



## NORTH CAROLINA APPLE GROWERS ASSOCIATION QUARTERLY MEMBER NEWSLETTER

2<sup>nd</sup> Quarter 2019

### UPCOMING INFORMATION

6/6/2019

Pesticide "V" Credit for Private  
Applicators, Hendersonville, NC,  
Contact Extension for Details

8/1/2019

Apple Field Day at the Mountain  
Horticultural Crops Research &  
Extension Center, Contact  
Extension for Details

### CURRENT BOARD OF DIRECTORS

Greg Nix - President

Ty Lowe - Vice

Brian Gilbert - Treasurer

Kenny Barnwell

David Coston

Alan Deal

David Duncan

Trey Enloe

Chuck Francis

Jason Justice

John Klimstra

Christen Nix

Justin Prewitt

Jim Saylor

### FROM THE ASSOCIATION

The President, and Board of Directors would like to thank All the growers and Industry Advisors for their input and feedback on the first newsletter. Moving forward we would still appreciate any suggestions for topics and information, you, as growers, would like to see included in future newsletters. Examples may include current articles or information you think may help growers in our area, equipment for sale, Orchards for Lease/Sale, or even market opportunities. If you have any interesting pictures from your own operations, Family/Heritage Operations, or related to the industry and would like to be included on the website or future newsletters or if you have anything else you would like to have included in the next, or future newsletters please contact the association via email at [Information@NCAppleGrowers.com](mailto:Information@NCAppleGrowers.com) or visit at [www.NCAppleGrowers.com](http://www.NCAppleGrowers.com).

In this 2<sup>nd</sup> Quarter 2019 newsletter, we will provide a National Market update, A quick explanation of Assessment and how it works, Some Growing/Marketing decision making information, and a summary of the Grower Needs Survey taken at the Winter Apple School and Southeast Apple Meeting. In closing we would like to provide a general summary of the 2019 crop based on what we see at our own farms and what we are hearing from fellow growers across the state.

### MARKET UPDATE

According to the Market News, published via the US Apple Association the current 2<sup>nd</sup> Quarter National Apple Holdings are as follows...

#### Fresh Market Apple Holdings

As of May 2019, Fresh Market Holdings were at 38.6 Million Bushel, compared to May 2018, which had 44.2 Million Bushel, that is 13% less year over year and 2% less than the 5-year average.

#### Process Market Apple Holdings

As of May 2019, Process Market Holdings were at 15.9 Million Bushel, compared to April 2018, that is 14% less year over year and 3% less than the 5-year average.

These numbers are slightly lower than holdings for 2016, Our Interpretation as a board leads us to believe that prices should hold or increase overall and if the 2019 crop looks good and clean, we should start with a very strong market and price.



*2018 Honey Crisp – Lewis Creek Farm*

## ASSESSMENT RUNDOWN

Assessment was designed for the growers by the growers as a tool to promote and advance the industry. Over the years cooperation has fallen off and we would like to take a moment to reiterate exactly how important your cooperation as a grower is, what assessment is, and what it does for our industry.

### WHAT ASSESSMENT IS... AND WHAT IT IS USED FOR...

In very general terms, Assessment is a very small percentage of money collected from Growers/Packers/Processors and Brokers for every apple harvested in North Carolina. This Money provides funding for advancement of our industry, at both the National and more importantly at the Local level. Historically, Assessment funds provide support for marketing and promotional materials used too help sell your apples. Assessment provides funds to build and support educational programs to educate consumers and new generations of Customers/Buyers. Additionally, funds are used to give us a voice at the National Level through support for US Apple (Our National Association), Lobbying, and protecting our industry through political means. Assessment also provides support for North Carolina and Southeast Industry research. Assessment directly provided funds to Dr. Tom Kon, and Dr. Sarah Villani to assist in their research as part of our effort to help secure their positions on the Apple research team, and if available, would provide ongoing funds to help address growers needs through research. Finally, Assessment is used to fund annual business of the NC Apple Growers Association, and Publish Local Industry information such as this newsletter and Website. Without a program like Assessment growers are not united, and would have to support industry advancement individually, at huge expense, and likely with far less impact.

### WHO IS RESPONSIBLE FOR ASSESSMENT?

Individuals may belong to multiple categories and are responsible to each where applicable.

**Packers – \$.05 per packed bushel** - This is anyone that puts Apples into a box. A bulk box/volume fill carton qualifies for this charge

**Processors – \$.05 per hundred weight (\$.021 per bushel if fruit is not weighed)** - This is any company that buys apples for slicers, sauce, juice, or other form of processing. This would also be any roadside market that presses apples for fresh cider.

**Broker – See Packer or Processor Depending on Market** – If you are a broker that markets fruit for growers and pays the grower. You are responsible for paying the assessment if your customer is not paying assessment.

**Roadside Markets – \$100 Per Year** - This is anyone that grows fruit to sell direct to the general public.

**Grower – \$.05 per hundred weight (\$.021 per bushel if fruit is not weighed)** - This is any grower that sells fruit by the bin to someone such as a roadside market or farmers market.

## WHO, WHEN, AND HOW TO PAY?

All payments go to the NCDA and then the money is given to the North Carolina Apple Growers Association. A sample payment form can be found on the website.

Payments can be made monthly, quarterly, or annually. As long as the assessment from the previous crop year is paid in full before the start of harvest of the current crop year.

## GROWER NEEDS SURVEY SUMMARY

As many of you may recall, during the Southeast Apple Meeting and the Winter Apple School growers were asked to participate in a “Grower Needs Assessment” survey. We would like to take a minute to summarize some of the information from that survey here.

Regarding apple diseases, Fire Blight and Glomerella/Bitter Rot are of the biggest concern to growers. 90% of Growers in Wilkes and 74% of growers in Henderson have made changes to their disease management programs based off of NCSU recommendations. However, 40% of Henderson and 48% of Wilkes growers cover spray every 11 to 14 days; the NCSU recommendation being every 7 to 10 days. Most agree the hindrance to adopting tighter spray intervals is cost and weather.

According to growers from all regions of the state, the most devastating pest is stink bugs. Significant research is being conducted regarding the BMSB. Currently, Pyrethroid insecticides are heavily used to combat BMSB. It is recognized that extensive use of pyrethroids increases the risk of mite, scale, and aphid outbreaks. The highest percentage of growers, 65% in Henderson and 46% in Wilkes, want alternative control methods if the cost is the same as pyrethroids.

When analyzing productive, mature orchards, growers from across the state agreed that fruit finish/appearance, pruning and training, and thinning (crop load management) were at the top of the list among 10 overall concerns. The carbon balance model in conjunction with the local NEWA weather data is a new thinning tool for growers in the Southeast. There is a significant number of growers using the carbon balance model with 47% in Wilkes and 45% in Henderson. 21% do not have an available model in their location in Wilkes where as 4% do not have availability in Henderson.

Apples are arguably the most difficult commodity to produce and it would be even more difficult to face all the diseases, pest, and horticultural challenges without the research and knowledge provided by the NCSU Apple Team. Thanks to the team for conducting the survey, sharing the results and their continuing support.

The surveys in the entirety can be found at [www.ncapplegrowers.com](http://www.ncapplegrowers.com) under the Grower Needs Survey Post.

## CROP SUMMARY

Summarized reports from multiple board members and fellow growers around the state regarding the 2019 crop year are as follows. General consensus is that some varieties (Gala's and Goldens) are unexpectedly short in most areas, while other areas seem to be reflecting mixed reports with some heavy and some light of certain varieties (Pink Lady, Jonagold). At the time of this report Romes are still being thinned, both naturally and chemically. Overall the crop looks ok for most folks however there seems to be more damage and less volume than expected given the quite mild spring.

## NEWSLETTER PREFERENCE

We would like to know how you would like to receive future publications of this newsletter. The default way most association members will be receiving the newsletter will be via email based on our current members email list. If you would like to update or change your email or contact information please send an email informing us to [Information@NCAppleGrowers.com](mailto:Information@NCAppleGrowers.com). Additionally, if you would like to continue to receive a hard copy printed version of these newsletters please fill out the contact sheet on the cover page and mail back to the association.



## CONTACT SHEET

Attention Members/Growers, the NCAGA is actively seeking

Name or Company Name : \_\_\_\_\_

Mailing Address : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Return Contact Sheet to:

**North Carolina Apple Growers  
Association**

P.O. Box 58

Edneyville, NC 28727

Information@NCAppleGrowers.com

www.NCAppleGrowers.com

Email Address: \_\_\_\_\_

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