchard, visit www.nyapplecountry.com/pick.php.

“We have a vintage crop of apples this year with ideal growing conditions, making flavor, size and color at optimum quality levels,” New York Apple Association President Jim Allen

See Governor, Page 15

A banner season for apples

MAKE IT YOUR GOAL...

Abby Wambach, Soccer Legend and NY Apple Lover

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RECIPES

VIDEOS

...TO ENJOY FRESH-PICKED, NEW YORK STATE APPLES!

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From blossom to totally awesome!

NY APPLE HARVEST TIME IS HERE!

ORCHARD LOCATOR

RECIPES

VIDEOS

MAKE IT YOUR GOAL...

Abby Wambach
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TO ENJOY FRESH-PICKED, NEW YORK STATE APPLES!

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Soccer Legend and NY Apple Lover

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VIDEOS

It's New York Apple Harvest Time!

YOUR FAVORITES ARE IN NEARBY FOOD STORES NOW!

RECIPES

VIDEOS

It's New York Apple Harvest Time!

YOUR FAVORITES ARE IN NEARBY FOOD STORES NOW!

RECIPES

VIDEOS

From blossom to totally awesome!

NY APPLE HARVEST TIME IS HERE!

ORCHARD LOCATOR

RECIPES

VIDEOS

All your favorite NY Apple varieties

GET 'EM AT ORCHARDS, FARM MARKETS, AND STORES NOW.

ORCHARD LOCATOR

RECIPES

VIDEOS

Previously announced in the September issue of Core Report®, these interactive banner ads will have three ‘click through’ tabs where consumers will be able to locate a nearby orchard or farm market, download “apple” based recipes or watch New York Apple Association TV commercials or education videos. These ads are completely “trackable,” so we know how many people clicked, clicked through, or even “moused” over our ads. The ads will rotate over thousands of web sites targeting New York apple consumers that feature, health, fitness, recipes, parenting, etc.



The Hort Report

News from the New York State Horticultural Society

Think outside of our comfort patterns

By Paul Baker
NYS Horticultural Society

Many of you are aware that in the fall I have chosen to return to the farm and assist on a daily basis with harvest. I find these weeks back on the land challenging and at all times necessary for me to be able to say I still understand your needs. I have to tell you that life in these times is vastly different from when I last grew a crop in 2002. To begin with the yields of not only apples but grains in particular have sky rocketed to levels never dreamed of in the years prior to 2000. Research has offered to those who have chosen to stay invested in agriculture a new perspective on farming. In truth, it is no longer farming as much as it is agribusiness. The investment per operation is staggering. So is the risk. Unlike prior to 2000, however, there is crop insurance available that actually if structured correctly serves to reduce the yearly risk greatly. Farms have borrowed

and invested in land, buildings and equipment in the last decade at never before seen levels. One area I do not see changing is our image as an attractive place to work. This is a shame because with most of the current farm practices hydraulic cylinders have replaced big broad shoulders and a strong back. What is needed is the intelligence to operate these new facilities and air conditioned farm equipment to their top efficiency. I wonder if we are willing to really match the employee with the level of sophistication of the new farm? Can we really grow if we do not begin to similarly find ways to upgrade our human resources to meet the tasks at hand? I see the grain farmers being much more progressive here. Maybe this is because they have found ways to reduce labor by trading man hours for more productive equipment hours. I think agriculture is a fantastic vocation. I wish more people could experience what I have seen in my

years of farming. I know that if we are really serious about feeding the world the “Greek yogurt” and “honey crisp” they want we need to also invest in our human resources. We need to find ways to offer careers on these agribusiness operations that will not simply perform the tasks of the day but help grow the value of that business. Good labor is not expensive if you place the correct labor in an environment that it can be productive in. We need to attract people who will bring their unique skills to our business to help it expand. There are too many farms today that think that the beginning wage is the current “minimum wage.” What actually is a minimum wage supposed to be? It is supposed to be a wage where a person new to the work place can begin to learn how to be a good employee. It is never meant to be a “living wage.” To hire only people who are content

to be at this minimum wage will never allow your operation to grow as it should. You need to hire fewer people who can do more and be willing to reward them accordingly. A second myth is that we should hire retired, yet capable employees for less money. Because they are retired and on a pension they earned, we too often feel they should be willing to work for less? This makes no sense to me. You pay to have a quality job done. Farms do not deserve to get top performers with experience for less. They should jump at the opportunity to hire this talent. At the end of this person’s week he or she must shop at the same gas stations and restaurants as do you. Unless you are willing to subsidize their off farm needs you need to pay

See Patterns, Page 15

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Distractions in D.C.

By Paul Baker
Agricultural Affiliates

There will certainly be no quick fix on our labor needs by this 113th Congress. They have too many internal issues to deal with to actually help those outside the Beltway. There is if you are an optimist still some hope by Thanksgiving we could see some movement on immigration. Syria, guns, Farm Bill and of course the economy all stand in front of immigration. Congress has not wanted to deal head on with this issue because historically it has not played well with those members who have embraced it. \Some young Republicans are getting a firsthand view of just how cruel this topic can be to their careers. I was in Washington last week and attended three different meetings on the Senate side of the Hill. In the immigration meeting the work that many of you and my friends worked on in August to meet one on one with the House members was singled out for being an example to the rest of the country. You can be certain we will keep pushing this issue until we are driven out of D.C. You are very well represented currently in D.C. with those who like Agriculture Affiliates want some closure on this farm labor crisis. I want to take a moment to explain some basic differences between a House member and a Senate member’s perspective. Some of you may be asking why there is such a difference in views between the two chambers? As a Senator you are responsible to the

Labor matters

News from Ag Affiliates



entire state. You need to see the necessity to support all needs of the people. As a House member you are loyal to your portion of the state you represent. One can see why a House member from the Bronx may not see the need to reinvest in new research for agriculture if it means their funds for inner city programs has to take the hit. The cuts placed on all by the sequester drew these differences out very sharply. One reason why the Farm Bill has struggled so as of late. Now add the dramatic differences between the two parties and you have the issue of “herding cats”. We will remain active in pushing for some movement on the farm labor needs going forward. Many members have shared, what most of us who visit Washington have felt, that if we do not get action in 2013 it has to be in early 2014 or nothing will happen until after the next Congressional election. This reality is why so many of us have pushed very hard in this last summer to make this a critical issue. As one Congressional staffer told me last week his boss said that the last meeting held with our farm labor committee was the hardest meeting of his career. He clearly left feeling the need to act.

Opinion

Are labor shortages the new normal?

Frank A. Gasperini

National Council of Ag Employers



Gasperini

As I write this month's report there is little new to tell you about immigration reform for agriculture and the news media has little to talk about except "will they or will they not" shut down the federal government.

Relative to immigration reform for agriculture, it remains important that all of us do everything we can to keep the pressure on all of our congressional representatives to do the right thing for agriculture. Even if it seems like a repetitive treadmill, we must all make the effort. Our effort will not guarantee results, but if every one of us does not participate we will assure we get nothing.

So, looking ahead to 2015 and beyond, with or without meaningful

immigration reform, my prediction is that agricultural labor shortages will be our new normal for the rest of my and my reader's working-lives. Even with immigration reform similar to the Senate proposals that take the unique needs of agriculture into account, the scramble to get enough workers into the orchard on-time and retain them long enough that you have all seen grow the past 2 or 3 years will at least continue. Without meaningful reform they will get worse.

This means that regardless of which way Congress chooses to go in 2013 and 2014 your labor planning, management, and overall fruit production processes will need to be planned even more proactively than ever in order to make the most of every resource you have every year.

Regardless of Congressional action, and barring some Congressional miscalculation on the debt issue that sends the economy into free-fall back into recession, the economy is recovering. I am on my third major road-trip for 2013 and continue to be astounded at the resurgence of heavy truck traffic on the interstates, the return of U-Haul trucks and cars crammed with vacationing families, and even a return of having to

"shop" for hotel accommodations when you want them.

Additionally, it is astounding to see large numbers of new homes and commercial buildings going up, along with major highway and bridge infrastructure renovations, once again in Virginia, Ohio, Pennsylvania, Iowa, Minnesota, and everywhere that I have recently travelled in-between. Finally, economic recovery seems real and noticeable.

For us, domestic agriculture, major economic recovery is a two edged sword. On one hand, consumer confidence and disposable incomes are returning resulting in more high-value markets and higher overall volume for our fruit and vegetables.

On the other hand, all that construction will syphon away more of our already deficient work-force. We all know that the labor shortages of the past few years would have been worse were it not for the slowdown in building and construction work that many of our workers have traditionally seen as their next step up the ladder of the American Dream. With real recovery, this competition will increase.

The bottom line for every domestic food producer is that now, even during the 2013 harvest season, is the time to start planning for 2014 and beyond. Regardless of what happens, or fails to happen, in Congress between now and the 2014 mid-term elections you must begin planning now if you intent to continue to use, or start using, the

only legal guest worker program (H-2A) in 2014. If you do, you need to be talking with a good, experienced, and reputable association or agent now.

You cannot wait until spring to start the process if you are not already using it, and the capacity limits of this flawed system indicate that you should start 2014 plans soon if you are a continuing employer as well.

Whether you are a guest-worker program employer, or strictly domestic, you need to recognize now that tight labor supply is our reality and look at your operation top-to-bottom to see where you can improve every aspect of what you do from planning, to recruiting, to the hiring-onboarding process, to record-keeping, to sharing & scheduling resources with neighboring growers, to enhanced safety and worker care offerings because the competition for productive workers will continue to grow.

Long term sustainability and profitability will be more and more based on who uses the dwindling supply of experienced and productive labor most efficiently, and who those experienced and productive workers feel most value them.

Congress can make the overall job for domestic agricultural producers a little easier or a little harder, but the overall trend toward labor scarcity is unlikely to end soon, if ever.

◆◆◆

Gasperini is the executive vice president/CEO of the National Council of Agricultural Employers.

Prioritize remaining harvest by potential apple value

By Alison De Marree

Cornell Cooperative Extension

When we look back at the 2013 year, it will likely be recognized as the tipping point for fresh versus traditional process apple production in New York – not only for fresh apples going into supermarkets, but for fresh slices and fresh pressed juice and cider as well.

Consumers are shouting for fresh, healthy produce and are more willing than ever to pay for quality product.

Growers need to keep consumer demand in mind as we enter the remainder of harvest – getting higher value apples picked to meet the quality standards for the intended market should now be the number one priority to maximize profit. This may mean saving bins and storage space for higher value apples and leaving drops and low value apples in the orchard.

Increasing the percent of apples packed per bin pays through spot picking for size, color and avoidance of defects. Stem clipping varieties prone to stem puncture (Minnieska, Honeycrisp, Topaz and probably other Honeycrisp crosses) can increase packout by 7-10 percent.

Costs of CA storage, postharvest dips



Cooperative Extension

and fungicides, 1-MCP and packing line sorting fees make storing apples with defects a losing proposition when process apple prices are below ten cents a

pound. Increasing your packout by one bushel per bin (5 percent) will put \$7 to \$25 in your pocket versus the \$.60 – \$1.00 increase in cash flow you may receive at harvest by picking a bushel of juice apples.

You have the opportunity to increase sales of high quality apples now, by focusing on providing the highest quality possible for the intended market.

Focus on delighting your customer with a high quality product.

A final reminder – take the time to keep good yield records by variety and block now, not only for crop insurance purposes, but to determine unprofitable blocks which need to be removed this winter.

◆◆◆

De Marree is a fruit farm management business specialist with Cornell Cooperative Extension.

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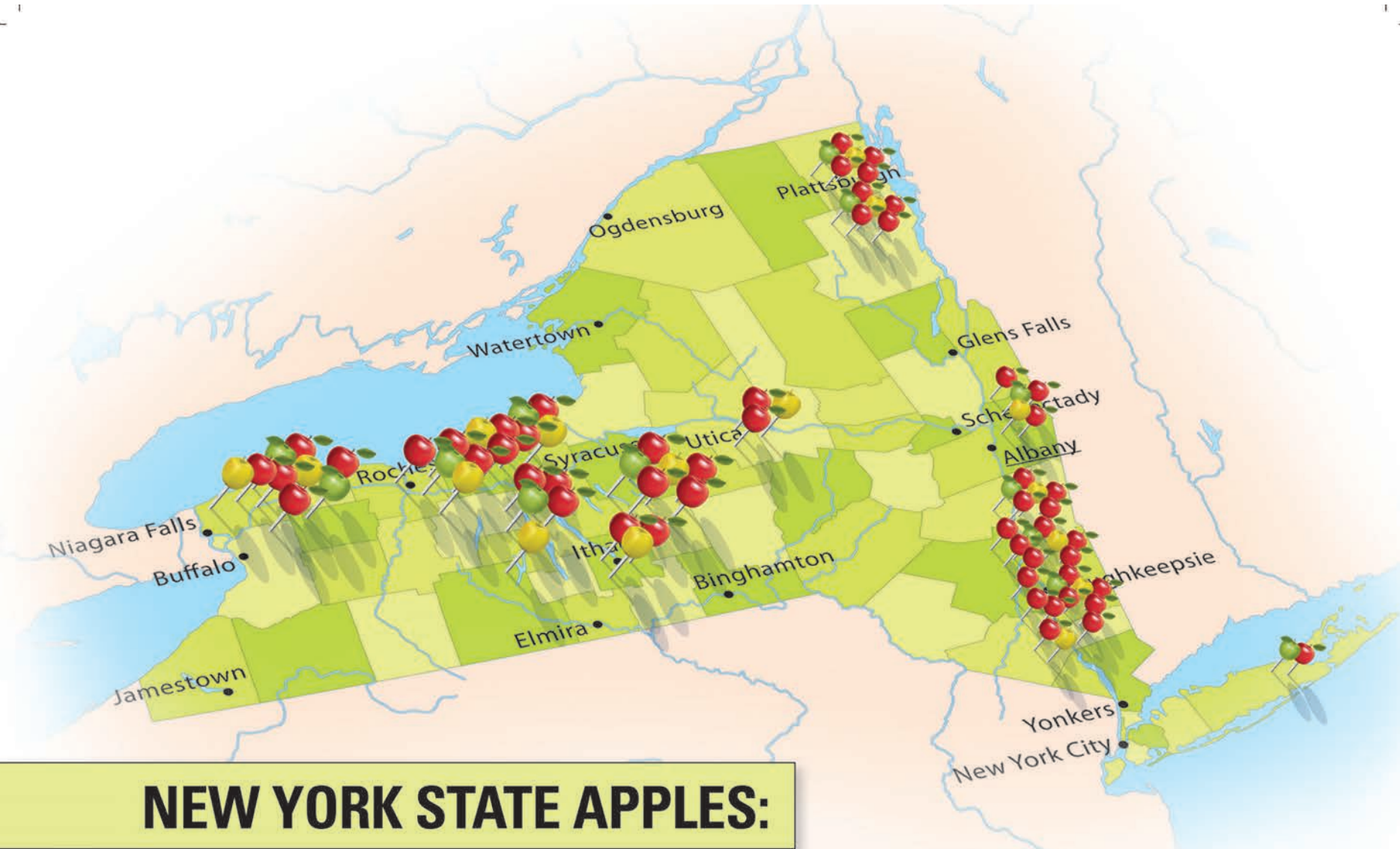


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The New York Apple Association is running a series of ads in NY Metro, a popular daily publication in New York City. **Read more about all of the ads, like this one, in Jim Allen's President's Message on Page 3.**

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The New York Apple Association has created this new school food and nutrition advertisement that reaches all New York school nutrition personnel in their New York State School Nutrition Association desk reference.

NYFB's Suarez returns to college

By Jim Allen

jimallen@nyapplecountry.com

New York Farm Bureau's Director of Public Policy Julie Suarez has returned to college; not as a student, but as assistant dean for government and community relations for Cornell's College of Agriculture and Life Sciences.

Julie's last day with NYFB was Oct. 4.

During her 15 years at NYFB, Julie has been a formidable force for New York agriculture and has worked tirelessly supporting New York's No. 1 industry, farming. Julie has been the director of public policy since 2007. Prior to her Farm Bureau days, Julie's presence was felt in Albany as a legislative aide to then-State Sen. Randy Kuhl and also



Suarez

New York for many years and her dedication and outstanding work ethics have benefited New York agriculture time after time. She has stood up and debated against issues that would

worked for the Agricultural Committee in Albany.

Julie obtained her master's degree in public administration at the University at Albany. Julie has served the needs of farmer's across

harm the industry, and her voice was respected and listened to throughout the halls of the capitol.

In 2000, New York Apple Association and NYFB formed a partnership resulting in a strong working relationship that continues to benefit apple growers. As an associate member of NYFB, NYAA worked very closely with Julie and her staff on such issues as funding, bad labor laws, wage rates, insurance and crop insurance issues, and most importantly obtaining state funds for NYAA. Julie was instrumental in gaining the legislative support needed year after year that approved line item funding from New York to NYAA.

Over the years, I personally spent many days with Julie visiting many different offices in Albany; and working with her

was like going to school. I always learned from her and followed her lead as we met with legislators. Often, I would have an assemblyman, assemblywoman or senator say to me, "If Julie Suarez supports it, then I support it." That kind of credibility is earned, not given.

Her new position at Cornell will be based out of Albany close to where Julie, her husband Daren and their two daughters now live.

On behalf of the New York Apple Association, we wish Julie all the best and we thank her for all she has done for our apple industry as well as for all of New York farming. It has been a privilege working with her and we look forward to her continued good work for Cornell.

Good luck, Julie!

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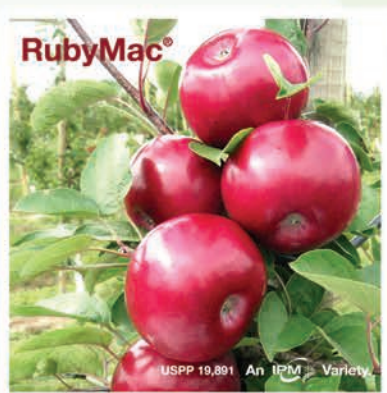
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Kurrie named interim USApple president

VIENNA, Va. — Diane Kurrie, former vice president of public affairs for the U.S. Apple Association, has been



Kurrie

appointed interim president and CEO following Nancy Foster's Aug. 31 resignation.

A committee search for Foster's replacement has been under way since Foster's announcement in July.

The hiring committee is made up of industry leaders Mike Wade (Washington), Bill Dodd (Ohio), Mark Nicholson (New York), Julia Rothwell (Michigan) and John Rice (Pennsylvania). It is expected a new president will be in place by January of 2014.

Kurrie has a strong presence in Washington, D.C., educating both the House and Senate on apple industry affairs and how their decisions will affect all parties in the industry.

"Kurrie is well prepared to lead the association through this transition process," said USApple Chairman Chris Britton of the 10-year industry veteran.

"I am assuming this position at a time when the association is in excellent shape," Kurrie said. "We have a strong and committed staff and will continue to work together on behalf of the industry."

What a difference a year makes!

• Processing prices down appreciably

By Jim Allen
jmallen@nyapplecountry.com

We have been using this mantra since early spring to talk about and to introduce the 2013 fresh apple crop to the trade.

While trying to put the past behind us, at least in the trades' eyes, and wanting to deliver a positive message about our new crop, "what a difference a year makes" fit like a glove. The same slogan unfortunately fits the processing market with the recent announcement of the 2013 fall and winter apple prices for processing in western New York.

Without separating out specific varieties, generally speaking, this year's harvest contract prices range from \$5.00/cwt for under 2.5 inch, to \$11.00/cwt for 2.75 inch and above. Straight loads of juice apples are priced at just \$4.00 to \$4.50 per cwt. Comparing those prices to a year ago is like comparing your 401K in 2008 to previous record highs in 2007. Not a pretty sight. Last year it was a simple all-acceptable peeler varieties at one price; \$24.50/cwt (close enough).

A number of factors are influencing the price structure for 2013. Certainly the same factor which set record high prices in 2012 are now influencing this year's much lower price for peelers and juice apples. Supply and demand.

At this time last year, apple juice concentrate prices were higher than at present, but they were on a gradual decline from the previous year. The apple juice concentrate price and the extreme apple shortage caused record high juice prices in 2012. Those same apple juice concentrate prices now have continued to decline and the apple juice concentrate futures are steady at less than \$7.50 per gallon FOB NY. This of course plays havoc on the domestic juice apple price. So ... 'what a difference a year makes'!

George Lamont has often been quoted as saying, "If the price is low, it can be made up with volume." Of course, George was being sarcastic and was usually referring to other growing areas that continued to plant acres and grow huge crops, regardless of returns.

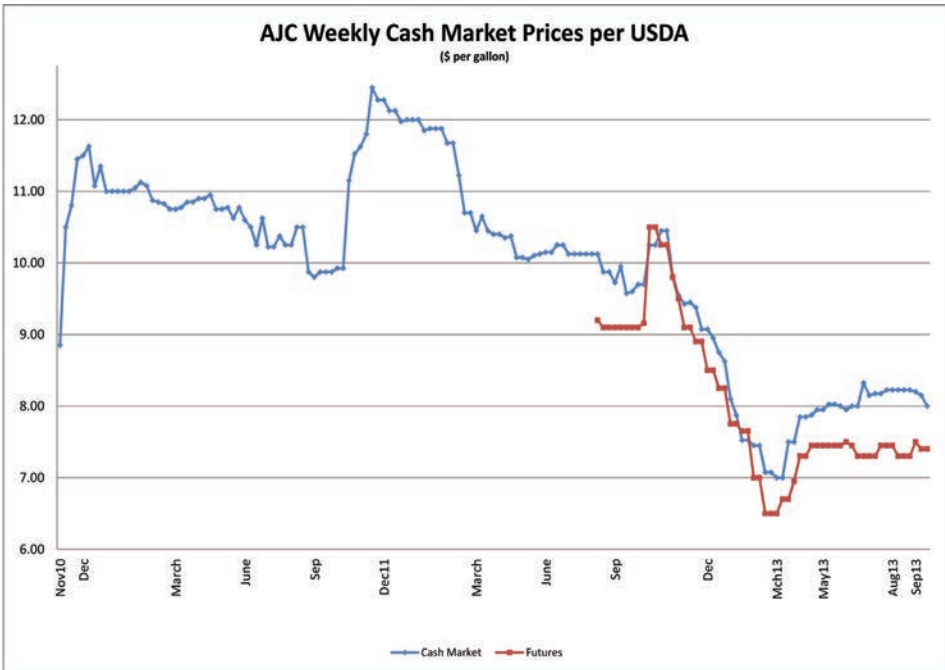


An on farm-site storage facility.

You could tell by the smirk on his face. Increased volume does help with the income; but as everyone knows, as volume increases so do costs. Many conversations around the coffee shops have been directed at the low juice apple price and if it is economically practical to pick up apples at that price. It is certainly not my place to make any judgment on the value of juice apples or the decision to harvest. I will leave that up to the farm finance experts.

If you take a step back in time and examine the processing procedures of bygone years compared to today, I think we can see a number of changes. I should throw in a disclaimer here and date myself by saying that in 1975 I bought cherries and apples for Comstock Foods in western New York (just one of many processors that are no longer in New York State).

Things were drastically different then. Diesel fuel was \$.55 and gas was \$.36 a gallon, and a number of processors in western New York purchased apples. In 1975, processing growers were almost 100 percent dependent on the canning factories that bought the apples. They provided the farmer with a home for their apples, the bin to pick in, and storage to store in and in some cases the trucking to deliver the fruit. Grower bins were scarce and hardly any on farm storage was to be found. On Sept. 1, the price would be released



and it was a mad rush to the corner coffee shop to sit down with the buyers and sign the contract.

At least that's how I bought most of our apples at the Senator in Williamson. (Comstock was not a big player, even then).

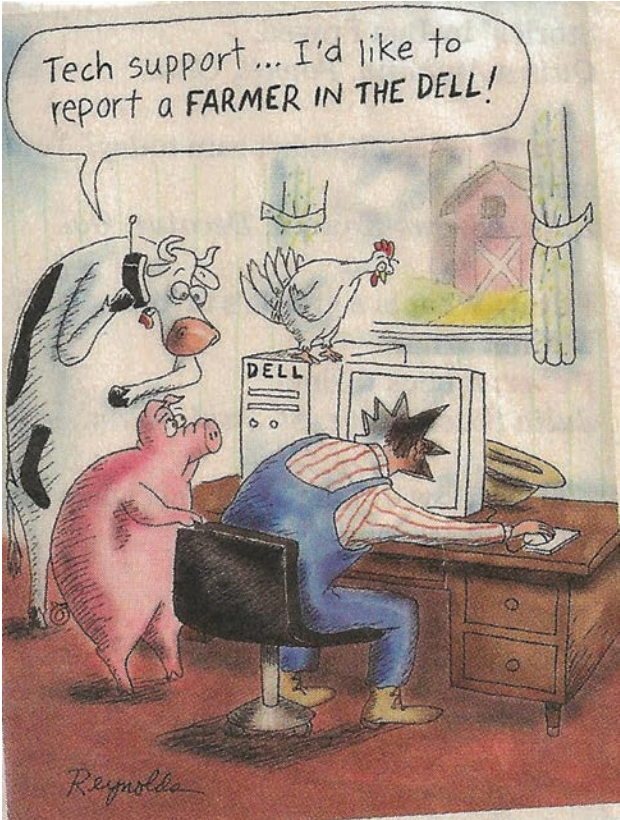
Also at that time most of the apples grown in the area, stayed in the area; not many outside buyers were present as they are now.

But many good changes have taken place over the years, and predominately, growers have become

more independent and have more flexibility built into their marketing plans, as well as being more diversified in production.

I recently toured a large farm storage facility that holds more than 450,000 bushels in CA storage. This is just one of a dozen or so new storages that have recently been built by individual growers. With the pressure from the processors for growers to invest in bins,

See Processing, Page 15



USDA studies computer use on New York's farms

ALBANY — In 2013, 72 percent of New York farms had computer access, up from 68 percent in 2011 reports Blair Smith, state statistician of USDA's National Agricultural Statistics Service, New York Field Office.

Sixty-nine percent of New York farms had internet access, up from 66 percent in 2011. Thirty-nine percent used computers for farm business, down from 42 percent two years ago. The primary method of internet access in New York was Cable with 34 percent of the total. DSL was second with 30 percent.

A total of 67 percent of the farms in the United States now have Internet access, compared with 62 percent in 2011. Seventy percent of farms have access to a computer in 2013, up 5 percentage points from 2011.

The proportion of United States farms owning or leasing a computer in 2013, at 68 percent, was also up 5 percentage points from 2011. Farms using computers for their farm business increased to 40 percent in 2013 compared to 37 percent in 2011.

‘We cannot pass a Farm Bill, but we can spend money to find out how many farmers use computers!’

—Jim Allen,
New York Apple Association president

In 2013, 84 percent of the farms in the United States with sales and government payments of \$250,000 or more have access to a computer; 83 percent own or lease a computer.

N.Y. farms feted in D.C.

By Jim Allen

jimallen@nyapplecountry.com

For 12 years the New York Apple Association has proudly displayed and distributed fresh New York apples and cider to hundreds of “Hill” people at New York Farm Days.

Sen. Kirsten Gillibrand, D-N.Y., sponsored the event in Washington, D.C., which was started by then-Sen. Hillary Clinton, Gillibrand’s predecessor.

This yearly event, which is sponsored in part by the New York Apple Association along with other New York ag groups, is designed to highlight New York agricultural products and showcase the plethora of great foods, wines and now spirits from New York.

The event, held in the Kennedy Caucus Room in the Russell Senate Building on Capitol Hill, attracts senators and representatives from New York and other states.

Visiting our booth this year were Sens. Gillibrand and Charles Schumer, D-N.Y., and John Tester, D-Mont.

In addition to the senators, Reps. Nita Lowey, D-Westchester; Richard Hanna, R-Barneveld; Chris Collins, R-Clarence; Timothy Bishop, D-Southampton; and Chris Gibson, R-Kinderhook from New York all enjoyed cider and Gala apples at our table.

Our presence allows us to meet and greet our representatives and their staff, and exchange dialog in an informal atmosphere.



New York Apple Association President Jim Allen, Sen. Kirsten Gillibrand, Michael Muzyk, president of Baldor Specialties, and Mark Nicholson, Red Jacket Orchards are seen at the New York Farm Days event in Washington, D.C.

A lesson in apple psychology

By: Wendy Brannen

Wendy.Brannen@usapple.org

We are all born with certain proclivities that determine if we are naturally outgoing or bashful, how we react to adversity, and the pace and level to which we adopt anything from how to tie a shoe to how long to go out to catch the ball. These innate characteristics are hereditary.

According to psychology expert and educator Kendra Cherry, modern researchers tend to believe there are five personality categories, usually described as:

Extraversion: This trait includes characteristics such as excitability, sociability, talkativeness, assertiveness and high amounts of emotional expressiveness.

Agreeableness: This personality dimension includes attributes such as trust, altruism, kindness, affection, and other pro-social behaviors.

Conscientiousness: Common features of this dimension include high levels of thoughtfulness, with good impulse control and goal-directed behaviors. Those high in

conscientiousness tend to be organized and mindful of details.

Neuroticism: Individuals high in this trait tend to experience emotional instability, anxiety, moodiness, irritability, and sadness.

Openness: This trait features characteristics such as imagination and insight, and those high in this trait also tend to have a broad range of interests.

Building upon those traits with which we are born, we are then socialized into whatever personality we inevitably become. Where we are and with whom play a large part: Church, school, our immediate community, older and/or younger siblings, and of course, our parents.

When I showed up one April day in South Georgia, I was innately born with a heavy dose of extraversion (and I like to believe a small helping of neuroticism). Yet, many of the skills that I have developed—and hopefully will employ to the betterment of U.S. Apple Association—come directly from daily interaction with my mother. Mom is a retired English teacher, so from



her comes many of my communication skills. What I did not immediately pick up from her, however, was a love of apples (keep reading!).

“Miss Brenda”—all Southern women are referred to as Miss First-name by their juniors—has for as long as I can remember, always had an apple at the ready. Whether it was the fruit bowl on the kitchen counter, the lunches she packed to nibble on in the Statesboro High teacher’s lounge, or family road trips, Mom has always kept a staple of apples on hand. Seriously! Slices on ice in the cooler at all times.

So why did I, her only daughter so similar to her in so many ways, not develop a kindred love of apples?!? Turns out, for all those years, she was feeding me the wrong apples: She was feeding me the varieties that she

prefers. Now, I won’t tell you what types of apples I do or do not like, nor do I share that information anywhere publicly—that would be career suicide!—but as an adult on my own, I have figured out which

apple personality is my very own. And, like Miss Brenda, I now often keep a Ziploc baggie-full at arm’s length.

So, where am I going with all this, and why the trip down memory lane? Because I believe there could be more folks out there, who, like me, are apple late bloomers, or who simply have not been encouraged to get creative with their apple choices.

This fall, coming to a computer near you and just in time for National Apple Month in October, USApple introduces AppletizeMe, an interactive way for consumers to learn their own unique apple personality. Are you “Geek Chic”—texting on your smartphone while updating Facebook on your tablet? Then you’re a McIntosh. Are you a “Social Butterfly” who glides from event to event, always at the hottest soiree? Then you’re a Gala. Maybe you’re an Adventurer, blazing trails and riding the rapids. If so, you’ll be able to log on to AppletizeMe.com this fall to see which apple suits you best. And, while you’re there, you can share your apple personality with your social media friends, learn foods that pair well with your specific variety, and enter for a chance to win Apple® prizes, including gift cards and iPads.

Clearly, we cannot predict through a social media campaign which apple variety consumers will really prefer to eat, no more than a parent can predict from what month their child starts walking that he will (or will not) become a Rhodes Scholar.

What we can do is educate more people about more varieties and ways to incorporate those varieties into a fun, healthy diet. And, with apple crops predicted to be on the large-ish side in the foreseeable future, it would seem that all of us—introverted, extroverted, detail-oriented or not—could benefit from programs like AppletizeMe that teach all people about the distinct, delicious varieties we have to offer.



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Stink bug hits California

U.S. Apple Association

Any remaining doubts about the potential threat posed by the brown marmorated stink bug should be erased by the news coming out of California about a BMSB population explosion in Sacramento.

University of California Cooperative Extension researcher Chuck Ingels recently informed local growers that the bugs may have been here for one to two years. He said this is the first known reproducing BMSB population in California outside of Los Angeles County. According to Ingels' report, a residential area in midtown Sacramento now has a well-established population of BMSB on several blocks that cover up to half a square mile.

After visiting the infested area in Sacramento, Ingels reported that he didn't have any problem finding them on trees and flying around, since now they are aggregating.

Ingels advised growers to be on the lookout for the BMSB. "Because they are strong flyers (up to one-half mile per day) it's likely only a matter of time before they reach farms, perhaps one to three years," he said. He noted that several types of traps using sex pheromones are available from suppliers to monitor their presence and populations.

The e-mail to growers noted that the BMSB is not a serious pest in East Asia, where it originated, because of control by parasitic wasps. Collections of parasitic wasps (especially *Trissolcus*) have been made, but it will take 2-3 years before they can be released in California because they need to be tested first.

Parasitism is the best hope for reducing populations.

Control of BMSB is very challenging.



Some insecticides are effective but must be applied frequently, and sometimes they have simply not worked. Fortunately, years of research have led to the most effective monitoring and control techniques. Control for organic growers and home gardeners and residents will be the most daunting.

USApple has taken a national leadership role since the BMSB attacked Mid Atlantic orchards in 2012 by informing growers about the threat posed by the BMSB and leading efforts to secure \$5.7 in research funding from the Specialty Crop Research Initiative.

BMSB numbers up for Mid-Atlantic

Penn State researchers have reported that BMSB adults and nymphs are actively feeding in many orchards and areas around orchards.

The number of BMSB adults and nymphs collected in traps monitored by the university's entomology program are very high, much higher than during the 2012 season.

If BMSB nymphs are spotted inside any orchard, a control treatment is needed immediately. While adult BMSB can continuously move in and out from any orchard, BMSB nymphs will continue feeding on fruit until mid-October.

FDA extends comment periods for food safety, arsenic proposals

U.S. Apple Associaton

The FDA has extended the comment period for the agency's produce food safety proposed rules to Nov. 15.

USApple's Technical Food Safety Task Force has reviewed draft comments for the "Standards for the Growing, Harvesting, Packing, and Holding of Produce" proposal. In the period before the comment deadline, the remaining two rule proposals, "Foreign Supplier Verification Programs," and "Preventive Controls for Human Food: Current Good Manufacturing Practice and Hazard Analysis" will be evaluated for

additional comments.

In addition to the food safety rule proposals, the FDA extended the comment period for its proposed new standard for arsenic in apple juice from the original deadline of September 13 to November 13. The FDA proposes to lower the current "level of concern" of 23 parts per billion (ppb) for inorganic arsenic in apple juice to 10 ppb.

USApple is working with processor members and the Juice Products Association in the development of a comment letter addressing industry concerns over the proposed new standard.

The assortment of effective BMSB insecticide options is limited and includes pesticides with only a few distinctive modes of action: pyrethroids (IRAC Group 3A): Bifenture® and Brigade® (bifenthrin), Danitol® (fenpropathrin), and Warrior II® (lambda-cyhalothrin); neonicotinoids (IRAC Group 4A): Actara® (thiametoxam), Assail® (acetamiprid), Belay® (clothianidin), Scorpion® and Venon® (dinotefuran); one carbamate product (IRAC Group 1A), Lannate® (methomyl) and some products including combinations of two different insecticide chemistries such as in Endigo ZC® (thiametoxam and lambda-cyhalothrin) or Leverage 360® (imidacloprid and beta-cyfluthrin).

While trying to limit the impact of BMSB on fruit, growers are reminded to take into consideration seasonal limits for the number of insecticide applications (and total of specific active ingredient) per season. Please refer to the latest issue of the Penn State Fruit Times Newsletter for more information related to late season BMSB management.

Commercially available traps and lures for BMSB monitoring provide valuable information and help decide if insecticide treatments are needed to manage BMSB. Although traps by themselves will not control BMSB, by capturing adults and nymphs, traps can be utilized as an effective warning system in orchards.

Labor woes plague Wash. growers

The (Salem, Ore.) Capital Press

WENATCHEE, Wash. — With more than a month of harvest behind them and the peak month ahead of them, some Washington apple growers were worried about having enough pickers to get all their fruit picked. Others say they have enough.

"Labor is very, very tight, probably the worst I've seen in the last number of years," said Harold Schell, director of field services at Chelan Fruit Cooperative.

Some of the cooperative's grower members have "help wanted" signs out and are prioritizing picking to try to avoid

letting fruit get over mature, Schell said.

"Our biggest concern is having enough labor to get all apple and pear varieties picked," he said. "This is worse than last year and getting progressively worse."

But Howard Nager, vice president of marketing for Domex Superfresh Growers in Yakima, said the company's orchard and packing affiliate, Kershaw Fruit & Cold Storage, and other growers Domex markets for, are not experiencing picker shortages. And the crop is even

See Labor, Page 15

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The news gets better and better

By John McAleavey

Come Labor Day, tradition shows that with summer behind us we are into back-to-school mode, fall sports and New York apples.

Finally, New York apples are all over the place: supermarkets, convenience stores, discount stores, farm stands, etc. New York City retailers have been promoting New York apples since the third week in August.

Most had them in their Labor Day ad. Early crop apples have had plenty

of exposure with good movement. Retailers have converted their display space to make room for New York apples.

Already there are bins and secondary space devoted to our product. In the coming weeks we will see further expansion of store space as we gear up for the ever popular NYC Marathon on Nov. 3.

As we see more bins etc., there will be in-store demos on other varieties. Newspapers, circulars and flyers will



McAleavey

feature NYS Apples weekly getting set for the week before the Marathon when all New York City Metro retailers will highlight McIntosh, the official Apple of the

marathon. Retailer's comments have been very positive; "quality fruit that looks outstanding". Initial retail pricing compared to the west is at least \$.50 per pound cheaper. Some have run \$.99 McIntosh and Ginger Gold ads. As they have said, "why go west"? With quality fruit and aggressive pricing, we can expect several major features in the coming months.

We are definitely off to the start that we hoped for. Good selling.

Scary apple tips



Check out our latest on line video all about New York apples and spooky uses for Halloween. *Caution: Viewer discretion is advised.*

http://monkeysee.com/video_clips/26130-halloween-apples

Gotta love those apples

By Linda Quinn
MS, RDN

Through September and October I have been visiting television stations all around New York and talking up the sweet nutritional benefits of New York apples.

Research conducted at Cornell University showed that simply slicing apples increased cafeteria sales in New York schools by 61 percent.

I brought along a slicer to show viewers just how easy it is to get kids to munch a Mac. And by getting your family to eat more apples, they may be lowering their risk of Type-2 diabetes, heart disease, cancer and even asthma.

All those benefits in a simple little apple. If that isn't enough to get people eating, the delicious taste and ease of snacking sure will.



Quinn

Appearances made through September and October included WWNJ 17 in Watertown, WNYT 13 in Albany, WBNG in Binghamton, WENY 36 in Elmira, and WKTV2 in Utica.

And don't forget the apple videos. There is a great New York Apple Association Youtube video just in time for Halloween. You will just love it.

Go to www.nyapplecountry.com and click on the Youtube icon to view. Happy apples.

Allen

Continued from Page 3

Well, today they don't actually shout out the news, but they are aggressive with offering the free paper to New Yorkers. They often wear aprons or colored shirts and will be adjacent to subway entrances. I can attest that it does work as I have many times taken the paper to read on the subway.

It is actually quite an informative and easy read, with obviously up-to-the minute New York City news. Everything from entertainment to politics to what's the buzz in New York City is printed. We chose this paper because of its increasing readership and because it is almost in real time. For those that still prefer to hold the paper and read the news and see it all in readable sized print (compared to tablet or smart phone), Metro NY fits the bill for us.

We have been following a common theme in each of our advertisements, which is to promote New York apples to New Yorkers; both in the city and in upstate. Our first ad announced the new crop at the more than 60 New York City Greenmarkets, by

showing a map of the locations and directing readers to www.grownyc.org and www.nyapplecountry.com for more information. New York apple growers participate in more than 55 greenmarkets selling New York apples and cider.

Our next ad was to promote the Local Food and Travel Expo in Brooklyn, which promotes day trips and weekend getaway events in New York's Apple Country®. It also promotes homegrown foods from New York state. The Sept. 19 advertisement was all about Pick Your Own (PYO) apples in upstate New York. It promotes our homegrown varieties and directs readers to our PYO page on the website to locate an orchard.

These four ads are part of an eight-ad series that will run through Thanksgiving and Hanukkah. Future ads will feature our upcoming Disney Radio event in Central Park and later we will publish a shopping guide for different varieties available at retail. On Oct. 17 we will announce our sponsorship and involvement with the New York City Food Day Celebration, The Big Apple Crunch; which will be held on Oct. 24. At the end of October, we will advertise our ING NYC Marathon sponsorship and will finish with a holiday themed ad for Thanksgiving and Hanukkah.

We are spreading the word about New York apples and cider available in upstate New York and in the Big Apple!

Check out our ads. Good luck.

Jim

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Governor

Continued from Page 5

said. “New Yorkers and visitors are going to love this year’s homegrown, locally harvested crop. We also anticipate an outstanding cider season thanks in part to the extra sweetness in this year’s apples. I thank Governor Cuomo for his continued support of New York apples.”

Patterns

Continued from Page 6

equal pay for equal service. There is a huge pool of talent here we could tap if we got the word out we would pay a fair wage. We all need to be looking at this huge under used pool of great labor.

We will be facing some serious challenges in the not too distant future from our state and federal governments. They will want us to raise the “minimum wage” in too many cases because we were too slow to do it without their invoking it upon us.

We will be asked to play in the big boys league and perhaps pay overtime like other business operations have for years. I think we need to collectively look at where we are perhaps going to be forced to if we do not voluntarily step up and improve our own labor picture.

Kodak for years never faced a union issue because they always met the needs of their employees. We need as an industry be honest with ourselves and ask how we can improve our own labor practices before we have standards imposed upon us that we really do not want. It is sort of like the famous Fram Oil commercial, “You can pay me now or pay for it later.”

If we are to face higher minimum wages and the beginning of the Affordable Care Act should we not be looking to upgrade the human resources we currently employ? I think the answer is obvious.

JOIN US

for the New York Apple Blossom-to-Awesome Tour with Radio Disney

FREE music, games, prizes and New York Apples! Take a healthy bite of fun with us.



Central Park Pumpkin Festival

Saturday, Oct. 26 • 11:00 a.m. – 3:00 p.m.
New York, NY



The next ‘Blossom-to-Awesome’ tour event is Oct. 26 in New York City.

Capital

Continued from Page 1

Zone” area of the street festivities. Radio Disney personalities played their favorite music hits while apple trivia and games were played with festival-goers and kids enjoying their day out.

Along with the fun apple trivia and facts, the Disney staff promoted New York apples, the Association’s “Apple a Day \$500 Sweepstakes” and the advantages of buying local and visiting u-pick orchards. They shouted out recipe ideas for favorite New York state apple varieties and were ready all day handing out free McIntosh apples for the spectators.

If you missed this event, the next “Blossom to Awesome” event is Saturday, Oct. 26, 11 a.m. to 3 p.m. at the Central Park Pumpkin Festival in New York City.



Labor

Continued from Page 13

picking long, he said, meaning volume is greater than estimated.

Scott McDougall, co-president of McDougall & Sons in Wenatchee, said the company’s labor supply has been sufficient with its increased use of H-2A visa foreign guest workers. Perhaps a greater concern, he said, is that prolonged hot weather has prevented good apple coloring. He was hopeful that would improve as temperatures cooled on Sept. 17.

Any shortage would be worse without this year’s big increase in H-2A guest

workers, said Dan Fazio, director of the Washington Farm Labor Association. So far this year, 6,194 H-2A guest workers have been certified for the state, Fazio said. That compares with 4,546 in 2012 and 3,182 in 2011.

Despite the cost and intricacies of the program, growers are turning to it for a stable labor supply and usage likely will double every two to three years for the foreseeable future, Fazio said.

“Even with H-2A, we could use more people,” said Mark Zirkle, president of Zirkle Fruit Co. and its marketing arm, Rainier Fruit, in Selah. Zirkle Fruit has about 1,000 H-2A workers. Labor is tight and because of it the industry is a bit behind in harvest, he said.



Early morning truck yard line-up at Mott’s in Williamson.

Processing

Continued from Page 11

growers now are not tied to processors because of bins.

With storage and bins, this has attracted many out of state buyers to the region each year. Our quality and usual consistent crops makes New York a reliable supplier for processing fruit.

All of these improvements have given apple growers more options to consider when making sales decisions.

Of course all of these improvements and changes come at high prices, in order to help stabilize the market. But the question remains; at present price levels being offered for processing apples this year, can the investments be sustained?

In 1975 I bought Ida Red apples for \$8.75/cwt. for 2.5 in and up. If you throw in bin rental, trucking and storage if that was applicable, the price was close to \$9.75/cwt.

I started this column out by saying “What a difference a year makes!” And I will end with “After 38 years some things don’t change, such as price!”

Calendar

- OCTOBER 19-20, 2013**
PMA Fresh Summit Convention & Expo
New Orleans, La.
- NOVEMBER 3, 2013**
ING NYC Marathon
New York City
- DECEMBER 3-5, 2013**
NYFB State Annual Meeting
Holiday Inn, Syracuse/Liverpool
- DECEMBER 4-5, 2013**
NYAA Board of Directors Meeting

- Syracuse
DECEMBER 10-11, 2013
N.Y. Produce Show & Conference
Pier 94
New York City

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For Sale, Natural Gas whole house furnace, heated 2,000 SqFt home. Contact jimallen @ nyapplecountry.com

Export Report

N.Z. exports to China tainted

Otago (N.Z.) Daily Times

New Zealand has halted all apple exports to China for the rest of the season after rot was found in several batches at the Chinese border.

The Ministry for Primary Industries said three consignments - each containing about 21,000 kg (46,300 pounds) of apples - had been quarantined by Chinese officials.

The “post-harvest” rot was caused by the fungus *Neofabraea alba* and did not pose any food safety risk but officials had identified the fungus as a pest for plant health reasons, MPI said.

Stephen Butcher, MPI’s manager of import and export plants, said a voluntary halt on all apple exports to China was now in place for the rest of the season, which ends soon.

“Industry has informed us that in response to the rot being detected - and considering this apple export season is almost over - it has voluntarily suspended all apple exports to China

for the remainder of the season,” he said.

Butcher said the New Zealand government and apple industry were working with Chinese quarantine officials to provide technical and scientific information about the fungus.

MPI and Foreign Affairs and Trade officials had met their counterparts in Beijing and were continuing discussions.

“These kinds of notifications happen from time to time in international trade,” he said.

The apples originated from a small number of production sites and pack houses in Hawkes Bay.

Alan Pollard, chief executive of Pipfruit NZ, said Chinese officials detected the rot in early September.

He said the season had “practically finished” so the impact of halting exports would be minimal this year.

But it was “possible” this event could result in China being unwilling to

accept New Zealand apples next year.

“It’s a concern in the sense that China is an important trading partner for us,” Pollard said.

He was confident New Zealand officials could reassure China and gets things back on track though.

“We’ve got a really good dialogue going with them. It’s a normal part of trade so it’s something we’re used to and we’re extremely good at managing.”

To date this year, New Zealand has exported 320,00 tonnes of apples and 9500 tonnes of that went to China.

“It’s a small percentage but it’s still an important growth market for us,” Pollard said.

“What we’re trying to work on is the management of fruit before it leaves New Zealand to minimise the risk of this happening. If you send fresh fruit around the world, this is what happens.”

An example of why rot might set it

was if the cooling system in a shipping container failed, he said.

Chinese officials have asked that no apples from the Hawkes Bay sites involved be exported to their country.

Pollard said apples from those sites had been redirected to other markets.

The apple quarantine comes at a time when New Zealand’s dairy industry is working hard to rebuild trust with Chinese consumers after last month’s Fonterra botulism scare.

Local companies are losing up to \$2 million in sales in China each week as a result of the dairy co-op’s contamination fiasco, according to the New Zealand Infant Formula Exporters Association.

It also follows a botch-up in which millions of dollars worth of New Zealand meat was left on Chinese docks for weeks because MPI had not alerted Chinese officials to changes in export certificates.

US Apple Export Council to host reverse trade mission in Western New York

On October, the US Apple Export Council and the New York Apple Association will host a group of apple buyers from India and Central America.

Seven visitors from India will join four buyers from Honduras and Costa Rica on the tour.

Accompanying the group will be out of country representative Sumit Saran from India, and our Central American in country representative, Monica

Moreno.

The USEAC management team from Smith Bucklin, Washington DC, Scott Lynch and Alex Lovey will join Jim Allen and Council members, Kaari Stannard and Ward Dobbins on the tour.

Tentative plans are that the group will

arrive in Niagara Falls on Monday, Oct. 14, after spending time in Michigan. The group will then tour western New York orchards and two packing facilities. An industry luncheon will be held at the Village Inn in Childs, N.Y., for exporters to meet and visit with the buyers. The group will then travel to Williamsport, Pa., to spend the night and then on to the Pennsylvania portion of the tour on Oct. 16.

Each year, with the exception of

last, the USEAC sponsors buyers from export markets to visit New York State to see what we have to offer. Importers from India, Russia, Central and Latin America, Mexico, Thailand and Singapore have visited in the past.

The timing is perfect, since we will be in the middle of harvest; and packing will be a full strength. Varieties that they are most interested in are usually Red Delicious and Empire, and we have a great crop to show them.

Golden

Continued from Page 3

take a chance every day. You put your trust in the unknown; most of the time you find the chance you take was worth it.

We are starting to see retailers taking the same chances in reenergizing grocery shopping for their customers. They are recognizing the need to keep up with our ever-changing, technology-driven lifestyles. Whether we like to admit it or not, the generations of people who sit down to write out their shopping lists are getting smaller and pads of paper are being replaced by apps on smartphones.

Retailers have turned grocery shopping into an experience for their customers. You can browse the ads online, create your shopping list according to what is on ad, by each section of the store and even organize your list by how you like to shop the store.

We are working to keep up with the changing needs of the consumers to accommodate our retail partner’s needs. Flexibility in our promotions is a “must” in keeping up with changing times.

We know which promotions have worked in the past and will continue to work, but being innovative or utilizing the innovations already out there is only added value.

Molly

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NEW YORK STATE APPLE EXPORTS July 1, 2013 – June 30, 2014				
Country	August 2013	August 2012	YTD 2013	YTD 2012
Canada	5,180	6,530	5,180	8,420
United Kingdom	-	-	-	5,186
Unknown	-	-	-	-
TOTALS	5,180	6,530	5,180	13,606
Bulk Bins to Canada	4,226	4,498	8,602	9,440



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