

Minimum Price of Late Fresh Apple variety – harvest 2009

Decision made by the Late Fresh Apple Committee on March 8, 2010, made of representatives of the Association of Quebec Apple Packers inc., and the Federation of Quebec Apple Growers :

Prices are for a bushel of 42 pounds							
Date	Sunrise Paulared & Lobo	McIntosh	Cortland	Empire	Spartan	Gala	Honeycrisp
At the start of marketing	B : 11,50 \$ C : 11,50 \$						
At the start of marketing		B : 11,50 \$ C : 13,00 \$	B : 11,50 \$ C : 13,00 \$	B : 11,50 \$ C : 13,00 \$	B : 11,50 \$ C : 13,00 \$		
At the start of marketing						B : 11,50 \$ C : 15,00 \$	
At the start of marketing							B : 30 \$ *** C : 34 \$ ***
At the opening of the CA rooms		S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	
Starting March 15, 2010		S : 13,00 \$ C : 15,50 \$	S : 14,00 \$ C : 16,50 \$	S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	
OTHER LATE VARIETIES, SUCH AS HONEYCRISP ...							
At the start of marketing	Variable price but never lower than the minimum price of the McIntosh variety in bags and cell-packed						
*** Honeycrisp New Norms Minimum size diameter :: 2 3/4 inches (70 mm) in cellpack or bag (smaller diameter for apples in bags) Peduncle must not exceed peduncular cavity Color : red or striped red must cover at least 50 % of the entire fruit							
Targeted promotions and business opportunity							
Starting November 25 until January 16, 2009	Rebate of \$2 on refrigerated apples in bags only for McIntosh, Spartan, Empire varieties, advertised in a circular or for export						
Starting January 17 until February 18, 2010	Rebate of \$2 on C.A. apples in bags only for McIntosh, Spartan, advertised in a circular or for export or for Interprovincial commercial operation						
Starting February 19 until March 17, 2010	Rebate of \$2 on C.A. apples in bags only for McIntosh, Spartan, advertised in a circular or for export or for Interprovincial commercial operation						
Starting March 17 until April 14, 2010	Rebate of \$2 on C.A apples in bags only for McIntosh advertised in a circular or for export.						

C : cellule S : sac

The average price of controlled atmosphere apples targeted for promotions must be calculated monthly, by variety, on separate Schedule H forms to establish an average price for apples in bag from January until April 2010.

For ads in circular of the regional stores, packers must keep the bills pertaining to the sale and the original circular to show the inspectors when spot-checks are made on the "Annexe H" (Schedule H)

Next Fresh Apple Pricing Committee

The next Fresh Apple Pricing Committee will be held on Tuesday **April 13, 2010**, prices of controlled atmosphere apples and marketing will be discussed.

Declaration of production 2008 (reminder)

If you have not sent your Declaration of production 2008, could you please do so as soon as possible. It will take only a few minutes of your time to complete this form and return it to us. The information requested will enable your Federation to have a better picture of its members, their orchard acreage, actual 2008 Harvest and marketing method. Furthermore, it will also enable us to update our mailing list. Should you have lost your Declaration form, it is available on the Federation's web site : www.lapommeduquebec.ca under : mise en marché (marketing) then : règlements et conventions (Rules and Marketing agreement).

Minimum price of Processing apples – harvest 2009 FOB the producer

Decision made on January 27, 2010 by the Processing Apple Committee.

DATE DAY/MONTH	STANDARD JUICE APPLES	SAUCE APPLE	HAND-PICKED JUICE APPLE (OPALESCENT)
At the start of the harvest	Early \$0.0574 per pound or \$2.41 a bushel of 42 pounds	Early \$0.085 per pound or \$3.57 a bushel of 42 pounds	Early \$0.085 per pound or \$3.57 a bushel of 42 pounds
Starting with the late apple	Early \$0.0574 per pounds or \$2.41 a bushel of 42 pounds	Late ** \$0.10 per pound or \$4.20 a bushel of 42 pounds (for storage) Late \$0.09 per pound or \$3.78 a bushel of 42 pounds (downgrading or immediate processing)	Late ** \$0.10 per pound or \$4.20 a bushel of 42 pounds (for storage) Late \$0.09 per pound or \$3.78 a bushel of 42 pounds (downgrading or immediate processing)
Starting September 17, 2009		Late \$0.075 per pound or \$3.15 a bushel of 42 pounds (downgrading or immediate processing)	Late \$0.075 per pound or \$3.15 a bushel of 42 pounds (downgrading or immediate processing)
Starting December 16, 2009	Late \$0,0525 per pound or \$2.20 a bushel of 42 pounds	Late \$0,07 per pound or \$2,94 a bushel of 42 pounds (downgrading and immediate transformation)	Late \$0,07 per pound or \$2,94 a bushel of 42 pounds (downgrading and immediate transformation)
Starting February 1, 2010	Late \$0.055 per pound or \$2.31 a bushel of 42 pounds		



Spring advance payments – 2010-2011 production year

Your Federation has already applied to Agricultural and Agri-Food Canada to obtain Spring advance payments. We will inform all producers, as soon as our request will be granted.

Growers who already received an advance last years (for the Spring or Fall Advance Payments 2009-2010) will automatically be receiving a copy of the spring Advance Payment form. Other interested growers can obtain a copy by calling Éric Beauding at 450 679-0540, extension 8586 or by e-mail : ebeauding@upa.qc.ca.



Promotion 2009 – 2010

The Federation of Quebec Apple Growers and the Association of Quebec Apple Packers together invested \$200,000 under their communications plan to promote “Pommes Qualité Québec” apples. The Federation’s board of directors added a supplementary budget of \$91,500 to advertise Quebec apples in various media. The goal of this promotional campaign is to make the public more aware of the four main varieties of apples in Quebec and their specific characteristics, and to encourage consumers to eat more Quebec apples.



LES POMMES DU QUÉBEC
Bonnes à croquer, toute l'année!
Pour de délicieuses recettes, visitez le
croquetapomme.com



- **ADVERTISING WITH ASTRAL MEDIA**

A television campaign currently airing on special channels, such as Canal Vie, Canal D, Vrac TV, Historia, Séries + and Télétoon began in October 2009 and will continue until April 2010. The spots run for two weeks every month and the next ones will be broadcast between April 5 and 18, 2010.

The idea is to give Quebec McIntosh, Cortland, Empire and Spartan apples personalities that attracts public interest. These characters are featured in a 10-second clip. Since October, various messages have been created and will appear on 3,286 occasions on selected channels. The spots inform consumers that these four varieties are available year round, that they can access delicious recipes made from Quebec apples at the Web site www.croquetapomme.com, and that apples sold in bulk are now identified with a PLU code.

- **WEB – MÉTÉO MÉDIA**

A campaign is also being carried on Météo Média’s Web site. The message, shown on the site’s home page, ran from October 19, 2009 to February 21, 2010. Consumers visiting this site to see the weather forecast could view the ad which informed them that “Pommes Qualité Québec” apples are available year round.

- **BUS PANEL CAMPAIGN**



The posting campaign on bus panels began on January 11 and continued until March 7. Some 225 buses displayed the poster ads each week in Montreal, Laval and the South Shore, in addition to 60 buses in Quebec city.

- **LA SEMAINE MAGAZINE**



Ads on Quebec apples were published in *La Semaine* magazine weekly between January 14 and April 1, 2010. One ad emphasized that Quebec apples are delicious even in winter, and another that they are good all year long. Recipes featuring Quebec apples also appeared in selected issues of the magazine.



- **OTHER MAGAZINES : LE MUST ALIMENTAIRE AND SAVEURS D'ICI**

An ad was placed in *Le Must Alimentaire* and *Saveurs D'ici*, magazines that promote Quebec products. Recipes and articles containing general information on Quebec apples were also included.

- **APPLE SPONSORSHIPS**

To increase the recognition of "Pommes Qualité Québec" apples, we sponsored certain key events. They included activities of the Ordre professionnel des diététistes du Québec, of the Université Laval during Agriculture, Food and Consumption week, health and physical fitness activities in certain school and universities, the Jardin botanique de Montréal, and the 2009 Vanier Cup (coupe Vanier 2009).

- **BOOKLET ON NUTRITIONAL VALUE**

The Federation is currently working with Mrs. Julie Desgroseillers, nutritional dietician, on a booklet describing the nutritive value and benefits of apples. It will include information on nutritional quality and benefits, research projects, as well as a practical section with ideas on how to serve apples both at meal time and as a snack.

- **CAMPAIGN « J'AIME 5 À 10 PORTIONS PAR JOUR » (I LOVE 5 TO 10 SERVINGS A DAY)**



Pommes Qualité Québec renewed its participation in the "J'aime 5 à 10 portions par jour" campaign with the Association québécoise de la distribution de fruits et légumes du Québec. This campaign was launched in 2004 to raise awareness of the importance of consuming fruits and vegetables and adopting healthy eating habits.

- **CLUB DES PETITS DÉJEUNERS DU QUÉBEC**

Pommes Qualité Québec offers apples to children in the Club des petits déjeuners du Québec throughout the school year. The apples are offered by your Federation and the Association of Quebec Apple Packers.

Regulation on Apple Growers Checkoffs

(Règlement sur les contributions des producteurs de pommes du Québec)

At the annual general meeting of the Quebec Apple Growers' Joint Plan on January 22, 2004, producers decided that as of the 2004 harvest they would pay an administration fee of at least \$100 per year. Invoices for the 2008-2009 marketing year were sent to the producers concerned in early March 2010.

The Joint Plan checkoffs for 2008-2009 are :

- ❖ \$0.38 in total for fresh apples including: \$0.14 for administration and \$0.24 for promotion
- ❖ \$0.17 in total for processing apples including: \$0.14 for administration and \$0.03 for promotion
- ❖ \$0.10 for direct sales of fresh and processing apples to consumers including: \$0.10 for administration

All producers who have not paid total administration fees of \$100 to the Federation for the 2008-2009 marketing year (\$0.14 per bushel for fresh and processing apples and \$0.10 for direct sales to consumers) have received an invoice for the difference or the full amount, as the case may be. If you would like more information, feel free to contact Diane Allie (450) 679-0540 at extension 8312 or Éric Beaudin at extension 8586.

Annual General Meeting of the du CCH



This year the Annual General Meeting of the Canadian Horticultural Council was held in Quebec.

The following are the key resolutions that particularly affect Quebec Apple Growers :

2010-01 Climate Change Adaptation

Therefore be it resolved that the CHC encourage the government to provide adequate funding for agricultural adaptation to climate change.

2010-03 Sevin-XLR

Therefore be it resolved that the CHC form a marketing task group designed to develop strategies and recommendations to combat declining potato consumption.

2010-04 Seasonal Agricultural Workers Program

Therefore be it resolved that CHC lobby HRSDC so the SAWP program remain undiminished and in place to continue to meet the needs of employers, employees, processors and consumers who benefit from the program; and

Be it further resolved that CHC highlight to the federal MPs and provincial MLA's the benefits of SAWP.

2010-05 CFIA to Establish more Stringent Import Protocols for Produce entering Canada

Therefore be it resolved that CHC lobby the CFIA to establish more stringent import protocols for produce entering Canada in order to prevent the entry of invasive pests and fully disclose the science behind such decisions as well as its definition of the various levels of risk; and

Be it further resolved that the CHC ask the Government of Canada to direct the CFIA to increase inspections on imported produce based on the CFIA's protocols.

2010-06 Establishing a Farm Financial Protection Program

Therefore be it resolved that the CHC put further efforts and resources towards establishing a Farm Financial Protection Program for horticulture producers.

2010-07 Mandatory Country of Origin Labelling

Therefore be it resolved that CHC aggressively pursue the requirement of COOL labelling on all imported greenhouse produce by the individual piece or consumer-sized package.

2010-13 Government Relations

Therefore be it resolved that the Canadian Horticultural Council request that the Canadian government and AAFC acknowledge the CHC as the primary representative of Canadian fruit and vegetable producers, and the role that fruit and vegetable production plays in the improvement of the health and quality of life of Canadians, and translate this acknowledgement into more frequent meetings between CHC representatives and the appropriate minister and deputy ministers (meeting at least four times a year).

2010-14 Safety Net

Therefore be it resolved that the CHC stresses to government the need to abolish coverage caps in the various safety net programs, including the AgrInvest program, and ensure that funding be made available as required.

2010-17 Harmonization of American and Canadian Data

Therefore be it resolved that the Canadian Horticultural Council request that AAFC and the PMRA fully harmonize their registration process within the IR-4 process and that all products approved in the U.S. by joint IR-4 projects become automatically approved in Canada.

2010-21 Registration of the Use of DPA Gas

Therefore, be it resolved that the CHC lobby the federal government in order to have DPA thermal fogging registered for use in Canada as soon as possible.

LR2010-22 Dislodgeable Foliar Residue

Therefore be it resolved that the CHC vigorously pursue discussion with PMRA to reduce the DFR requirements, so that less complicated data can be used, similar to requirements in other jurisdictions

LR2010-23 Efficacy Trials - Fertilizers

Therefore be it resolved that the CHC does the necessary representation to the CFIA in order to re-evaluate the requirements of efficacy demonstration by eliminating or reducing greatly the numbers of efficacy trials required relative to the fertilizer law.

LR2010-24 Efficacy Trials - Pesticides

Therefore be it resolved that the CHC does the necessary representation to the PMRA in order to re-evaluate the requirements of efficacy demonstration by eliminating or reducing greatly the numbers of efficacy trials required relative to the pesticides law.

LR2010-27 A simpler Mechanism to Maintaining up-to-date Grade Standards

Therefore be it resolved that the Canadian Food Inspection Agency, in conjunction with the CHC, DRC, CPMA and OPMA explore the merits of retaining and maintaining the grade standards in a referenced document which would facilitate the implementation of amendments to grade standards in a more timely manner.

LR2010-28 Impact of Changes to the Wages of

Therefore be it resolved that the HVCRT conduct (horticulture) sector research to analyze and report on the economic, environmental, health and labour contribution of the sector for the purpose of developing outreach to government, consumers and the labour pool (labour market information, value of seasonal work, contribution of the SAWP, NOC C and D)

LR2010-29 Voluntary vs Mandatory Declaration of Grade

Therefore be it resolved that the CHC, in conjunction with the CFIA, prepare a list of all the pros and cons of making the declaration of grade voluntary vs. mandatory for all fresh fruits and vegetables and report back at the next AGM of the CHC.

Stocks Holding of apples in quebec on March 1, 2010 (bushels of 42 pounds)

Varieties			Quebec	Missisquoi Estrie	Vallée Montréal	South-West de Montréal	Laurentians	Total of regions on 01-Mar-10	Apples used in February 2010
McIntosh	Fresh	Refr.	0	0	0	0	1,710	1,710	4,140
		CA	0	112,752	149,375	96,318	164,951	523,396	127,050
	Transf.	Refr.	0	0	19,966	43,235	79,264	142,465	37,367
		CA	0	45,575	179,098	204,100	61,026	489,799	-10,800
Cortland	Fresh	Refr.	0	0	13	0	1,800	1,813	-716
		CA	0	28,198	38,466	24,502	14,987	106,153	36,043
	Transf.	Refr.	0	0	3,600	2,911	1,698	8,209	3,189
		CA	0	14,131	16,325	200	1,622	32,278	4,232
Lobo	Fresh	Refr.	0	0	0	0	0	0	558
		CA	0	0	702	0	0	702	482
	Transf.	Refr.	0	0	0	71	850	921	248
		CA	0	0	0	0	1,692	1,692	0
Empire	Fresh	Refr.	0	0	0	0	0	0	4,270
		CA	0	6,550	29,430	13,671	9,374	59,025	17,835
	Transf.	Refr.	0	0	900	16,016	0	16,916	8,855
		CA	0	1,500	1,254	7,271	180	10,205	-252
Spartan	Fresh	Refr.	0	0	4	0	150	154	916
		CA	0	24,091	46,519	25,139	41,116	136,865	32,597
	Transf.	Refr.	0	0	1,800	4,984	1,050	7,834	3,468
		CA	0	0	11,420	13,131	6,210	30,761	758
Others	Fresh	Refr.	0	0	0	108	0	108	372
		CA	0	3,436	908	4,880	0	9,224	2,832
	Transf.	Refr.	0	0	6,984	36,413	80	43,477	22,842
		CA	0	0	0	217,117	510	217,627	19,550
Total	Fresh	Refr.	0	0	17	108	3,660	3,785	9,540
		CA	0	175,027	265,400	164,510	230,428	835,365	216,839
	Transf.	Refr.	0	0	33,250	103,630	82,942	219,822	75,969
		CA	0	61,206	208,097	441,819	71,240	782,362	13,488

⁽¹⁾ Total marketing is determined by variety Source: Infohort

2009 Harvest, 1 841 334 bushels of apples were stored of those, 7 260 bushels of fresh apples & 547 572 bushels of processing, come from outside.

Harvest 2008, 1 764 547 bushels of apples are stored, of those, none of fresh apples and 468 066 bushels of processing apples, come from outside.

Harvest 2007, 1 775 041 bushels of apples were stored and of those, 19 140 bushels of fresh apples and 485 594 bushels of processing apples come from outside.

Stock Holding in Canada on March 1, 2010 (in bushel of 42 pounds)

	2009-2010	2008-2009	2007-2008
Maritimes	840,310	749,524	879,429
Quebec	1,841,334	1,764,547	1,775,041
Ontario	2,617,571	2,341,881	2,240,905
British Columbia	N/A	2,267,048	1,162,690
Canada	5,299,215	7,123,000	6,058,065

Source: Infohort

Stock Holding of Quebec apples on March 1, 2010 (bushels of 42 pounds)

Varieties			2009-2010	2008-2009	2007-2008
McIntosh	Fresh	Refr.	1,710	0	67
		CA	523,396	524,585	563,101
	Transf.	Refr.	142,465	65,054	17,722
		CA	489,799	521,517	523,647
Cortland	Fresh	Refr.	1,813	450	190
		CA	106,153	143,270	135,006
	Transf.	Refr.	8,209	5,764	5,552
		CA	32,278	18,444	21,075
Lobo	Fresh	Refr.	0	0	80
		CA	702	110	817
	Transf.	Refr.	921	0	5,795
		CA	1,692	9,773	0
Empire	Fresh	Refr.	0	0	0
		CA	59,025	72,725	66,563
	Transf.	Refr.	16,916	1,809	3,283
		CA	10,205	11,192	2,996
Spartan	Fresh	Refr.	154	0	0
		CA	136,865	153,720	138,219
	Transf.	Refr.	7,834	6,947	1,356
		CA	30,761	17,658	20,932
Others	Fresh	Refr.	108	0	63
		CA	9,224	6,516	25,265
	Transf.	Refr.	43,477	32,268	44,369
		CA	217,627	172,745	198,943
Total	Fresh	Refr.	3,785	450	400
		CA	835,365	900,926	928,971
	Transf.	Refr.	219,822	111,842	78,077
		CA	782,362	751,329	767,593

The total of apples stored in Quebec include the apples coming from outside

MARKETING OF FRESH APPLES IN FEBRUARY			
Year	Quantity in bushels	Year	Quantity in bushels
2010	226,379	2005	237,112
2009	199,809	2004	180,628
2008	293,364	2003	157,812
2007	280,733	2002	260,077
2006	239,903	2001	241,585



Report on the Annual General Meeting

Federation of Quebec Apple Growers

2010 Resolutions

AGA2010-01 Pommes Qualité Québec

- Write a specifications manual including standards for "Pommes Qualité Québec" (PQQ) apples, IFP, traceability and health and safety;
- Require operations that wish to market PQQ apples to be audited within a 5-year time frame.

AGA2010-02 Marketing

ON A MOTION duly proposed and seconded, it was unanimously resolved by apple growers who attended their annual general meeting to call on the Fédération des producteurs de pommes du Québec to enforce the rates and standards currently in force for all apples marketed in Quebec.

AGA2010-03 Potential HRI markets

- Contact HRI establishments in order to draw up a picture of potential HRI-related markets.
- Together with AEPQ, take steps to promote Quebec apple sales in the HRI sector.

AGA2010-04 Quebec orchards and vineyards transition program (Programme de modernisation des vergers d'arbres fruitiers au Québec)

- Increase the lobbying efforts already underway concerning this program;
- Ensure that MAPAQ takes steps to improve the program:
- By simplifying the administrative procedures for the entire program.

Component 1: Replanting of apple orchards

- By replacing the clause requiring participation in the apple crop insurance program with the new coverage for the planting of dwarf and semi-dwarf apple trees up to 5 years of age.
- By removing the requirement to destroy 2 hectares of standard apple trees per replanted hectare.
- By implementing supplementary per-tree financing to encourage high density planting while maintaining the financing based on hectareage.
- By restricting the number of eligible varieties.
- By making consultants specializing in apple growing available to producers.
- By ensuring that the detailed analysis of an operation is not more costly to the grower than it

was at the time the program was announced in 2006.

- By applying the replanting program (Component 1) retroactively to December 2006, with the new requested parameters, except for the choice of varieties, as is the case for Component 2 (removal of fruit trees) which will be applied retroactively to December 11, 2006, as announced on February 28, 2008.

Component 2: Removal of fruit trees

- By eliminating the requirement to have an agronomic report for the removal of fruit trees and replacing it with a report from the shipping agent (agent livreur) or another representative designated by MAPAQ.

1994 Winter frost

- By raising the amount per tree unit so as to use the entire budget allocated to this program, because the financial assistance should have been higher than \$64/tree unit.

AGA2010-05 Crop insurance program – Plan B

- Lobby La Financière agricole du Québec;
- to establish the insured historical yield over a shorter period, so as to reflect the technological changes that have been implemented in the apple sector.

AGA2010-06 Orchard damage caused by white-tailed deer

- Apply pressure on MAPAQ and the Ministère des Ressources naturelles et de la Faune to develop a mechanism to finance a fund that would enable apple growers to cover the cost of the material and labour for building fences to protect their orchards from deer, as well as to cover the cost of maintaining these fences;
- Form a tripartite committee composed of the UPA, MAPAQ and the Ministère des Ressources naturelles et de la Faune to manage this fund;
- Compensate producers retroactively for costs incurred to build fences;

- Request that hunting periods be extended and that a wider range of fire arms be permitted in the zones concerned.

AGA2010-07 Special licences for deer hunting

- Take all available measures (including the creation of sub-zones) in the 2010-2017 management plan to reduce the number of white-tailed deer by, in particular, continuing to grant special licences and modifying the double kill rule.

AGA2010-08 Subsidies to protect orchards

- Make subsidies available to apple producers similar to those granted silvicultural producers, so that they can build fences to protect their crop against damage caused by deer.

AGA2010-09 Permanent access to apple production expertise

- Apply pressure on government authorities to ensure constant availability of a MAPAQ apple growing expert in each of Quebec's apple-growing regions;
- Ensure that priority is given to replacing pomologists who retire or leave their position for any other reason by another duly qualified pomologist.

AGA2010-10 Abandoned apple and fruit tree orchards

- Take steps with the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation to ensure that the law is applied and that competent professionals are designated, so that it is enforced in a way that is both consistent and practical;
- Lobby MAPAQ to implement the action plans for the processing of these trees.

AGM2010-11 Licensing of a DPA in gaseous form

- Apply pressure on the federal government so that the product made by Decco is licensed by the beginning of the 2010 apple season;
- Apply pressure on MAPAQ so that it ensures that the action plans for treatment of these trees are applied.

AGM2010-12 2010-2014 government orientations concerning the FADQ

- Continue the steps already taken concerning the implementation of the new cost of production in the apple sector for the 2008-2009 marketing year;
- Review the level of representativeness of the sample used to exclude the 25% least productive

operations, taking into account the special characteristics and variability of the apple sector and the fact that only 26 of 120 operations specializing in apple growing participated in the study;

- Verify the openness of the Minister of Agriculture to not basing ASRA payments on specific parameters, so as to reduce the impact on the viability of apple operations participating in the program;
- Obtain recognition that the promotion, research and development funds contributed by growers to their Joint Plan, must be recognized in the stabilized income, because they favour a higher market price and increase the sector's efficiency by the research undertaken in apple production;
- Obtain recognition that the price of the first transaction should be the price negotiated by the Joint Plan, as transferred by the Federation to La Financière, because the cost of production calculation only recognizes the expenditures incurred by a grower for production and marketing, and not for packing;
- Not implement other abnormally low price correction mechanisms, given that the selling price transferred between the Federation and La Financière has corrected for abnormally low prices since it was instituted;
- Review the apple growing sector's collective capping and convert it to a production unit basis (total orchard area) as is done in the other plant sectors, and not on a volume basis, which can fluctuate according to weather conditions. This also recognizes that the apple growing sector cannot expand outside land suitable for apple growing.

That the UPA:

- Support the apple growing sector's approaches to the Minister of Agriculture and La Financière agricole du Québec.

That MAPAQ

- Financially support the implementation of the strategic plan for the apple industry.

Montreal University

You will find enclosed to this Newsletter a request of cooperation for a study on « Effect of the co-exposure of pesticides and noise, on the hear of farm workers.

Quebec Agriculture and Agri-Food Reference Centre (CRAAQ)

Producers will find enclosed a list of available documentation from CRAAQ. Now available is the Guide to foliar treatment of apple trees 2009-2010.

The Federation of Quebec Apple Growers' Board of Directors 2010

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